



Canadian Cattlemen's Association

News Release

August 12, 2002

Saskatchewan Beef Cattle Feedlot Wins National Environmental Stewardship Award

The Canadian Cattlemen's Association (CCA) and Merial Canada are pleased to award the second annual Feedlot Environmental Stewardship Award to Pound-Maker Agventures Ltd. of Lanigan, Saskatchewan. The award recognizes outstanding efforts of feedlot operators in implementing management practices that protect the environment. It was presented to Pound-Maker's president, Brad Wildeman, at the CCA Semi-Annual Meeting and Convention on August 8.

Owned by 200 local shareholders, Pound-Maker believes profits need not be made at the expense of the environment. This philosophy is set out in the feedlot's mission statement: *"To be an industry leader in the profitable value added processing of agricultural products in an ethical and environmentally sustainable manner for the benefit of stakeholders"*. This philosophy is put into practice daily through many innovations.

As well as the cattle feedlot, Pound-Maker operates a fuel ethanol facility, producing water-free alcohol from renewable grain resources. Pound-Maker is the only fully integrated fuel ethanol feedlot facility in Canada, and has developed technology unique throughout the world in the delivery and feeding of by-products from ethanol production to feedlot cattle. In doing so, Pound-Maker has eliminated the need to dry these by-products. By doing so natural gas consumption is significantly decreased, making Pound-Maker one of the most energy-efficient ethanol plants in the world.

The water sources for both the ethanol plant and the feedlot are three deep wells. A series of water quality monitoring wells are located across the property. Any pen runoff is contained in ponds.

Feedlot manure is naturally recycled as fertilizer by local landowners. A composting operation was recently begun which will also reduce the use of fossil fuels used to haul the manure, and reduce road maintenance requirements.

Pound-Maker hosts several hundred visitors to the feedlot each year. In 1992 Pound-Maker also received the Saskatchewan Chamber of Commerce Award in Business Excellence for Environmental Leadership and Investment.

Merial Canada is an international animal health company with a focus on the development of products to keep livestock and pets healthy and productive. Merial is a Merck and Aventis company.

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CCA is the National Voice for the Beef Cattle Industry, representing over 90,000 Cattle Producers