



Livestock Marketers of Saskatchewan

President:

Rhett Parks
Whitewood Livestock Sales

First Vice President:

Bob Blacklock
Saskatoon Livestock Sales

Past President:

Jeff Jameson
JGL Livestock

Director

Joe Jackson
JGL Livestock

Director

Michael Fleury
Saskatoon Livestock Sales

Director:

Brian Jacobson
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
May 11, 2012

TRACEABILITY AND HERD HEALTH FOCUS OF INFORMATIVE SERIES

Cattle producers and employees of Livestock Marketers of Saskatchewan (LMS) members better understand traceability and herd health than they did a few weeks ago.

"To ensure as many people as possible learn from the 'Traceability & Herd Health Series,' members of LMS throughout the province are offering complimentary information sessions," says President Rhett Parks.

The half-day sessions began in mid-March and are expected to wrap up in early June. Each one involves speakers from Merck Animal Health, the Canadian Cattle Identification Agency, and the Canadian Food Inspection Agency.

Support from Merck and the Saskatchewan Ministry of Agriculture enabled LMS to undertake this educational series. LMS sees the initiative as another way to strengthen the cattle industry by fostering the exchange of vital information.

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:

Rhett Parks
LMS President
306.735.7813

Adele Buettner
Executive Director
306.933.4404