



## Livestock Marketers of Saskatchewan

**President:**

Rhett Parks  
Whitewood Livestock Sales

**First Vice President:**

Bob Blacklock  
Saskatoon Livestock Sales

**Past President:**

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JGL Livestock

**Director**

Joe Jackson  
JGL Livestock

**Director**

Michael Fleury  
Saskatoon Livestock Sales

**Director:**

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Spiritwood Stockyards (1984) Ltd.

**Director:**

Roy Rutledge  
Assiniboia Livestock Auction

**Director:**

Stewart Stone  
Heartland Livestock Services

**Director**

John Williamson  
Mankota Stockmen's Weigh Co.

**Executive Director:**

Adele Buettner  
AgriBiz Communications Corp.

## MEDIA RELEASE

For Immediate Release  
March 19, 2012

### PRODUCERS INFORMED BY LIVESTOCK MARKETERS OF SASKATCHEWAN

The Livestock Marketers of Saskatchewan (LMS) has launched another program to strengthen the cattle industry: the 'Traceability & Herd Health Series' for the customers and employees of LMS members.

"By organizing complimentary half-day education sessions, members of the Livestock Marketers of Saskatchewan ensure producers and our own staff receive up-to-date information about traceability, herd health and pharmaceuticals," says President Rhett Parks.

To inform as many people as possible, 17 LMS members located throughout the province will each offer a session. Each one involves speakers from Merck Animal Health, the Canadian Cattle Identification Agency, and the Canadian Food Inspection Agency.

LMS thanks Merck Animal Health and the Saskatchewan Ministry of Agriculture for supporting this educational initiative.

The 'Traceability & Herd Health Series' began with sessions at Heartland Livestock Services in Regina, Weyburn Livestock Exchange and Assiniboia Livestock Auction.

Producers are asked to contact the location of their choice for further details:

2:00 p.m. March 21 ----- Mankota Stockmen's Weigh Co. Ltd.  
2:00 p.m. March 26 ----- Meadow Lake Stockyards Ltd.  
2:00 p.m. March 28 ----- Heartland Livestock Services, Lloydminster  
2:00 p.m. March 30 ----- Heartland Livestock Services, Prince Albert  
2:00 p.m. April 5 ----- Whitewood Livestock Sales  
2:00 p.m. April 12 ----- Johnstone Auction Mart Ltd., Moose Jaw  
2:00 p.m. April 13 ----- Cowtown Livestock Exchange, Maple Creek  
2:00 p.m. April 18 ----- Heartland Livestock Services, Moose Jaw  
2:00 p.m. April 19 ----- Edwards Livestock Center, Tisdale  
2:00 p.m. April 20 ----- Spiritwood Stockyards Ltd.  
3:00 p.m. April 26 ----- Saskatoon Livestock Sales  
2:00 p.m. April 27 ----- Heartland Livestock Services, Yorkton  
2:00 p.m. May 7 ----- Heartland Livestock Services, Swift Current  
2:00 p.m. June 8 ----- Prairie Livestock, Moosomin

As operators of auction markets, LMS members are responsible for moving in excess of 90 percent of the cattle marketed in the province. Saskatchewan has the second largest herd in Canada.

LMS promotes competitive bidding in the marketing of livestock by: establishing collaborative relations with industry partners; developing educational activities for members; and adhering to sound business practices and responsible animal welfare at members' auction markets.

For further information contact:  
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