



**Geraldine Auston** has 25 years' experience working with farming and food clients across Canada in the areas of association and issues management, as well as communications and promotions.

Geraldine has managed a variety of organisations across Canada, including the BC Raspberry Growers Association, BC Blueberry Council, BC Mushroom Industry Development Council, BC Farm Animal Care Council, BC Pork Producers Association and BC Hog Marketing Commission. She was director of communications for the BC Cranberry Marketing Commission, and national coordinator of the Canadian Livestock Transport Program.

In her role as president of the Ag & Food Exchange Ltd., she provides issues management expertise for businesses pressured by existing and emerging tactics affecting animal use and related production practices by special interest groups in Canada.