



Canadian Simmental Association Leadership Transition

FOR IMMEDIATE RELEASE

August 14, 2025

Calgary, Alberta Canada

The Canadian Simmental Association (CSA) is entering a new chapter in the history of its management.

After 19 years of valuable service, our General Manager, Bruce Holmquist, has informed the Board of Directors of his decision to conclude his tenure upon the completion of his current contract in March 2026. As Bruce prepares to pursue other new interests, the CSA extends its sincere appreciation for his leadership, commitment and contributions.

Between now and then, and with his full support, the CSA will conduct a national search for the next General Manager who will lead our Association.

CSA President Randy Noble states "Bruce's dedication as a staff person since 2007, and prior to that as a director, has strengthened our registry systems, enhanced genetic services, and helped build strong relationships across Canada and the throughout the global beef industry. The Board wishes to express its deepest gratitude to Bruce for his tireless efforts and continued commitment to the CSA during this transition period"

This leadership transition is a strategic step and not a sudden shift. In March 2025, the CSA board identified leadership succession as a critical area of responsibility. By launching a transparent and proactive search process, we are taking the necessary steps to ensure stability, continuity, and the long-term success of the CSA.

Over the coming months, we will share updates about the recruitment process.

For more information please contact:

Bruce Holmquist
General Manager
Canadian Simmental Association
#13, 4101-19th St NE. Calgary, AB T2E 7C4
Phone: 1-639-314-4613 or email: bholmquist@simmental.com