



Canadian Angus Association

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Canadian Angus Association Teams Up with Certified Angus Beef to Bring New Feedlot Focused Event to Lethbridge

March 11: for immediate release

ROCKY VIEW, AB - There are many different sectors that work together in the beef industry. Feedlot operations are critical for the production of our beef. Thus, for the first time the Canadian Angus Association (CAA) and Certified Angus Beef (CAB) are offering a one day gathering on March 31st for the feedlot sector to provide a broad overview of the North American beef industry.

The event is called, "Feedlot: Maximizing Innovation for Profit" and will take place in Lethbridge, AB. at the Lethbridge Lodge. The day will begin at 9:00 a.m. with registration and coffee. Throughout the day there will be various speakers including Brian Perillat from CanFax, Leighton Kolk and Ryan Kasko from Allied Marketing Group, John Lines from Cargill, John Paterson from the National Cattlemen's Beef Association (NCBA) and Larry Corah from Certified Angus Beef.

Rob Smith, CEO, from the CAA said, "This is a day for the feedlot industry in Canada and we are very excited with the program that we are offering along with CAB. Through the day there will be informative speakers, lunch and networking opportunities. I believe that this program will be a great way to learn more about the feedlot sector and understand how everyone in the beef industry works together to keep our industry profitable."

For this event the registration is complimentary and includes lunch. CAB and CAA staff will be on hand to talk about what their partnership means to all sectors of the industry and the competitive advantage of Angus cattle as a superior brand of beef. For more information please visit www.cdnangus.ca

The Canadian Angus Association (www.cdnangus.ca) is a not-for-profit association incorporated under the Animal Pedigree Act. The Association represents roughly 3,000 members across Canada for the purposes of registering and recording the pedigrees of purebred Angus cattle and promoting the breed across Canada. Its member-approved mandate is to maintain breed registry, breed purity and provide services that enhance the growth and position of the Angus breed.

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For more information, please contact:

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