

Certificate of Merit Citation for William (Bill) L. Campbell

William (Bill) L. Campbell was born in Boissevain, MB, and has lived all his life on the family farm northeast of Minto, MB. In fact, the Campbell family has farmed in the region for 136 years. After high school, Bill attended the University of Manitoba and graduated with a Diploma of Agriculture in 1975.

On the farm's 2560-acre spread, Bill farms 1700 acres of cropland (wheat, barley, canola, corn, oats and soybeans) and 70 head of purebred Limousin seed stock. The breeding herd was dispersed in 2014, and the dispersal notice noted that "the Campbell prefix is synonymous with integrity, dedication and hard work".

Much of Bill's career has been dedicated to the improvement of the Limousin cattle breed. He has marketed Limousin genetics to eight Canadian provinces, as well as to USA and Mexico. Bill has devoted much time to the Manitoba Limousin Association (MLA), serving on its board for 41 years and currently holding the position of president. He has been the MLA vice president, Limousin breed representative for the Manitoba Ag-Ex show and chairman of the Canadian National Limousin Show in Manitoba. At the national level, he has been board member, vice-president, president (2012 and 2013), and past president, of the Canadian Limousin Association (CLA). He has been chair of the Breed Improvement Committee for the CLA and still sits on the committee today. Bill was a Canadian delegate at International Limousin Congresses in Denmark and Ireland.

His contributions to the agricultural community stretch even further, as he has been a member of Keystone Agricultural Producers (KAP) since its inception and has served on the KAP advisory council for 14 years and board of directors for 4 years. He currently chairs KAP's livestock committee and is in his second year as a vice-president for KAP. He has been a 4-H Leader for the Margaret and Boissevain Beef Clubs and a judge for numerous 4-H and breed shows in Ontario, Manitoba, Saskatchewan and Alberta.

Bill has also been a strong supporter of local area organizations, serving as current chair of the Minto Restaurant Committee, on the board of directors for the Boissevain and Area Vet Board, and as a coach and volunteer for many sports over the years. In his free time, Bill has played for the Boissevain Border Kings and Minto Mustangs hockey teams, and for the Riverside Canucks and Elgin Cubs baseball and Minto Mustang fastball teams.

Bill's accomplishments have been recognized with a number of awards, including the Canadian Limousin Association Award of Distinction in 2016. He has also been inducted into Manitoba Softball Hall of Fame 2006 (Minto Mustangs) and the Manitoba Baseball Hall of Fame 1999 (Riverside Canucks).

Bill and his wife Lauren have two daughters Courtney and Kaitlin (Cam Nykoliation) and two granddaughters Madison and Rylee.

This Certificate of Merit is presented to William L. Campbell by the Faculty of Agricultural and Food Sciences at the University of Manitoba, in recognition of leadership with agricultural organizations and outstanding service to the community at large.

**May 4, 2018
Winnipeg, Manitoba**