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Brian Good Receives LMAC Industry Champion Award and OLEX Receives Canadian Angus Auction Market of the Year Award

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Rocky View County, AB — Saturday June 1 at the Livestock Markets Association of Canada (LMAC) Convention in Leduc/Thorsby, Alberta, Canadian Angus Association (CAA) Senior Director of Business Development BC/AB Brian Good received the Industry Champion Award. As part of the evening's festivities, Good along with CAA CEO Myles Immerkar and Director of Business Development SK/MB Bob Toner also presented the CAA Auction Market of the Year Award to OLEX (Ontario Livestock Exchange) near St. Jacobs and Waterloo, Ontario.

LMAC Executive Administrator Rick Wright says that "Brian is what the Industry Champion Award was designed for. He is a very sincere and passionate man about the cattle business. Brian lives and breathes cattle every day of the week." This is the third time that LMAC has presented the Industry Champion Award, designed to recognize significant contributions to the cattle industry and support for auction markets. The two previous recipients are Steve Primrose and Danny Skeels. "Brian is known across Canada for making the effort to promote not just Angus cattle, but the entire Canadian cattle industry," adds Wright.

Supporting auction markets and promoting the Angus breed have been part of Good's role with Canadian Angus for more than 20 years. He has been proud to be an integral supporter of LMAC during that time. Good has helped choose and present the CAA Auction Market of the Year Award for 12 years and has worked with LMAC to present most of the awards at their conventions.

In 1996, Larry Witzel purchased Ontario Livestock Exchange with two partners. The partners moved on to other investments leaving Witzel as the sole owner. He has been a driving force in the livestock marketing sector in Ontario and across Canada. OLEX helped pioneer electronic sales of both cattle and hogs. OLEX markets approximately 130,000 cattle, 100,000 sheep, lambs and goats, and 2,500 horses per year. Purebred dairy sales and Dutch-harness horse sales have also been regular added features of OLEX sales. Ontario Livestock Exchange's facility is comprised of four auction rings, main barn, dairy barn and sheep barn covering 100,000 square feet. The facility moved to this current location in 1975.

Brian Good says "We're excited to present this award east of Manitoba for the first time. Larry does a great job promoting Angus cattle and Angus-influenced commercial cattle and is very supportive of Angus programs like our tag program. He has lots of support from his wife Marianne and David Ropp in sales. This is a really good group and we're very proud to recognize them for their support."

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. This marks the twelfth year that CAA has presented the award.

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.



*Industry Champion Award
Brian Good and his wife Lynnanne*



CAA Auction Market of the Year Award Presentation

Left to right: Larry and Marianne Witzel (OLEX), Bob Toner, Director of Business Development SK/MB (Canadian Angus Association); Myles Immerkar, CEO Brian Good, Senior Director of Business Development BC/AB

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For more information and to obtain high quality photos, please contact:

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