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## JBS Canada Furthers its Commitment to Canadian Angus

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**ROCKY VIEW COUNTY, AB** — The Canadian Angus Rancher Endorsed program was designed to lend grassroots support to select Angus brands that recognize and support Canadian Angus ranchers. Today, the Canadian Angus Association is pleased to partner with a leading beef partner in JBS Canada and its 100% Canadian, Black Diamond beef brand. The decision by JBS Canada to not only recognize, but collaborate with Angus ranchers is a testimony to their dedication to Canada, our industry and the Angus breed long term.

“Backed by an unwavering commitment to sustainable beef production, JBS Canada is honoured to be a premier beef supplier in partnership with the Canadian Angus Association to provide consumers around the world with high quality, 100% Canadian, single-sourced Angus beef. It all begins with hardworking ranchers and farm families dedicated to raising their animals with utmost care and attention to every detail. We thank you for being a part of the Canadian Black Diamond Angus story, its heritage and tradition. Welcome to the family,” says David Colwell, President JBS Canada.

The support of JBS Canada will help build value for all Canadian Angus breeders and their support of CAA initiatives such as the CAA Green Tag program, data collection, genetic improvement and the Canadian Angus story will be an important and valuable partner in growing our brand.

The Canadian Angus Association looks forward to working with JBS Canada on the continued evolution of this partnership in a variety of new ways to create additional and innovative value for all Canadian Angus members in the evolution of their Angus brand, aligned marketing efforts and overall education.

“Having a key industry partner and leader like JBS Canada on our team, and in our corner sharing the great story of the Canadian Angus breeder and helping create value for our genetics, beef and the brand opens great new opportunities globally,” confirmed Myles Immerkar, CEO, Canadian Angus Association.

We look forward to sharing updates in 2020.

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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.



For more than 60 years, JBS has provided customers around the world with a wide variety of top-quality fresh, further processed and value-added products. At JBS Canada, they embrace the responsibility in being a respected and trusted food company in Canada. Each and every day their team of more than 2,600 individuals takes ownership of daily tasks, creating hand-crafted products with unmatched quality.