



## **DENNIS LAYCRAFT**

Leading the CCA and its various divisions, Dennis serves as a spokesperson for the beef cattle industry on trade, product safety, and animal disease issues. A senior policy analyst and lobbyist for the CCA, Dennis addresses issues at the national and international levels which impact Canada's beef cattle industry. He manages any legal actions that the CCA undertakes to defend Canada's beef cattle sector from trade actions or unfair trade practices and is a member of the industry technical advisory group on World Trade Organization (WTO) negotiations.

Participating on several government and industry task forces and committees, Dennis has chaired or sat in an advisory capacity on many initiatives including the Regulations and Standards working group on the Agri-Food Competitiveness task force; advisor to Canada's Auditor General's department on a number of food inspection and research matters; current co-chair of the Beef Value Chain Roundtable which brings together industry leaders throughout the value chain to provide strategic direction. Dennis is a founding member of the Canadian Beef Grading Agency.