

September 25, 2008

## **Alberta Livestock and Meat Agency gains international expertise**

### ***Three internationally-respected industry experts join agency***

*Edmonton...* An international businessman, a key industry representative and a nationally acclaimed marketing executive have all been named to the Alberta Livestock and Meat Agency (ALMA).

Hisakazu Hayakawa, Jeff Kroll and Kim McConnell will join the existing board established to help reinvigorate Alberta's livestock and meat industry. The new members will begin work immediately with board chair Joe Makowecki and board members Ted Bilyea, Charlie Gracey and Kee Jim.

"When the agency was announced in June, I promised to deliver an internationally-respected blue ribbon board to lead it", said George Groeneveld, Minister of Agriculture and Rural Development. "Hisakazu Hayakawa, Jeff Kroll and Kim McConnell all have diverse areas of expertise and are recognized as leaders in fields that are crucial to the success of ALMA."

The creation of ALMA was first announced in June as part of the Government of Alberta's *Livestock and Meat Strategy*. The agency is modeled after similar successful organizations in other countries. Its role is to align and redirect government funds, resources and programs to revitalize the livestock sector and to act as a catalyst to help enhance industry competitiveness and profitability.

"I look forward to continuing our work alongside our newest board members," said Makowecki. "The industry is at a turning point and these individuals possess the experience and skills to help ALMA create a better business environment for Alberta's livestock and meat industry."

The purpose of ALMA is to market Alberta and help industry obtain a competitive and sustainable future.

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**Attachment:** Biographies of the board members

### **Media inquiries may be directed to:**

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## **Biographies of new ALMA board members**

### **Hisakazu (Harry) Hayakawa, Japan**

Hisakazu Hayakawa is an advisor for the Japan Meat Traders Association and the Japan Ham & Sausage Processors Association. For almost 15 years, Hayakawa was also Chairman of the Japan Meat Traders Association. He has extensive experience marketing and trading meat nationally and internationally with one of Japan's largest meat processing and supply facilities, Starzen.

### **Jeff Kroll, Toronto**

Jeff Kroll is Senior Vice President, National Supply Chain for McDonald's Restaurants of Canada Limited. Since 1981, he has held numerous positions with McDonald's including Director, Global Business Affairs; Director Business Affairs US; and Director, Supply Chain Canada. Kroll is also a board member of the University of Guelph, School of Hospitality and Tourism.

### **Kim McConnell, Calgary**

Kim McConnell is a founder and former CEO of AdFarm, an international agricultural focused marketing firm. He has been involved in developing many national and international brands. With McConnell at the helm, AdFarm was recognized for three years as one of Canada's 50 Best Managed Companies and as one of the best places to work in Canada by Canadian Business magazine. McConnell's experience and business relationships span all sectors of the value chain from producers to branded retail products.

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