



Ron Davidson

The Canadian Meat Council, Canadian Poultry and Egg Processors Council and Further Poultry Processors Association of Canada are pleased to announce the appointment of Ron Davidson as Director, Government and Media Relations. Previously, Ron was Senior Liaison Officer, Government Affairs, for the Canadian Wheat Board. He has held senior positions in Canada and abroad with the Departments of Agriculture and Agri-Food Canada and Foreign Affairs and International Trade Canada during which key responsibilities included international market development, international trade policy and technical barriers to trade, including sanitary and phytosanitary regulations and standards.

Exceeding \$21 billion in annual sales, processors and further processors of beef, veal, lamb, pork, poultry and eggs constitute the largest segment of Canada's food processing industry.

