

# CropLife Canada announces new president



*Pierre Petelle has been appointed the new president and CEO of CropLife Canada (photo supplied).*

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*Categories  
Eastern Canada, News, Western Canada*

*Tags  
CropLife Canada, Pierre Petelle*

*May 16, 2017*

CropLife Canada has named Pierre Petelle as its new president and CEO.

Petelle, who has served as vice-president of chemistry for the crop protection and plant technology trade association since 2012, replaces Ted Menzies, who [stepped down in January](#).

“The board of directors is unanimous in its enthusiasm for having Pierre lead CropLife Canada. Pierre has consistently demonstrated professionalism, integrity and a commitment to doing what is best for Canadian agriculture and is well-respected by stakeholders across Canada and, indeed, throughout the international CropLife community,” says Jay Bradshaw, chair of the CropLife Canada board of directors, in a news release.

Petelle had been serving as acting president while the search for a new president and CEO took place. Prior to joining CropLife in 2008, he worked for Health Canada's Pest Management Regulatory Agency, which oversees the rules governing the plant science industry.

"I am delighted to have this opportunity. CropLife Canada has a well-earned reputation for excellence and collaboration and these are values I will continue to emphasize," says Petelle. "I consider it a privilege to work in an industry that provides tools that help farmers to feed the world, protect our environment and build our communities."

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