



Saskatchewan Stock Growers Association

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Media Release

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SSGA Commemorates 95 Years of Service

Cattle producers will hear from both Canadian and American industry leaders when the Saskatchewan Stock Growers Association holds its 95th Convention and Annual General Meeting in Saskatoon next month.

Focusing on the theme “Positioning Our Industry For The Future,” the event will address current issues and market trends from a North American perspective.

“There are so many developments taking place in the industry today that require more than a provincial or even national perspective. Issues such as Country of Origin Labelling (COOL), Traceability, the expectations of consumers and the proposed Saskatchewan Cattlemen’s Association are among several topics to be addressed at our 95th,” SSGA President Dennis Fuglerud said.

The line-up of speakers includes:

- Hon. Bob Bjornerud, Saskatchewan Minister of Agriculture;
- Norm Luba, Executive Director, North American Equine Ranching Information Council;
- Steve Dittmer, Executive Vice President, Agribusiness Freedom Foundation;
- Scott Jones, President, South Dakota Cattlemen’s Association;
- Richard Ulrich, Consul and Trade Commissioner, Consulate General of Canada, Minneapolis;
- Kim O’Neil, Consul and Trade Commissioner, Consulate General of Canada, Denver;
- Brad Wildeman, President, Canadian Cattlemen’s Association.

Market Outlooks will be presented by Duane Lenz of CattleFax and Rob Leslie of CanFax.

SSGA Interim General Manager Adele Buettner said the high calibre of speakers and the variety of issues to be addressed should provide pertinent information for all provincial beef producers, no matter what the size of their operations.

“The agenda reflects both the historic significance of achieving 95 years of service and the opportunities for the way forward,” Ms. Buettner said.

“The Business of Beef – Freedom in Strength”

Sponsors for the SSGA 95th Convention and AGM, which will be held at the Radisson Hotel in Saskatoon from June 15 to 17, include:

- Assiniboia Livestock Auction
- Canadian Hereford Association
- Canadian Western Agribition
- Cargill Animal Health/Blair's
- CIBC
- Consulate General of Canada
- Co-op Feeds, Division of Federated Co-operatives Ltd.
- Ducks Unlimited Canada
- Elanco Animal Health
- Farm Animal Council of Saskatchewan Inc.
- Farm Credit Canada
- Gibson Livestock (1981) Ltd.
- JGL Livestock
- Mankota Stockmen's Weigh Co. Ltd.
- Meyers Norris Penny
- Nature Conservancy of Canada
- Pfizer Animal Health
- Pound-Maker Agventures Ltd.
- RBC Royal Bank
- Saskatchewan Crop Insurance
- Saskatchewan Ministry of Agriculture
- Saskatchewan Municipal Hail Insurance Association
- Saskatchewan Watershed Authority
- Saskatoon Livestock Sales Ltd.
- Saskatoon Prairieland Park Corp.
- Saskatoon Processing Co.
- SaskEnergy
- SaskWater
- Schering Plough/Intervet Animal Health
- The Hartford
- Verified Beef Production
- Western Producer
- Westway Feed Products

Details about the Convention agenda, speakers and registration are available on the SSGA website www.skstockgrowers.com

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