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FORUM 2025

15 YEARS OF PROGRESS



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TABLE OF CONTENTS



[Message from the Minister](#)

[Co-chair Welcome Message](#)

[Agenda](#)

[Speakers & Panelists](#)

[Sponsors](#)

[Special Acknowledgements](#)

[Venue](#)

[Contact Us](#)



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MESSAGE FROM THE MINISTER



Hello to everyone attending the 15th annual Animal Health Canada Forum! Thank you all for bringing everyone together over the past 15 years. Your unique collaborative approach is what keeps our Canadian livestock sector strong and growing.

In today's global marketplace, animal health is essential to food security across the country and around the world. We have all seen how disease outbreaks can take a heavy toll on our farm businesses, our economy, and our national and global food supply.

In line with the most recent developments in animal care, you are constantly updating the livestock rules of practice. Your rigorous national disease surveillance is keeping Canada ahead of possible outbreaks. And you are making sure we are ready to react in the event of an animal health emergency. These are just a few examples of how AHC continues to deliver for the sector and Canadians.

Here in Canada, animal production drives \$5.6 billion of our GDP and over 100,000 jobs. That's why we're supporting your great work under our Sustainable Canadian Agricultural Partnership with a federal investment of over \$13 million.

Our Department and our Government continue to work closely with you to help Canada prevent – and prepare for – livestock diseases. We will build on our work on African Swine Fever to better prepare for other disease threats, including avian influenza and foot-and-mouth disease.

There's no question: continued collaboration with government and industry will be key to our success – to strengthen our One Health approach and bar the door to foreign animal diseases right across the continent.

Looking ahead, as global demand for quality protein continues to grow and new health challenges arise, your world-class expertise in protecting our livestock will be more needed than ever.

Once again, thanks to you all for your great work in helping the Canadian livestock sector to advance animal health and welfare. Know that our Government will continue to support your important work. I wish everyone fruitful discussions over the next couple of days. As Animal Health Canada celebrates "*15 years of Progress*", I have no doubt that the best is yet to come!

The Honourable Heath MacDonald
Minister of Agriculture and Agri-Food

CO-CHAIR WELCOME MESSAGE



Leigh Rosengren
Animal Health Canada
Industry Co-chair



Donald Boucher
Animal Health Canada
Government Co-chair

The year has flown by, and we are delighted to welcome you—both in person and virtually—to Animal Health Canada Forum 2025!

It is a milestone year as we celebrate 15 years of hosting the Forum. While the event has evolved, its purpose remains constant: to bring people together to exchange knowledge and strengthen the partnerships that define Canada's animal health and welfare system.

Animal Health Canada is proud to have collaboration at the heart of our work, and this Forum is one of the many ways we continue to create opportunities for connection and shared learning. Over the next few days, we hope you are inspired by Kim McConnell's keynote, *15 Years of Collaborative Evolution*, and by the wide range of sessions—on public-private partnerships, lessons from HPAI in dairy cattle, the Outbreak Support Network, and industry perspectives on implementing Codes of Practice. These discussions remind us of the critical importance of working together to advance our shared goals.

For those who are attending in person, we'd like to recognize the peoples on whose land we meet today. The City of Ottawa is built on the un-ceded Anishinabe Algonquin territory. The peoples of the Anishinabe Algonquin Nation have lived on this territory for millennia and their culture and presence have nurtured and continue to nurture this land.

Thank you for joining us. Your insights and contributions are invaluable as we work together to advance farmed animal health and welfare in Canada.

Sincerely,

Leigh Rosengren, DVM, Animal Health Canada Industry co-chair

Donald Boucher, Animal Health Canada Government co-chair

This program has been approved for 9 hours of continuing education credit in jurisdictions that recognize RACE approval

