



Canadian Cattlemen's Association

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B.C. ranchers receive national recognition for environmental commitment

August 24, 2009

Calgary ... Alexis Creek, British Columbia's Madley family, of the Canyon Ranch, received the Environmental Stewardship Award (TESA) in recognition for their outstanding commitment to water quality, habitat restoration, riparian, grass and nutrient management.

Announced at the Canadian Cattlemen's Association (CCA) National Convention, Brooke and Bev Madley accepted the award on the behalf of the five generations that have worked, and continue to work at the Canyon Ranch. Today, the Madley family raise Hereford-Angus-cross cattle.

Protecting sensitive riparian areas is a key component of the Madley's environmental farm plan and good stewardship practices. Situated at the confluence of Alexis Creek and the Chilcotin River, the Canyon Ranch has undergone extensive environmental modifications. The Madleys created a buffer zone along the creek, placing barnyard holding pens at a substantial setback, plus installing extensive fencing and water troughs. To enable natural restoration of nutrients to the soil, the family also puts careful thought into rotating their herd over the winter.

The Canyon Ranch also exemplifies excellent riparian management on Crown range. The Madleys partnered with key groups to implement some of these practices. To protect the Avon Creek on Crown range, they installed a water crossing with the help of the British Columbia (B.C.) Grazing Enhancement Fund. To minimize impact on wetlands, their livestock graze on the lower wetland range only in late August. They also partnered with Ducks Unlimited Canada, which is undertaking an active stewardship project on the Madley's Crown range. The family also improved forage quality and increased livestock production, through extensive range riding to rotate cattle among the Crown range-management units.

CCA's Environment Committee Chair, Lynn Grant, says it's tough deciding annually which provincial nominee should receive the national TESA. "Each nominee shows significant dedication to environmental stewardship. They demonstrate that implementing sustainable practices improves all aspects of the environment for current and future inhabitants. The nominees' willingness to share their experience typifies the commitment that Canadian farmers and ranchers make to the environment and the agricultural community – each family serves as a role model for environmental stewardship. Living and working it daily, our producers are true stewards of the land."

This year's TESA nominees included Alberta's Seaman family, from the OH Ranch; Saskatchewan's Simonson family of Simonson Farms Ltd.; Manitoba's Guilford family of the Guilford Hereford Ranch; and Ontario's Brielmann family from the Pine River Ranch. For details on the nominees, please visit the CCA website.

Presented annually by the CCA, TESA nationally recognizes a beef cattle operation that exemplifies the initiatives Canadian producers undertake in their role as innovative, caring stewards of our land. To be eligible for TESA, nominees must earn provincial recognition first.

For more information, visit the CCA's website at www.cattle.ca and click on "Environmental Stewardship".

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For Madley and Grant voice clips, please refer to following page

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National Voice of Canada's Beef Cattle Industry representing Canadian Producers

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Clip No. 1:

British Columbia's Madley family, owners and operators of Canyon Ranch, are the recipients of the Environmental Stewardship Award in recognition of their outstanding commitment to water quality, habitat restoration, riparian, grass and nutrient management. Bev Madley says the family has been in the Chilcotin for five generations. Their ranch is located on the Alexis Creek and Chilcotin River:

(26... "as well.")

Clip No. 2:

Madley believes that protecting sensitive riparian areas is very important:

(8... "thing.")

Clip No. 3:

Madley applauds the CCA for what she describes as a marvelous effort in promoting environmental stewardship:

(14... "them.")

Clip No. 4:

CCA Environment Committee Chair Lynn Grant says the provincial nominees are all excellent stewards, adding: "It was difficult to select an award recipient, largely because of different circumstances." But between all five of them, there is one common theme:

(13... "living.")

Clip No. 5:

Grant feels the Environment Stewardship Award is an important recognition:

(15... "circumstances.")

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