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### **Canadian Angus Auction Market of the Year Award Presented to Heartland Swift Current**

**May 18, 2017: for immediate release**

**Rocky View County, AB** — The Canadian Angus Association is pleased to honour Heartland Livestock Services from Swift Current, SK, with the Auction Market of the Year Award. This marks the tenth year the award has been presented by CAA. Senior Director of Business Development BC/AB Brian Good and Director of Business Development SK/MB Bob Toner presented the award at the Livestock Markets Association of Canada annual conference in Lethbridge, AB.

For more than 50 years Heartland Livestock Services has been committed to providing quality, comprehensive marketing services for Western Canadian livestock producers. In an average year, the team puts 109,000 head of cattle through the ring. In the last 25 years they have handled 2.7 million head. They take pride in providing livestock producers with innovative and effective services that add value to their livestock business.

The Heartland Swift Current facility was built in 1991 and covers 130 acres. There are 60 holding pens with water and feed and 90 receiving pens. The auction area seats 150. The facility also boasts a large kitchen area with seating for 40 and a large office space.

Congratulations to Manager Lee Crowley and all the staff of Heartland Livestock Exchange Inc. Your hard work and dedication to the agriculture industry do not go unnoticed. The Canadian Angus Association proudly awards you for your efforts this past year and wishes you continued success in the future.

The Auction Market of the Year Award was introduced in 2006 to recognize and honour those auction markets that work hard to promote Angus cattle. Auction markets across Canada have been recognized for their support of the Canadian Angus feeder sales program.

The Canadian Angus Association is Canada's largest purebred beef breed organization. The Association represents more than 2,000 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.



*Left to right: Brett Jensen, auctioneer; Donnie Peacock, auctioneer; Lee Crowley, Manager (Heartland Livestock Services Swift Current); Bob Toner, Director of Business Development SK/MB; Brian Good, Senior Director of Business Development BC/AB (Canadian Angus Association)*

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For more information and to obtain photos of the award presentation, please contact:

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