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Highlights from Day 1 of the World Angus Forum

for immediate release

CALGARY, AB — The 10th World Angus Forum kicked off with the official opening ceremonies, the technical conference, an announcement from the Canadian Angus Association, the World Angus Forum, and a gala dinner, making for a very full day at Spruce Meadows.

The opening ceremonies began with the March of the Flags. A piper led a parade of international youths who carried the flags of the member countries of the World Angus Secretariat. Canadian Angus Association President John Donaldson welcomed everyone to the 10th World Angus Forum. John Lee, Chairman of the World Angus Forum Organizational Committee gave the opening statement, and the World Angus Forum was officially opened by Alberta Premier Ed Stelmach. Ted Menzies brought greetings on behalf of Prime Minister Stephen Harper and Ron McHattie, Chief Executive of the Aberdeen-Angus Cattle Society, brought greetings from the Prince of Wales, the Royal Patron. Linda Southern-Heathcott welcomed the visitors—and the cattle—to Spruce Meadows.

The program continued with presentations from:

- Chelsea Carruthers, University of Saskatchewan (Genetic Diversity in Angus Cattle Based on Genes Reported to Have Carcass Effects)
- Dr. Jerry Taylor, University of Missouri (Prospects for Whole Genome Selection in Beef Cattle)
- Dr. Bob Church (Healthy Animals—Healthy People)

Following the speakers, the Canadian Angus Association launched the Canadian Angus Rancher Endorsed program. This new program is designed to increase marketing opportunities for Angus tagged cattle and increase profitability for Angus producers. Canadian Angus producers will enjoy increased marketing opportunities and increased access to markets. Consumers will gain increased access to Angus beef through better identification of Angus beef at the consumer level. The Endorsement program is based on the Angus tag program which guarantees cattle have minimum 50% Angus genetics. Canadian Angus Rancher Endorsed offers age verified, source verified, premise identified Angus cattle as well as the support and endorsement of the Canadian Angus Association and its 3,000 members. The first six programs to receive the Endorsement are:

- Beretta Farms
- The Blue Goose Cattle Company Ltd.
- Heritage Beef Producers
- Hero Certified Burgers
- Kerr Farms Sales Ltd. Ontario Angus Beef Value Chain

- Ryding Regency Meat Packers Ltd.

The day did not end there. The World Angus Forum sale Tuesday afternoon was an overwhelming success. It is likely most of us will not see another sale of this scope in Canada in our lifetime. The sale began with two donated animals. Soo Line Cattle Co. of Midale, Saskatchewan donated the pick of their 2009 Red Angus heifer calves and Sandy Bar Ranch of Aneroid, Saskatchewan donated the pick of their 2009 Black Angus heifer calves. The funds raised were donated to the Canadian Angus Foundation, the charitable arm of the Canadian Angus Association. Roger and Michelle Hardy and family (Soo Line Cattle Co.) and Bob and Gail Switzer and family (Sandy Bar Ranch) generously donated the calves to support Canadian Junior Angus Association activities. The Soo Line calf pick sold for \$11,500 to Blairs Ag and the Sandy Bar calf pick sold for \$9,500 to Dennis Erickson, resulting in a \$21,000 donation to the Canadian Angus Foundation. The high seller was the pick of the Belvin Angus 2009 calf crop, which sold for \$32,500 to Coul Angus of Angus, Scotland. The sale average was \$5,978 on 60 lots and the gross was \$358,683. The World Angus Forum Sale was jointly managed by Mackenzie Sales Management and Optimal Bovines Inc. Brent Carey was the auctioneer.

Following the sale was a gala evening featuring an Angus beef dinner. A live auction raised an additional \$10,200 for the Canadian Angus Foundation. World Angus Forum attendees were also treated to musical entertainment from Alberta's own Gord Bamford, who opened for George Strait Saturday night.

One thousand Angus cattle and 770 registered delegates from 20 countries are at Spruce Meadows for the World Angus Forum which ends Thursday, July 16. This event is the largest Angus gathering in Canada. The Forum includes shows for black and red Angus, youth Angus breeders, a meeting of the World Angus Secretariat, a technical conference, 160,000 square feet of breeder displays as well as industry exhibitors and artists and artisans in Spruce Meadows' Market Place and Horizons Pavilion.

Spruce Meadows is open to the public and all visitors are welcome. Parking and admission are free. Visitors are welcome to tour the cattle displays, attend the sale and shows and to visit the Market Place and Horizons Pavilion showcasing artists and artisans, Angus breeders, Angus organizations and industry suppliers. The cattle barns are open from 8:00 a.m. to 6:00 p.m. and the Market Place and Horizons Pavilion are open from 10:00 a.m. to 6:00 p.m. Food and beverage concessions are available.

The Canadian Angus Association (www.cdnangus.ca) is a not-for-profit association incorporated under the Animal Pedigree Act. The Association represents 3,000 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.

- 30 -

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