Day 1, September 23, 2025

AGENDA

1 pm EDT	Opening remarks <i>AHC co-chairs, Dr. Leigh Rosengren and Donald Boucher</i>
1:15 pm	Keynote: 15 years of Collaborative Evolution <i>Kim McConnell, Founder and former CEO, AdFarm</i>
2:15 pm	The Public-Private Partnership at World Organisation for Animal Health: Successes and Challenges <i>Dr. François Caya - Deputy Director General of Institutional Affairs and Governance, World Organisation for Animal Health</i> Demonstrating the strategic importance of public-private partnerships in achieving Canada's animal health goals. This session will offer a national or international perspective, best practices, and practical recommendations to strengthen AHC's position as a trusted national coordinator in Canada's animal health environment.
3:15 pm	BREAK
3:45 pm	15 Years of Progress: Reflecting on AHC's Journey and Looking Ahead Panelists: <ul style="list-style-type: none"> • <i>Dr. Leigh Rosengren, AHC industry co-chair</i> • <i>Kathleen Sullivan, Maple Leaf Foods Vice President, Government and Industry Relations</i> • <i>Dr. John Kelly, Deputy Minister, Ontario Ministry of Agriculture, Food and Agribusiness (OMAFRA)</i>
4:45 pm	CLOSING REMARKS
5:00 pm	AHC FORUM 2025 DAY ONE CONCLUDES
5:30 pm to 7:30 pm, Animal Health Canada Awards Ceremony - Wine & Cheese	



Day 2, September 24, 2025 morning

AGENDA

BREAKFAST WILL BE AVAILABLE TO FORUM ATTENDEES

8:30 am EDT	Opening remarks <i>AHC co-chairs, Dr. Leigh Rosengren and Donald Boucher</i>
8:40 am	Crossroads of Animal and Public Health: Responding to Highly Pathogenic Avian Influenza (HPAI) Facilitator: Dr. Murray Gillies, Canadian Animal Health Surveillance System (CAHSS) Interim Division Director <ul style="list-style-type: none"> • <i>California's Response to HPAI in Dairy and Poultry - Dr. Natalie Ward, California Department of Food and Agriculture</i> • <i>Human Health Perspective – Dr. Maulik Baxi, Medical Health Officer - Medical Director, Population and Public Health, Fraser Health</i> • <i>How Canada is Handling the Emerging Disease – Dr. Cathy Furness, Deputy Chief Veterinary Officer, Canadian Food Inspection Agency and Cheryl Schroeder, Senior Advisor, Animal Health, Dairy Farmers of Canada</i>
10:00 am	BREAKOUT SESSION: Lessons Learned from HPAI in Dairy Cattle and How to Apply These to FMD Work <i>Facilitator: Dr. Murray Gillies, CAHSS Interim Division Director</i>
10:30 am	BREAK
11 am	Outbreak Support Network: Discussing recommendations to improve support for producers and private veterinarians involved in a federally reportable disease investigation <i>Dr. Betty Althouse, Outbreak Support Network lead (a CWSHIN project)</i>
12:00 pm	LUNCH



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Day 2, September 24, 2025 afternoon

AGENDA

1 pm	Challenges and Successes of Implementing a New Code of Practice Facilitator: Jackie Wepruk, National Farm Animal Care Council Division Director <ul style="list-style-type: none"> • Elyse Germain, Manager, Program Development, Egg Farmers of Canada • Dr. Melissa Moggy, Manager, Sustainable Production, Dairy Farmers of Canada • Catherine Moores, Executive Secretary, Canada Mink Breeders Association
2:15 pm	BREAK
2:45 pm	Motivating Change: Include Motivation and Behaviour Change when Improving Animal Health Exploring the core principles of human behaviour and decision-making in the context of animal health. Grounded in behavioural science and change theory, this session sheds light on what motivates stakeholders—such as producers, veterinarians, and regulators—to act (or not act) in response to emerging animal health threats. <ul style="list-style-type: none"> • Dr. Jolanda Jansen, St Anna Advies
3:45 pm	End-of-day Keynote: Takeaways on the Importance of Working Together <ul style="list-style-type: none"> • Steve Roche, ACER Consulting
4:15 pm	CLOSING REMARKS, DAY 2
4:30 pm	END OF AHC FORUM 2025

MEET OUR SPEAKERS AND PANELISTS



KEYNOTE SPEAKER

Kim McConnell, Founder & Former CEO, AdFarm

Mr. McConnell is a champion for Canada's agriculture industry and a trailblazer in agricultural marketing. As a founder and former CEO of AdFarm, one of North America's largest agricultural marketing communications firms, he has been a major force in shaping the industry. McConnell's contributions have earned him numerous national accolades, such as the 'Agri-Marketer of the Year', the 'Mentor of the Year' award from the Canadian Youth Business Foundation, and Calgary's 'Inspired Business Leader'.

