



NEWS RELEASE

FOR IMMEDIATE RELEASE

November 13, 2013

Canadian and American Beef Producers Meet at Canadian Western Agribition

REGINA, SASKATCHEWAN – Canadian Western Agribition, Canada’s premier beef show, will host a round table meeting today to improve dialogue between Canadian and American beef producers.

The meeting will take place at 9:00 a.m. at Evraz Place.

Producers from North Dakota, South Dakota, Wyoming, Kansas and Colorado will meet their Canadian counterparts through this program organized by the Canadian Consulate’s and the Saskatchewan Stock Growers Association.

Discussion topics will focus on sustainability and innovation, integration of meat and livestock industries and intergenerational succession planning.

“The collaboration with other producers has taught me to be open to more opportunities with our fellow North Americans and understand the issues that we face are similar despite the border.” said Kendall Eisele from Wyoming.

The group will continue the discussion in January when it will be the American’s turn to host the Canadians at the Denver Stock Show.

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Note to Media: Interviews will be available following the meeting after 12:00 p.m.

For more information, please contact:

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Canadian Western Agribition (CWA), located in Regina, Saskatchewan, is the best beef show on the continent and the largest livestock show in Canada. The show is anchored by beef cattle and features horses, bison, sheep, goats and an extensive agribusiness trade show. CWA continues to promote the expansion, development and interest in agriculture. The 43rd edition of CWA will be held November 11-16, 2013.