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Angus Cattle Selected Supreme Bull & Female, Partner of the Year Award Presented to Longo's Brother's Fruit Markets at Royal Agricultural Winter Fair, Location of CAA's 2016 National Show

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Rocky View County, AB—Canadian Angus enjoyed a highly successful Royal Agricultural Winter Fair, location of Canadian Angus Association's 2016 national show. Angus cattle took Supreme Bull and Female honours in the Masterfeeds Supreme Beef Championship and the CAA Partner of the Year Award was presented to Longo's Brother's Fruit Markets.

Supreme Bull went to OHL CHECK BOOK 0187C, owned by Peter Frijters. Frijter took home Masterfeeds Supreme Beef Championship banners in 2014 and 2015.

Supreme Beef Female went to SILVER SPRINGS PRINCESS 138C owned by Reidholm Angus and the RK Syndicate of Moorefield, ON. Both OHL Check Book 0187C and Silver Springs Princess 138C were named champions in the Aberdeen Angus Cattle Society Challenge Cup.

CAA CEO Rob Smith says that he is thrilled that Canadian Angus breeders swept the Masterfeeds Supreme Beef Championship. "We are excited any time our members prove 'Supreme' with their seedstock. We know that it adds value to their animals, the progeny and their Angus breeding programs. Further, it draws attention to Canadian Angus across the nation which helps cement our brand as that of the highest quality genetics."

Longo's is a family-owned Canadian food retailer that started in 1956. They were selected to receive the award based on their efforts to promote Angus beef and their founders' values of honesty, trustworthiness and mutual respect.

Canadian Angus Association Past President Tammi Ribey, Senior Director of Business Development, BC & Alberta Brian Good and Director of Business Development, Eastern Canada Cheryl Hazenberg presented the award to Roger St Onge of Longo's at the Royal Agricultural Winter Fair in Toronto.

"We chose Longo's Brother's Fruit Markets as the award recipient because of their commitment to supplying authentic Angus beef," says Smith. "Longo's team of food experts is dedicated to exceeding customer expectations by offering the best food experience to every customer, every time. They commit to providing the best possible quality, price, selection, and service and we are proud that they include Angus beef in those parameters."

Longo's says that they are proud to work with the Canadian Angus Association. Brian Langley, Longo's Director of Meat and Seafood adds, "Exceeding expectations just doesn't end when

shopping, it ends when the plate is clean.”

Longo’s began in 1956 as a small fruit market store on Yonge Street in Toronto. The family maintained a commitment to providing customers with the best fresh food experience possible. Today, Longo’s operates full-service grocery stores across the Greater Toronto Area as well as www.GroceryGateway.com. For more information about Longo’s, visit www.longos.com.

The Canadian Angus Association introduced the Feedlot of the Year Award in 2011 to recognize feedlots that promote Angus to their customers and that feed Canadian Angus Rancher Endorsed tagged cattle. In 2014, the award program was expanded to recognize the CAA Partner of the Year to acknowledge important partnerships and other sectors of the supply chain that promote Angus beef to the public and appreciate authentic Angus beef.

The Canadian Angus Association is Canada’s largest purebred beef breed organization. The Association represents 2,700 members across Canada for the purposes of registering and recording the pedigrees of purebred Angus cattle in the closed HerdBook and promoting the breed across Canada. The member-approved mandate is to maintain breed registry, breed purity and provide services that enhance the growth and position of the Angus breed.



CAA Past President Tammi Ribey presents the award to Roger St Onge of Longo’s with CAA Director of Business Development, Eastern Canada Cheryl Hazenberg

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