
INFORMATION BULLETIN

BC Agriculture Council Welcomes Director of Communications and Engagement.

ABBOTSFORD – June 9, 2017 - The BC Agriculture Council (BCAC) announces the addition of Danielle Synotte as Director of Communications & Engagement. The position will play a key role in leading collaboration among members and will also support the Council's mandate to deliver proactive communication.

As Director of Communications & Engagement, Danielle will be responsible for directing the organization's growth in areas such as stakeholder engagement, the Farmer ID Card program, strategic relationships, and program communications.

"We are extremely excited to welcome Danielle to the BCAC team," says Stan Vander Waal, board chair. "Building connections between our members and representing the broad interests of BC farmers and ranchers is central to BCAC's role".

Danielle moved to Abbotsford from Northern BC in 2005. With a background in both the public and private sector, she holds a Bachelor in Business Administration and specifically sees her years working in areas such as economic development, communications and public relations an asset for this role.

"I am honored and excited to be joining BCAC and look forward to working with the team, their Board, and industry partners to further develop the ongoing commitment to BC's farmers, ranchers and farm sector associations." says Synotte.

About the BC Agriculture Council

The BC Agriculture Council (BCAC) is a non-profit, non-governmental organization that provides leadership in the advocacy and proactive communication of the collective interests of all agricultural producers in British Columbia, and facilitates the delivery of programs and services that benefit BC agriculture. Visit us at www.bcac.ca to learn more.

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