His remarkable achievements include his induction into the Canadian Agricultural Hall of Fame in 2012 and his appointment as a Member of the Order of Canada in 2017.

McConnell's contributions have earned him numerous national accolades, such as the 'Agri-Marketer of the Year', the 'Mentor of the Year' award from the Canadian Youth Business Foundation, and Calgary's 'Inspired Business Leader'. His remarkable achievements include his induction into the Canadian Agricultural Hall of Fame in 2012 and his appointment as a Member of the Order of Canada in 2017.

His unwavering commitment to Canadian agriculture and its potential has been evident throughout his career. McConnell has been instrumental in launching major industry ventures, including strategic and policy development, promoting sustainability, and initiatives aimed at enhancing public trust in food and farming. He serves as a director and special advisor to numerous companies, government bodies, and industry leaders across North America. McConnell is also a fervent advocate for youth, entrepreneurs, and rising executives, inspiring them with his passion and dedication.

MEET OUR SPEAKERS AND PANELISTS



SPEAKER

Dr. François Caya, Deputy Director General of Institutional Affairs and Governance, World Organisation for Animal Health

Dr. François Caya is Deputy Director General of the World Organisation for Animal Health (WOAH), where he leads governance initiatives and strengthens collaboration with Member Countries and international partners. A Doctor of Veterinary Medicine, he has over 20 years of experience in animal health governance, crisis management, and international diplomacy. Formerly WOAH Chief of Staff (2020–2024) and senior official at the Canadian Food Inspection Agency, Dr Caya

has led global programmes such as the PVS Pathway and represented his country and organisation in international fora. Trilingual in French, English, and Spanish, he is widely recognised as a leader in global animal health and veterinary governance.



PANELIST

Dr. Leigh Rosengren, AHC industry co-chair

Dr. Rosengren graduated from the Western College of Veterinary Medicine at the University of Saskatchewan in 2001. After graduation Leigh worked in mixed animal practice in Humboldt and Weyburn, Saskatchewan. She received a PhD in Veterinary Epidemiology from the University of Saskatchewan (2008) and established a consulting service for Canada's livestock and poultry sectors with their animal health and food safety concerns. Most recently, Leigh completed a Masters of Agribusiness from Kansas State University (2021).

Leigh has recently joined the Canadian Cattle Association as their Animal Health and Care lead. She also sits on the Saskatchewan Cattlemen's Association as a director and serves as the Animal Health and Welfare committee chair.

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PANELIST

Kathleen Sullivan, Vice President, Government and Industry Relations, Maple Leaf Foods

Kathleen Sullivan joined Maple Leaf Foods in 2023 as Vice President, Government and Industry Relations.

She brings to the role 30 years of government, advocacy, trade, and food sector experience. This includes senior leadership positions at several industry organizations, including Food and Beverage Canada, the Canadian Agri-Food Trade Alliance, the Animal Nutrition Association of Canada, and Restaurants

Canada. She also spent three years as a senior policy advisor in the Ontario government, including to the Minister of Education and in the Cabinet Office.

Ms. Sullivan has a deep understanding of how business is affected by policy and regulatory frameworks and has been a key industry advisor on domestic food laws and on agri-food trade policy. She has also served as a senior industry lobbyist in major Canadian trade negotiations and trade missions.

Ms. Sullivan has a Law degree from Western University and a Bachelor of Commerce from Carleton University.

