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Canadian Angus Association Announces New Generation Breeder Development Program at National Convention

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Quebec City, QC — At the Canadian Angus Association's 110th annual general meeting in Quebec City, Quebec, CEO Rob Smith announced the creation of the New Generation Breeder Development program. Nathan Marin of Radville, SK, has been hired in a part-time capacity as the Director of New Generation Breeder Development.

"After years of talking, thinking and brainstorming about the need for Angus, the cattle sector and, indeed, all of Canadian agriculture to focus on developing, mentoring and providing tools for production and market access to the next generation of producers, Canadian Angus is making it happen through our New Generation Breeder Development program," says Smith. Marin will create and enhance member value and satisfaction for new and young Canadian Angus members, defined as those under the age of 40 and/or within their first five years of CAA membership."

Marin is a lifelong cattleman living in south central Saskatchewan. His varied services throughout his professional career have included custom cattle fitting and complete show preparation, clipping, freeze branding, guiding and outfitting and sales ring service. In addition to his new position with Canadian Angus, Nate will continue to provide these services. As with the newly created Business Development Team, Marin will operate from his home office while engaging his target demographic Canadian Angus members across Canada.

The Canadian Angus Association (www.cdnangus.ca) is a not-for-profit association incorporated under the Animal Pedigree Act. The Association represents more than 2,000 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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