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## **Canadian Angus Association's Longest-serving Employee Brian Good to Retire After 21 Years on the Job**

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**Rocky View County, AB** — It is with mixed feelings that we announce the retirement of Brian Good after nearly 21 years of loyal service to the Canadian Angus Association.

Brian began his career with the CAA on June 15, 2000 and has played an integral role in the growth of the Angus breed across Canada and the Canadian Angus brand internationally. As well as being the face of the CAA across Canada at auction marts, sales, events and in the pastures across Canada, Brian also represented the CAA abroad on many occasions in places such as China, the USA, Mexico, Russia and the UK.

“On behalf of the staff and board of directors both past and present, we wish Brian all the best in his new ventures. We thank Brian for all his efforts and achievements over the past 21 years and for helping CAA play a major role in the Canadian beef industry,” says CAA CEO Myles Immerkar.

“Brian’s last day with Canadian Angus will be February 28. We look forward to the opportunity to help celebrate his great career with everyone he touched along the way when we can do so,” he adds.

Angus has been a lifelong endeavour for Brian and his family. He was raised in a purebred family Angus operation, Black Browe Cattle Co. After the main herd was sold in 1991, Allwest Ranch which was comprised of Brian, his wife Lynanne and their children Kevin and Tracy, continued to operate for a few years before Brian began working in the beef industry as an export fieldman and then in sales management before joining CAA.

Brian’s key responsibilities have been to support auction markets, promote the Angus breed and work with the commercial cattle industry. He has maintained a reliable presence at Angus feeder sales, bull sales, industry events and auction marts throughout this career. It was the highlight of his career to receive the Livestock Markets Association of Canada (LMAC) Industry Champion Award at the 2019 LMAC Convention.

As he approaches his retirement, Brian reflects “It has been an honour to serve for such a great industry. I thank the breed for giving me such an opportunity 21 years ago. It’s been a fabulous ride!”

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.



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