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PANELIST

John Kelly, Deputy Minister, Ontario Ministry of Agriculture, Food and Agribusiness

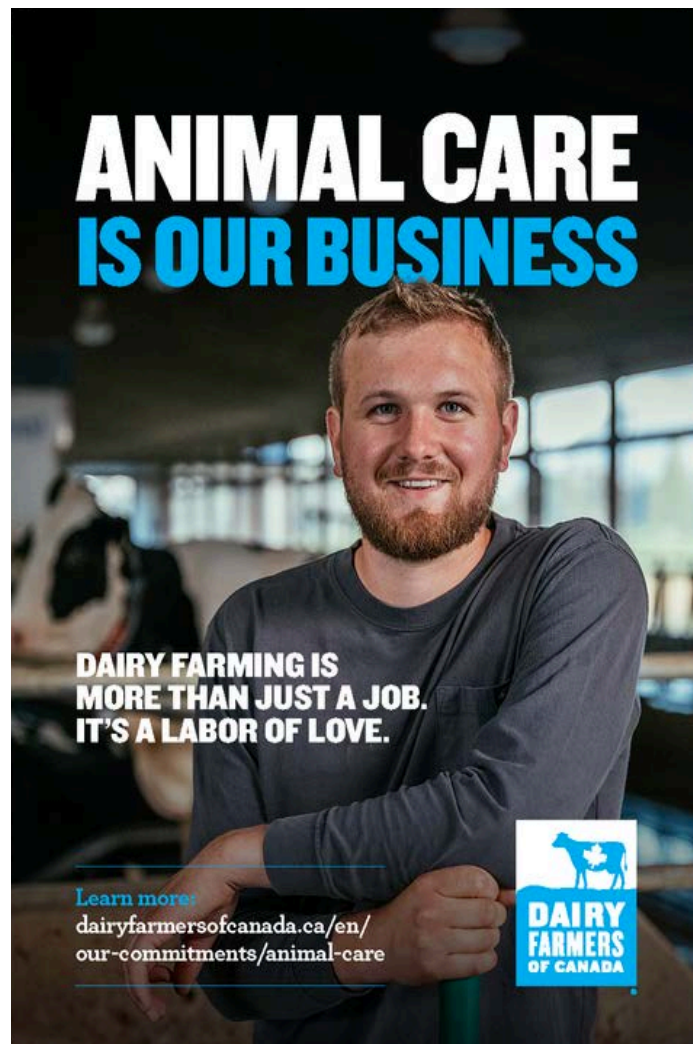
Dr. John Kelly was appointed the Deputy Minister of the Ontario Ministry of Agriculture, Food and Agribusiness (OMAFRA) in August 2020. He brings more than 25 years of leadership in the agricultural, food and life sciences industries, spanning private, public and not-for-profit sectors. Prior to joining OMAFA, John was Chief Innovation Officer at Bioenterprise Corporation, where he was responsible for leading the acceleration of agri-tech business ventures. He has a wealth of experience and has held various executive positions with start-ups, venture capital,

multinational companies and not-for-profits, including KeliRo Company Inc., Bioenterprise Capital, DNASTACK, KiKi Maple Water, Ontario Fruit & Vegetable Growers Association, MaRS Landing, Land O'Lakes, Rhone-Poulenc Canada Inc. and Aventis CropSciences Inc.

An extensive publisher, he has authored hundreds of research and extension publications throughout his career, attracted investment and been a serial entrepreneur and investor himself.

He has also served on numerous boards of directors including Life Sciences Ontario, Canada Foundation for Innovation, Ontario Genomics, Ontario Hazelnut Association, Ontario Lavender Association and others.

Deputy Minister Kelly holds a B.Sc. (Agr.) and Ph.D. from the University of Guelph and a Master of Science from the University of Alberta. He has also held Adjunct Professorships in the Department of Animal Biosciences and the Department of Plant Agriculture at the University of Guelph.



Learn more:
[dairyfarmersofcanada.ca/en/
our-commitments/animal-care](https://dairyfarmersofcanada.ca/en/our-commitments/animal-care)

MEET OUR SPEAKERS AND PANELISTS



PANELIST

Dr. Natalie Ward, California Department of Food and Agriculture

Dr. Natalie Ward graduated from Washington State College of Veterinary Medicine in 2010. She spent the first six months of her career practicing overseas in New Zealand as a dairy veterinarian during the calving season. After returning to the United States, she joined a large dairy-only practice in the central valley of California. Her clinic provided services to well over 100 dairies in the valley and provided ample opportunities for learning basic dairy skills, investigating disease outbreaks, and consulting with dairymen to improve their herds.

