



142, 6715 8th St. NE
Calgary, AB T2E 7H7
Phone: (403) 571-3580 Fax: (403) 571-3599

**2010 Canadian Angus Association Auction Market of the Year Award Presented to
Assiniboia Livestock Auction**

June 15, 2011: for immediate release

CALGARY, AB — Assiniboia Livestock Auction has been chosen as the Canadian Angus Association's 2010 Auction Market of the Year in recognition of their work promoting Angus and Angus cross cattle. Brian Good, Commercial Fieldman for the Canadian Angus Association, presented the award at the Livestock Markets Association of Canada annual convention on June 10.

Assiniboia Livestock Auction is an affiliate of Heartland Livestock and has been in business for 25 years. Roy Rutledge and his son Ryan operate the auction and promote Angus cattle, the Canadian Angus Association and its members year round. They trade more Angus cattle in a year than any other auction in Canada. In 2010, Assiniboia Livestock Auction held 5 designated Angus calf sales that consistently sold 3,000–5,000 head, an increase of 20% over last year.

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. The first award was presented to Mankota Stockmen's Weigh Co. at Mankota, Saskatchewan. The 2007 award was presented to B.C. Livestock Producers Co-op Williams Lake at Williams Lake, BC, the 2008 award was presented to Saskatoon Livestock Sales Ltd., and the 2009 award was presented to Provost Livestock Exchange of Alberta.

The Canadian Angus Association is Canada's largest purebred beef breed organization. The Association represents 3,000 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 presentation, please contact:

Tina Zakowsky
Member Communications
Canadian Angus Association
tina1@cdnangus.ca
1-888-571-3580