



## **LSS Announces New CEO**

Livestock Services of Saskatchewan (LSS) is pleased to announce the appointment of Jason Pollock as Chief Executive Officer effective July 18, 2017. Jason is an accomplished leader, with a diverse business background that is well complimented by his grassroots experience in the livestock industry.

Jason has been an integral part of the LSS team since 2013, acting as Senior Advisor and Board Secretary, and recently supporting the organization as Interim CEO. Previously, he spent a number of years in executive positions at Canadian Western Agribition and the Canadian Cowboy's Association, and provided consulting services to the Canadian Cattle Identification Agency, SaskPower and the First Nations Power Authority. Along with his family, Jason operates Pollock Ranching southwest of Maple Creek.

"Jason will provide the focus and leadership agility needed to move the organization forward, and the Board is looking forward to working with him. LSS foresees numerous opportunities in our business future and we are confident that Jason, together with the management team and employees throughout the province, will achieve our strategic objectives" commented Harold Martens, Chair of the LSS Board of Directors.

Livestock Services of Saskatchewan is a non-profit organization that facilitates the delivery of livestock brand inspection services, manages the brand registry and administers the licensing of livestock dealers in Saskatchewan. In 2013, LSS became member owned and operated by the five main livestock producer groups who require inspection services. LSS is based out of its headquarters in Regina and has a province-wide network of knowledgeable inspectors operating from a variety of field locations. LSS strives to provide Saskatchewan livestock producers with a service that is cost effective and financially sustainable, and takes great pride in the collaborative relationships we've build with neighboring jurisdictions.