After seven years with that clinic, Dr. Ward took a position as a staff veterinarian for a large calf ranch in her area, where she worked for five years to improve calf health, decrease antibiotic usage, and provide dairy outreach about passive transfer and calf health. Dr. Ward left private practice to join CDFA in 2022 as a field position veterinarian. There, she has been involved in HPAI outbreaks almost continuously for the past three years. She is heavily involved on the disposal side of HPAI operations as well as the forefront of the bovine HPAI response.

PANELIST

Dr. Maulik Baxi, Medical Health Officer, Medical Director, Population and Public Health, Fraser Health

Dr. Maulik Baxi is a Medical Health Officer and Medical Director at Fraser Health, where he oversees Communicable Diseases Prevention and Control and Immunization portfolios. His areas of interest are Vaccine Preventable Diseases with specific focus on Emerging pathogens such as Avian Influenza. His practice interests are intersectionality of determinants of health and their impact on public health outcomes. He serves as a co-supervisor for the Canadian Field Epidemiology program at Fraser Health as well as a Clinical Faculty with University of British Columbia. Dr. Baxi completed his medical school from the Maharaja Sayajirao University of Baroda in India, and his residency in Public Health and Preventive Medicine from University of Alberta. He has completed his Master of Public Health from Mailman School of Public Health at Columbia University in New York, and Graduate Certificate in Population Health Management from Johns Hopkins Bloomberg School of Public Health. Dr. Baxi is a Fellow of Royal College of Physicians of Canada and a diplomat of American Board of Preventive Medicine.



MEET OUR SPEAKERS AND PANELISTS



PANELIST

Dr. Cathy Furness, Deputy Chief Veterinary Officer, Canadian Food Inspection Agency (CFIA)

Cathy joined the CFIA as the Deputy Chief Veterinary Officer in November 2022. Since this time, Cathy has played key leadership roles in numerous One Health and Emergency Management files. Cathy has provided leadership and expertise in the development of the CFIA's One Health Standing Group of Experts which brings together expertise from across the Agency in Plant Health, Animal Health and Food Safety to support a One Health approach to collaboration. She has also provided leadership in One Health files such as the Agency's

work on chronic wasting disease and highly pathogenic avian influenza in dairy cattle. Cathy has led the Agency's development of surveillance to support the early detection of HPAI in cattle as well as the foundational response plans to enable a coordinated response with provinces, territories and dairy stakeholders. Cathy has served as the National Incident Manager for the 2022 Outbreak response to HPAI in domestic poultry where she supported a One Health approach to collaboration with federal government partners and industry stakeholders.

Before joining the CFIA in November 2022 as the Deputy, Chief Veterinary Officer, Cathy worked at the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA), in the role of Lead Veterinarian for Planning and Preparedness since 2013, and in July 2019, Cathy was appointed to the role of Chief Veterinarian for Ontario. Cathy possesses a wealth of experience and knowledge in emergency management, work in partnership with veterinarians, farmers, industry and the community, as well as provincial ministries, provinces and the CFIA to support animal health and welfare needs in Ontario. She was responsible for provincial-level disease planning and preparedness, disease outbreak response and supporting various commodity and stakeholder organizations to enhance their respective emergency preparedness.

In addition to her time at OMAFRA, Cathy practiced in both small animal and equine practice shortly after graduating with Distinction, from the Ontario Veterinary College (OVC), University of Guelph in 2000. She returned to OVC to complete an MSc in Clinical Studies and a residency in Large Animal Internal Medicine, and is board certified by the American College of Veterinary Internal Medicine – Large Animal Internal Medicine.

MEET OUR SPEAKERS AND PANELISTS



PANELIST

Cheryl Schroeder, Senior Advisor, Animal Health, Dairy Farmers of Canada

Cheryl Schroeder is currently the Senior Advisor, Animal Health, for Dairy Farmers of Canada. She is an animal science expert, managing Animal Health topics and Emergency management. In addition, she works very closely with Animal Health Canada and the various committees. Cheryl has spent over 20 years with the proAction program at both Dairy Farmers of Canada and Dairy Farmers of Manitoba.

