



Livestock Marketers of Saskatchewan

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Heartland Livestock Services

Past President:

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Whitewood Livestock Sales

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John Williamson
Mankota Stockmen's Weigh Co.

Executive Director:

Adele Buettner
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MEDIA RELEASE

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Livestock Marketers of Saskatchewan Hosts Upcoming Events

This February and March, the Livestock Marketers of Saskatchewan (LMS) is presenting complimentary **Producer Information Seminars** for beef producers. Topics will include improving the profitability of your herd, Livestock Price Insurance and Saskatchewan's Premises Identification Program. The seminars are hosted by LMS members at various locations throughout the province.

"We're offering these educational sessions to assist those involved in the cattle industry to improve their operations" states Bob Blacklock, LMS President. "The LMS membership is made of auction markets, order buyers and assembly yards who serve cattle producers in the province. This is our way of saying thank you to our customers and to provide them, along with our staff, with some practical, useful information."

The Producer Information Seminars take place from 2:30 – 4:30 p.m. followed by a complimentary supper. Locations and dates are as follows:

Cowtown Livestock Exchange (Maple Creek) – February 6
Heartland Livestock Marketing Centre (Swift Current) – February 10
Saskatoon Livestock Sales – February 12
Whitewood Livestock Sales – February 14
Weyburn Livestock Exchange – February 18
Mankota Stockmen's Weigh Co. – February 19
Heartland Livestock Marketing Centre (Lloydminster) – February 26
Heartland Livestock Marketing Centre (Prince Albert) – March 6

Funding for the seminars has been provided by: Agriculture and Agri-Food Canada and the Saskatchewan Ministry of Agriculture through the Saskatchewan Livestock Traceback Initiative (Growing Forward 2); Bio Agri Mix; and Merck Animal Health.

LMS is also proud to host the **Livestock Markets Association of Canada (LMAC) Convention and Canadian Livestock Auctioneer Championships** May 22-24, 2014 in Regina and Moose Jaw. Over 200 participants from Western Canada and Ontario are expected to attend.

"Hosting the LMAC convention provides an opportunity to showcase Saskatchewan and Saskatchewan auction markets to participants from other parts of Canada," emphasizes Blacklock.

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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. Saskatchewan has the second largest cow herd in Canada. Over 90 percent of the cattle marketed in Saskatchewan are sold through members of the Livestock Marketers of Saskatchewan.

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