



FBC-ABC Members:

Kristina Farrell announced as new Food and Beverage Canada (FBC-ABC) CEO



After a months long, rigorous search process that involved the time and expertise of a number of Food and Beverage (FBC-ABC) members, the Board of Directors is pleased to announce the appointment of Kristina Farrell as Chief Executive Officer. “Kristina brings an extensive knowledge of government relations and agri-food policy to Food and Beverage Canada (FBC-ABC)” said Robert Eiser, FBC-ABC Co-Chair and President of LUDA Foods Inc. “Kristina’s innate ability to work with stakeholders at all levels, as well as her thoughtful and strategic approach to issues will allow the organization to continue to act as the go-to national voice for thriving food and beverage manufacturers in Canada”.

“It is an honour that the Board of Directors has entrusted me with this role. Having worked with the association for the last number of years, I look forward to the opportunity to lead its work on industry priorities, and in supporting a strong food and beverage manufacturing sector,” said Kristina Farrell.

Prior to joining FBC-ABC, Kristina worked in government relations and public affairs, where she supported the organization in its advocacy and communications, as well as in government. Last spring, she assisted with the design and implementation of the industry campaign around the Emergency Foreign Worker Program, which led to changes to the Temporary Foreign

Workers (TFW) Program of benefit to industry. She was included in The Hill Times Top 100 Lobbyists list for 2023.

Kristina Farrell will begin her role as Chief Executive Officer effective July 4, 2023. She looks forward to connecting with FBC-ABC members and industry stakeholders.

“Since 2018, Food and Beverage Canada (FBC-ABC) has developed into a uniquely effective advocate for Canada’s small and mid-sized food and beverage manufacturers, through knowledge sharing, consultation, business-led solutions and proactive advocacy,” said Mike Bannister, FBC-ABC Co-Chair and President & CEO of Atlantic Poultry, Inc. “We look forward to seeing how the organization continues to grow under Kristina’s leadership, as she works to bring people together to advance business-led solutions that improve competitiveness, encourage innovation, and deliver value for the businesses we represent”.

About Food and Beverage Canada (FBC-ABC):

Food and Beverage Canada (FBC-ABC) is the national industry association representing Canada’s domestic and food and beverage manufacturers. Representing more than 1,500 food and beverage manufacturing businesses across the country, its members include Canada’s six provincial and regional food and beverage manufacturing associations as well as leading Canadian food and beverage companies.