



Canadian Cattlemen's Association

News Release

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Cattle Producer Receives National Environment Award

A Manitoba cattle producer has been honoured with a national award in recognition of outstanding commitment to ranching in an environmentally sustainable manner, and for sharing his methods with other farmers and ranchers.

Upon receiving the Canadian Cattlemen's Association (CCA) Environmental Stewardship Award Laurie Davison said, "I accept this award on behalf of all cattle producers. By working together we can put a good green sticker on the beef industry." The award was presented at the CCA Semi-Annual Meeting and Convention, held in Penticton, B.C.

Davison and his wife Lois operate a cow/calf ranch near Solsgirth in western Manitoba. Davison uses a twice-over grazing system that he says isn't a win-win situation, it's a more-more-more situation – producing more grass grows more beef which puts more money in his pocket, and also provides more fodder for wildlife. Davison has participated in twice-over grazing demonstrations on native grass to showcase the value of sound grazing strategies to wildlife, the landscape and the producers' bottom line.

Davison was presented the award by CCA Environment Committee co-chair Robert Dobson. Dobson says, "All cattle producers are concerned with the sustainability of their grasslands, for that's what ensures that they will still be in business tomorrow. Laurie Davison has demonstrated that economic grass and cattle production goes hand in hand with wildlife conservation."

Davison previously received a provincial environment award from the Manitoba Cattle Producers' Association. The CCA's Environmental Stewardship Award is presented annually to a cattle producer who goes above and beyond standard industry conservation practices and sets a positive example for other cattle producers and the general public.

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CCA is the National Voice for the Beef Cattle Industry, representing over 100,000 Cattle Producers