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Canadian Angus Association Presents Partner of the Year Award to St. Helen's Packers

July 25, 2018: for immediate release

Rocky View County, AB—The Canadian Angus Association is pleased to present the CAA Partner of the Year Award to St. Helen's Packers. St. Helen's is a full-service butcher shop located in Toronto. They were selected to receive the award based on their philosophy of building strong relationships with partners, continuous re-investment in their facilities, and providing safe quality products for their customers.

CAA CEO Rob Smith, President Trevor Welch, and Senior Director of Business Development, BC & Alberta Brian Good presented the award to St. Helen's President Robert Bielack at Showdown, the Canadian Angus Association's annual national Junior show, in Barrie, ON.

"We chose St. Helen's as the award recipient because of their work promoting Angus programs such as Certified Angus Beef," says Rob Smith, CAA CEO. "When the Canadian Angus Association operated its own branded beef program in the 1990s, St. Helen's was the first plant to come on board. Our relationship is a longstanding one and it is our pleasure to recognize that commitment with this award."

St. Helen's Packers began as a small butcher shop in the early 1950s. Today they are one of the largest family-owned and operated federal meat establishments in Canada. St. Helen's is vertically integrated; from sourcing livestock from their associated feedlots to distributing their products with their own fleet. They pride themselves in sourcing cattle directly from approved livestock suppliers and selecting cattle to match customer's needs. Their roots as a full service butcher shop allow them to process almost any type of meat. Sourced domestically from approved livestock suppliers, St. Helen's can custom select cattle to match their customer needs. Responding to changing customer demands, they have undertaken expansion in value-added and case-ready products for clients of all sizes. The research and development department responds quickly to changing consumer trends and can rapidly develop high quality products in both taste and appearance.

The Canadian Angus Association introduced the Feedlot of the Year Award in 2011 to recognize feedlots that promote Angus to their customers and that feed Canadian Angus Rancher Endorsed tagged cattle. In 2014, the award program was expanded to recognize the CAA Partner of the Year to acknowledge important partnerships and other sectors of the supply chain that promote Angus beef to the public and appreciate authentic Angus beef.

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.



CAA CEO Rob Smith, St. Helen's President Robert Bielak, CAA President Trevor Welch, CAA Director Graham McLean, CAA Senior Director of Business Development, BC & Alberta Brian Good

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