



NEWS RELEASE:

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For immediate release:

LIVESTOCK GENETEC RECEIVES DON MATTHEWS MEMORIAL AWARD

CALGARY, ALBERTA Livestock Genetec awarded the ***Don Matthews Memorial Award*** at the Annual General Meeting of the Canadian Beef Breeds Council on June 17, 2020

The Don Matthews Memorial Award was created in honour of the late Don Matthews, a Past President of CBBC as well as many other accomplishments including the Canadian Agricultural Hall of Fame. The award is presented annually by the Canadian Beef Breeds Council to an organization or individual who exemplify excellence and commitment in the beef cattle industry.

Livestock Gentec has been a key partner for CBBC in connecting the beef cattle seedstock sector to academia. The partnership successfully developed and implemented key initiatives designed to increase genomic adoption in the Canadian beef herd. Through these programs breed associations were able to modernize breed development programs and producers were encouraged to incorporate genomic profiling of their cattle into their herd management. This established the basis for the incorporation of genomic technology into Expected Progeny Differences (EPD) calculations in the Canadian seedstock sector which have been an effective tool used by cattle producers to select cattle based on their genetic merit. Livestock Gentec is based at the University of Alberta in Edmonton and is a centre of excellence for world-class scientists and industry leaders from a variety of disciplines where they collaborate on projects of importance to the livestock sector. More information about Livestock Gentec can be found at www.livestockgentec.ualberta.ca

“The Canadian Beef Breeds Council is extremely proud of the partnership with Livestock Gentec and looks forward to the continued success that comes from collaboration between industry and academia.”- CBBC Executive Director Michael Latimer

The vision of CBBC is to be the world leader in developing profitable and sustainable beef cattle genetics. Its mission is to be the catalyst advancing the Canadian beef cattle seedstock sector through unified representation, strategic alliances and implementation of innovative technology.

The mandate of CBBC is to support the Canadian seedstock sector by developing partnerships that advance genetic improvement, research, extension services, information dissemination and our role in Canada’s National Beef Strategy; promote Canadian beef genetics both domestically and internationally by identifying market opportunities and facilitating market development; and represent the Canadian seedstock sector to government by advocating effective policy and ensuring market access and enhanced competitiveness.



Photo: Dr. John Basarab (left) accepting on behalf of Livestock Gentec and Michael Latimer, CBBC Executive Director (Right) presenting the Don Matthews Memorial Award.

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For more information:

Michael Latimer, Executive Director, Canadian Beef Breeds Council

Email: mlatimer@beefbreeds.ca T:403.730.0350 C:403.861.7772