Cheryl's extensive history with dairy farming started on her family's dairy farm in Manitoba and has been involved within the dairy industry since graduating from the University of Manitoba. In her spare time, Cheryl enjoys spending time with her family at the cabin and watching Jets games.



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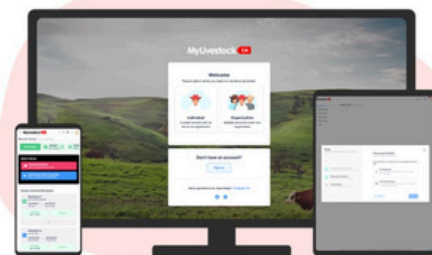
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WORKSHOP

Dr. Murray Gillies, Canadian Animal Health Surveillance System (CAHSS) Interim Division Director

Murray grew up on his family's dairy farm in Sussex, New Brunswick. He completed his undergraduate degree in agriculture and animal science from the Nova Scotia Agricultural College before completing his Doctor of Veterinary Medicine degree from the Atlantic Veterinary College in Prince Edward Island. After graduating, Murray spent two years in New Zealand in a dairy focused clinic before moving back to New Brunswick in large animal practice, and with the veterinary pharmaceutical company Vetoquinol as a technical services veterinarian.

He is past president of the Canadian Association of Bovine Veterinarians and the current District 12 director for the American Association of Bovine Practitioners. Murray has been an active member of the Canadian Animal Health Surveillance System Dairy and the AMU/AMR surveillance networks.

Murray is currently working on a Master's in health management and public health at the Atlantic Veterinary College with a project focusing on antimicrobial use on dairy farms. He was the dairy subject matter expert for the Canadian Veterinary Medical Associations Stewardship of Antimicrobial use by Veterinarians Initiative (SAVI) in 2018 and 2022. He remains very active in the day-to-day operations of his family's dairy farm, where they have implemented many of the SAVI recommendations and guidelines successfully, including zero-zero calf care, selective dry cow therapy, and following the prudent use guidelines for treatments when necessary.

Murray is very passionate about the Canadian bovine veterinary, dairy, and agricultural sectors and loves discussing dairy practice, bovine veterinary medicine, and science in general and can be reached to discuss these topics at any time.

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SPEAKER

Dr. Betty Althouse, Outbreak Support Network lead (a CWSHIN project)

Betty is a former Saskatchewan Chief Veterinary Officer (2012-2020), involved in the formation of CAHSS and in the transition of NFAHWC to AHC. Since retiring as CVO, she has worked on part-time contracts related to animal health. Over a 40+ year veterinary career, she also worked for CFIA in domestic disease control and slaughter inspection, and in private rural veterinary practice, with a focus on swine preventive medicine. She also operated a pig barn and small sheep flock with her family.

Still passionate about animal health and welfare, she actively serves on two provincial Boards (but is trying to transition to being a small holder and grandma).

The Outbreak Support Network project has been a great match for her past experience and collaborations, and she hopes it will lead to improvements in the experiences of producers and private veterinarians involved in federally reportable disease investigations.



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PANELIST

Elyse Germain, Egg Farmers of Canada, Manager, Program Development

Elyse Germain is the Manager of Program Development in the Operations Department at Egg Farmers of Canada. She holds a Bachelor of Bio-Resource Management, Equine Management and Master of Science, Animal Behaviour and Welfare from the University of Guelph. Before joining the Egg Farmers of Canada in 2015, Elyse worked for the Chicken Farmers of Saskatchewan where she got the opportunity to work with broiler chicken and hatching egg farmers on food safety and animal care programs, research and emergency management.

Elyse's work with Canadian egg farmers focuses on advancing animal health and welfare, sustainability and research. Her responsibilities include initiatives and programs such as EFC's robust on-farm Animal Care Program, the National Environmental Sustainability and Technology Tool (NESTT) and Research Grant Program, working collaboratively with a broad range of stakeholders. Elyse is based in Ottawa, ON.

