



Media Release

Alberta and National Cattle Feeders' Associations announce new President and CEO

October 3, 2018

Calgary, AB — The Alberta Cattle Feeders' Association (ACFA) and National Cattle Feeders' Association (NCFA) are pleased to announce Janice Tranberg will serve as the new president and chief executive officer, effective November 1, 2018. Tranberg will replace Bryan Walton, current president and CEO, when he retires in early 2019.

“Janice will be a great addition to our team as she brings a wealth of experience in the agriculture sector working in both the private and public sectors covering roles in government and stakeholder relations, policy, regulatory affairs, communications, and marketing”, said Ryan Kasko, chair of ACFA. She most recently served as the executive director for the Saskatchewan Canola Development Commission (SaskCanola), where she worked with the board of directors and staff to provide value to canola producers through advocacy, research, and market development. In her previous role as assistant deputy minister for the Saskatchewan Ministry of Agriculture, Tranberg was responsible for three branches: Crops and Irrigation, Agriculture Research, and Regional Services. Prior to this, she served as vice president, western Canada for CropLife Canada. “We’re delighted to welcome Janice who, like her predecessor, will serve in a dual role as president and CEO for both NCFA and ACFA”, said NCFA Chair Ryan Thompson.

Tranberg holds a BSA and MS in Molecular Biology and Plant Pathology from the University of Saskatchewan, as well as a Horticulture Diploma from Olds College.

“I am very excited to join both the ACFA and NCFA teams,” stated Tranberg. “These organizations are respected leaders in the Canadian cattle industry, and I am honoured to be chosen to work with the boards and staff in order to represent Alberta’s and Canada’s cattle feeding sectors. I have big shoes to fill with Bryan Walton retiring, but I’m up to the challenge.”

The Alberta Cattle Feeders' Association has been the voice of Alberta's cattle feeders since 1973. An advocacy organization, it represents the interests of its members on a broad range of government policies and economic issues impacting the competitiveness of beef and beef products in Alberta.

Established in 2007, the National Cattle Feeders' Association represents Canadian cattle feeders on national issues and works in collaboration with other cattle organizations and government to strengthen and improve the cattle feeding industry.

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