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Canadian Angus Rancher Endorsed Day Set to Be a Learning Experience Featuring Superior Industry Leaders and Producers

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ROCKY VIEW, AB — The 2014 Canadian Angus National Convention will be held in Moose Jaw, Saskatchewan, June 4 through June 8. One of the highlights is Canadian Angus Rancher Endorsed Day on June 6. This day is open to the public and the Canadian Angus Association invites all commercial cattle producers and industry representatives to join them in making Rancher Endorsed Day 2014 the best one yet.

The day will begin with an industry panel discussion. The panel will consist of Gene Dupuis, owner of Prairie Meats; Murray Linthicum, rancher and Olympic gold medalist; Dr. Henry McCarthy, owner of McCarthy Vet Services; Stewart Stone, CEO for Heartland Livestock; and Bill Jameson, manager and part owner of JGL order buyers firm. Tom Brink, the day's keynote speaker, follows the panel discussion. Brink, formerly the CEO of JBS-Five Rivers Cattle, will discuss his experiences in the industry and speak about increasing Angus genetics in feedlots to increase profitability. During the afternoon, delegates will tour the Buffalo Plains Feedlot and the Belle Paine Colony. The day will wrap up with a Certified Angus Beef barbeque steak supper and local artisan booths.

Registration for Rancher Endorsed day is due May 28. The cost for the day is \$50 and includes the morning speakers, lunch, tours and the evening dinner and hospitality. For more information, call 1-888-571-3580, email cdnangus@cdnangus.ca or visit www.cdnangus.ca/members/agm.htm. You do not want to miss out on this great learning experience!

The Canadian Angus Rancher Endorsed program *guarantees* that the beef used in products bearing this label come from beef cattle with 50 per cent or more Canadian Angus genetics. All cattle in Canada are required to be tagged with a radio-frequency identification tag. The Canadian Angus Association created the Angus tag program that is available only to cattle with at least one purebred Angus parent. To qualify for the Canadian Angus Rancher Endorsed program, the cattle used must bear the Angus tag which identifies them as Canadian Angus cattle.

The Canadian Angus Association (www.cdnangus.ca) is a not-for-profit association incorporated under the Animal Pedigree Act. The Association represents 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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