



LIVESTOCK
IDENTIFICATION
SERVICES LTD.

Chief Operating Officer Announced

Livestock Identification Services Ltd. is pleased to announce that Mr. Jeffery Bilow will be assuming the position of Chief Operating Officer of LIS effective July 3, 2012.

Mr. Bilow comes to LIS from UFA where he held the position of Manager Market Strategy – Livestock and has experience working with the livestock industry both in Canada and the United States. Mr. Bilow holds a Bachelors of Arts in Ag Studies/Economics from the University of Lethbridge and is completing his Masters of Business Administration – Strategic Management from Regis University in Denver, CO. Mr. Bilow brings experience and a proven track record of success in the livestock industry that will be invaluable in meeting LIS’ goals and objectives.



“The Board of Directors is confident that with this appointment Livestock Identification Services Ltd. has both the leadership and staff to build on its existing strengths and services to ensure its continued and future value to the livestock industry in Alberta and Canada”, commented Jeff Ball, Chair LIS Board of Directors.

“I am deeply honored and pleased to have the opportunity to work with the LIS head office staff, the Livestock Inspectors, the Board of Directors, and Alberta Agriculture and Rural Development as the incoming Chief Operating Officer. I accept this opportunity and challenge with great enthusiasm. I have overwhelming confidence that we, as a team, will continue to build on the existing vision and mission for LIS while providing an ever increasing amount of compelling value for the livestock industry in Alberta, Canada and beyond”, Jeff Bilow said.

Livestock Identification Services Ltd. is an industry owned not-for-profit company that is the delegated authority of the Alberta Minister of Agriculture and Rural Development under the *Livestock Identification and Commerce Act* and the *Stray Animal Act*. LIS is responsible for administering and enforcing these two Acts and, in addition to its regulatory responsibilities, LIS provides other valuable services to the livestock industry. LIS operates at a provincial and national level, and is actively involved in the development and advancement of new technologies for the benefit of livestock producers both in Alberta and Canada.

Mr. Bilow will be attending LIS’ Annual General Meeting on June 22, 2012.