



Saskatchewan Stock Growers Association
Media Release

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SSGA Recognizes the Importance of Environmental Stewardship

Over the 96 year history of the Saskatchewan Stock Growers Association (SSGA), the organization has been involved in the delivery and promotion of environmental stewardship programs and practices in the province. Land managers play an important role in the stewardship of prairie landscapes and the SSGA feels it is important to acknowledge the efforts of those who have demonstrated innovative and successful approaches to environmental sustainability while maintaining a balance with livestock production.

The Environmental Stewardship Award (TESA) has been presented by the SSGA in partnership with Ducks Unlimited Canada and RBC Royal Bank since 1995 as recognition of excellence in the area of environmental stewardship within the ranching industry. Nominees whose main source of income is cattle production are selected from across Saskatchewan and are considered by the awards committee based on the merit of sustainable practices that have been implemented on the operation.

In past years, winners of TESA have shown that incorporating practices such as riparian area management, wildlife habitat protection, sustainable use of native grassland along with many other environmentally sound practices can be applied successfully on a ranching operation. TESA winner in 2008 was the B-C Ranch run by Don and Bev, Mark and Bluesette and Scott and Jenna Campbell from Meadow Lake. "A balance of long-term land and resource management with profitability has been important on our ranch since we incorporated holistic management over 30 years ago" states Don Campbell. "One of our main goals is to leave the land in better condition than we found it – that way the future generation will have the opportunity to enjoy the ranching business the way that we do". The Campbells have obviously been successful in this respect as three generations now reside on the ranch.

TESA nomination conditions and forms are available on the SSGA website at www.skstockgrowers.ca along with a list of winners since the award's inception in 1995. Both members of the SSGA and non-members are able to nominate ranches and are encouraged to submit nominations **before the May 22, 2009 deadline**. Nominees will be honoured and the winner announced during the SSGA Banquet on June 1, 2009, one of the highlights of the SSGA 96th Convention and Annual General Meeting in Moose Jaw. Provincial TESA award winners qualify to compete for the National TESA award which will be presented at the Canadian Cattlemen's Association Semi-Annual Meeting in Regina, SK August 10-14, 2009.

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