



## **DEB WILSON**

Deborah has spent the last 39 years in agriculture, predominantly the livestock industry, as a commercial and purebred producer. Her career experience has been agriculture related in livestock production, administration, advertising, marketing, sales, and business development. In 2007 she moved to work for Farm Business Communications, a division of Glacier Farm Media. Deborah is probably best recognized for her writing with Canadian Cattlemen, the Beef Magazine, Canada's only national beef publication. She was responsible for business development and was team leader for national advertising sales at Farm Business Communications. She was and still is a strong proponent of strategic Industry Partnerships, which make our industry stronger and more sustainable.

On February 1, 2015, Deborah transitioned to her new position as Senior Vice-President of BIXSco Inc., a partnership formed between Canadian Cattlemen's Association and Viewtrak Technologies Inc. BIXSco Inc. controls the Canadian voluntary Internet database(BIXS) designed to capture and exchange data linked to an animal's unique electronic ID tag number which can track both management and economic carcass data for producers. She feels that the beef/cattle industry needs to provide a means for consumers and retailers to understand or have an overview of the Canadian production practices. Are they sustainable? Are they economically viable? Are they environmentally sound? Are we developing industry synergies and information from the producer to the consumers' plate to satisfy the consumers?