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Canadian Angus Auction Market of the Year Award Presented to Heartland Livestock Services

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ROCKY VIEW COUNTY, AB - The Canadian Angus Association (CAA) is pleased to honour Heartland Livestock Services from Virden, Manitoba with the Auction Market of the Year Award. CAA Director of Field Services, Brian Good, and Manitoba Field Staff, Lois McRae, presented this award in Winnipeg, Manitoba at the Livestock Markets Association of Canada annual conference.

Heartland Livestock Services has been connecting buyers and sellers for over 60 years. More recently, the facility has been managed by Jim McCarthur from 1997 until October of 2009, at which time it was taken over by Robin Hill. The auction mart handles over 100,000 head annually, drawing cattle from Manitoba as well as Eastern Saskatchewan. There are several long-time employees to be recognized, including: Rich Gabrielle, Field Man; Drillon Beaton, Field Man; Stewart Stone, General Manager; as well as the late Jim Blackshaw who was a longtime Field Man for the facility.

Five words that mean good business for Heartland are: leadership, knowledge, reputation, responsibility and commitment. Whether it's selling a producers calf crop, managing a bison sale or exporting livestock across North America and overseas, Heartland is a reputable name in the livestock marketing business.

Congratulations to all of the owners, managers and staff at Heartland Livestock Services. Your hard work and dedication to the agriculture industry does not go unnoticed. The Canadian Angus Association proudly awards you for your efforts 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 Rancher Endorsed program.

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 Herd Book 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 and to obtain photos of the award presentations, please contact:

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