



Saskatchewan Stock Growers Association

Media Release

For immediate Release

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Stock Growers Encourage Producer's to VolunSteer

The Saskatchewan Stock Growers Association (SSGA) today launched a new fundraising campaign entitled VolunSteer. The premise of this initiative is to solicit livestock producers to donate the proceeds from the sale of a single animal to the SSGA. In return producers will receive an SSGA annual membership, recognition in *Beef Business* magazine and at the SSGA Annual Meeting as well a tax receipt.

The financial health of an industry group often mirrors that of the industry itself. After seven difficult years in the livestock industry compounded by funding cuts and increasing expenses the SSGA is in need of financial assistance.

"The revenue generated from producers donations will enable the SSGA to continue to advocate to protect, promote and educate on behalf of our industry as we have been doing for nearly one hundred years," said Calvin Knoss, President of the Saskatchewan Stock Growers Association today.

According to Helen Finucane, SSGA Promotion Committee Chair, "This initiative gives cattle producers of the province the opportunity to invest in their industry. I feel that the SSGA is the most effective representation available for primary livestock producers and that the SSGA is the least expensive insurance policy a producer could ever buy."

Knoss summed up the fundraiser by saying "The SSGA is all about producers fighting for producers and by giving generously you are helping the SSGA fight for your industry."

The Saskatchewan Stock Growers Association is a Province wide member driven advocacy organization representing independent primary cattle producer's interests since 1913.

To request more information please contact:
Saskatchewan Stock Growers Association
306.757.8523

ssga@sasktel.net www.skstockgrowers.com.