PANELIST

Melissa Moggy, BSc, DVM, MSc, Dairy Farmers of Canada, Manager, Sustainable Production

After earning her bachelor's in animal science from Nova Scotia Agricultural College, **Melissa** obtained her DVM at the Atlantic Veterinary College. She then completed a rotating food animal internship at Mississippi State University College of Veterinary Medicine. In 2013, Dr. Moggy returned to Canada to pursue a master's degree in veterinary medical sciences at the University of Calgary, with a focus on pain and stress mitigation in cow-calf operations. Following her master's degree, she established her own consultancy and collaborated with organizations such as the National Farm Animal Care Council. In 2024, she joined Dairy Farmers of Canada as a Sustainable Production Manager, working on Food Safety, Biosecurity, and Animal Care modules. Melissa also serves on the ABVMA's Food Animal Advisory Committee, the Olds College Institutional Animal Care and Use Committee, and is the Vice President of the Alberta Goat Association. In her spare time, she enjoys family life in Strathmore, Alberta, with her husband, twin boys, two cats, and their one dog.



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PANELIST

Catherine Moores, Canada Mink Breeders Association , Executive Secretary

Catherine Moores grew up on the Great Northern Peninsula of Newfoundland. She graduated from the Nova Scotia Agricultural College in 2000 with a BSc. in Animal Science, completing her thesis on Moose Activity Patterns. Catherine started and managed a large mink farm and industry feed kitchen in rural Newfoundland from 2003 - 2016. She was elected to the Canada Mink Breeders Association's board of directors in 2008. She remained an active board member (including serving time as President), until 2024. At that time, she moved into the position of Executive Secretary of

the Association. Catherine remains the president of the Newfoundland and Labrador Fur Breeders Association.

With a keen interest in animal welfare, Catherine was an active member of the Code Development and Code Assessment Committees, and participated in all of the NFACC facilitated code processes, as well as the training of auditors. She has also been involved in the branding and promotion of the mink certification program – Certifur Canada.

Catherine also participated in the development of National Biosecurity Standards for the mink industry, a Provincial Fur Farm Licensing Program (based on the Code of Practice), and helped to develop a Provincial Aleutian Disease Management Program during an outbreak in 2007.

Catherine currently resides in Corner Brook, Newfoundland, with her 17-year-old son, 8-year-old yellow lab, and 20-year-old blind and deaf cat. She is a dedicated hockey mom and AirBNB host – who loves to promote her beautiful province!

MEET OUR SPEAKERS AND PANELISTS



SPEAKER

Dr. Jolanda Jansen, St Anna Advies

Dr. Jolanda Jansen is a communications advisor, inspirational speaker, skills trainer, and co-owner of St. Anna Advies in the Netherlands. She specializes in projects focused on 'human skills in animal health,' believing that understanding human behavior is key to maintaining animal health. Her consultancy work aims to motivate behavioral change and foster innovation in the veterinary industry. As a communication skills trainer, Jolanda helps veterinary teams navigate difficult communication scenarios in practice.

She has developed innovative training tools such as the Veterinary DialogueTrainer, which incorporates AI, Virtual Reality, and Augmented Reality to make communication training both more realistic and engaging. In addition, Jolanda is a guest lecturer at veterinary faculties worldwide and is actively involved in various research projects. She is the author of Communication in Practice, the Vets' Manual on Cliententhusiasm, a guide for veterinarians on enhancing client relationships, and more recently, Tails of Terror, a practical resource for addressing transgressive behavior and harassment in the veterinary profession.

END-OF-DAY KEYNOTE SPEAKER

Steve Roche, ACER Consulting

Steven Roche is the Director and Principal Consultant of ACER Consulting, where he combines science, strategy, and storytelling to drive on-farm change. With a MSc and PhD in epidemiology and deep roots in agricultural extension, Steven brings a unique blend of research, communication, and practical insight to the table. He's passionate about translating evidence into action to improve animal health and welfare across the food animal industries.



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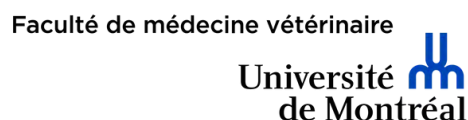
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