

FOR IMMEDIATE RELEASE

## **Saskatchewan Cattle Association Launches Strategic Review Focused on Producer Priorities**

**REGINA, SK (May 7, 2026)** - The Saskatchewan Cattle Association (SCA) has undertaken a strategic review to ensure that the organization's efforts clearly align with the priorities and needs of Saskatchewan's cattle producers. This measured approach will examine the value of SCA activities and position the organization to be more intentionally forward-facing.

As part of this review and transition, the SCA welcomed Janice Bruynooghe and Sandy Russell of Spring Creek Land & Cattle Consulting as acting Interim CEOs effective February 1, 2025.

Chad Ross, SCA Board Chair, said, "We're excited for what this transition means for the Saskatchewan Cattle Association. Producers expect to get answers to their questions and concerns as well as see the value of the work being done on their behalf, and we are committed to delivering on that priority."

Moving forward, the SCA will maintain a disciplined approach to how levy dollars are invested, with a renewed emphasis on research, communicating the outcomes of advocacy and policy work, and ensuring the relevance of these efforts for Saskatchewan cattle producers. Key to that work is allowing for clear input and dialogue. Improvements are being made to ensure Saskatchewan producers have direct avenues to be heard.

"This is an opportunity to refocus the SCA on its core purpose, which is supporting levy-paying producers," said Russell. "Our priority is making sure every decision and investment of producers' resources provides value, and that producers are given ample opportunity to share feedback," noted Bruynooghe.

At the provincial level, SCA will continue to advocate on behalf of Saskatchewan producers, while supporting the Canadian Cattle Association to ensure strong national representation on key industry issues.

Producers can expect more consistent communication and opportunities to engage with SCA leadership as this new direction is implemented over the coming months.

SCA encourages all producers to contact the office with any questions.

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### **About SCA**

The Saskatchewan Cattle Association represents Saskatchewan cattle producers through provincial advocacy and national policy leadership. The Association collects check-off dollars to strategically invest in research and market promotion to support a profitable, sustainable and globally competitive beef industry.