

September 25, 2009

New leadership moves Alberta Livestock and Meat Agency forward

Edmonton... An accomplished leader in the private and public agriculture industry with diverse experience in the agri-food business has been named the new President and CEO of the Alberta Livestock and Meat Agency (ALMA).

Gordon Cove will help ALMA achieve its mandate as a catalyst for innovation and competitiveness in the agriculture industry, under the auspices of the Alberta Livestock and Meat Strategy (ALMS).

“We developed ALMS to move us from the status quo,” said George Groeneveld, Minister of Agriculture and Rural Development (ARD). “As ALMA’s new leader, Gordon will help drive that strategy forward, strengthening our livestock and meat industry on a global scale.”

In his previous role with ALMA, Cove helped develop and implement the ALMS. With his past private sector experience, he was instrumental in developing ALMA programs and was a vital link to the meat industry.

“With Gordon’s experience in the livestock and meat sector, he can hit the ground running,” said Joe Makowecki, ALMA Board Chair. “His strong industry knowledge and tremendous private and public sector skills will help guide our board and lead ALMA staff.”

Cove has worked for ARD since 2003, moving to ALMA in 2009. His private sector experience includes 21 years in management roles with Olymel/Premium Brands Inc. (formerly Fletcher’s Fine Foods Ltd.) in Red Deer.

ALMA is a catalyst organization working towards an internationally respected, competitive and profitable livestock and meat industry.

For more information on ALMA, visit [www.alma.alberta.ca](http://www.alma.alberta.ca).

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Media inquiries may be directed to:

Terry Willock  
Communications Director  
Alberta Livestock and Meat Agency  
780-638-1929  
780-951-3061 (cell)