



292140 Wagon Wheel Blvd • Rocky View County, AB T4A 0E2
Phone: (403) 571-3580 Fax: (403) 571-3599

Canadian Angus Association and Certified Angus Beef Partner on Canada's First Carcass Course

April 28, 2014: For immediate release

Rocky View County, AB— Canada's first training program for beef producers focused on producing high-quality beef from breeding through processing, Carcass 101, will be held June 18 & 19 in Olds, Alberta. The course is hosted by the Canadian Angus Association (CAA) and Certified Angus Beef (CAB).

"We are thrilled to offer this innovative course to Canadian cattle producers," says CAA CEO Rob Smith. "It is the first event of its kind in Canada, offering cattle producers the chance to tie together all of the breed development tools and genomic information that they have access to, giving them a unique opportunity to evaluate and really think about the quality of the carcasses that they are creating."

Carcass 101 takes place at Olds College, making use of the school's recently upgraded meat lab facility that includes a state-of-the-art meat laboratory and innovative processing equipment.

The agenda for the two-day course includes live cattle evaluation, identification of the parts and value of the beef cattle carcass, global differences in carcass utilization, a cutting demonstration and utilization of carcass data as well as discussions of genetics, genomic testing and opportunities for market growth.

"Carcass 101 is a comprehensive training program focused on producing high-quality beef, from breeding through processing. CAA and CAB will bring together all sectors of the beef industry to enhance open communication, knowledge transfer and ultimately produce a consistent and advantageous beef product," adds Smith.

The event includes an industry dinner on Wednesday evening. Industry representatives will be attending to network and mingle with Carcass 101 students. For the full agenda and registration information, visit www.cdnangus.ca.

The Canadian Angus Association is Canada's largest purebred beef breed organization. The Association represents 3,000 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.

–30–

For more information, please contact:

Tina Zakowsky
Director of Communications
Canadian Angus Association
tzakowsky@cdnangus.ca
1-888-571-3580