



Canadian Cattlemen's Association

News Release

CCA Announces Winner of the National Environmental Stewardship Award

(August 24, 2006) The Canadian Cattlemen's Association (CCA) would like to congratulate Gerald and Anna Armstrong of Ontario, as the winners of The CCA Environmental Stewardship Award (TESA). The award was presented at the CCA Semi-Annual Meeting and Convention in Niagara Falls, Ontario, on August 16, 2006.

The Armstrongs operate a cow/calf farm outside Gore Bay on Manitoulin Island with 60 Hereford-Shorthorn cross cows bred Charolais. Gerald took over the century-old farm with the goal of increasing productivity and enhancing environmental conditions. His first major project was the construction of a dam that could capture and control run-off, and the resulting pond was fenced to establish a buffer strip of approximately seven acres, which provided habitat for nesting waterfowl.

"With a farm located in an area of shallow soils with little moisture reserve in dry summers, it was important to have a large enough water supply available to aid in crop production," Gerald says.

The second major farm project was the creation of a wetland swamp to serve as a water source for pasture irrigation. This created a wetland area of approximately 60 acres, holding about 20 million gallons of water. The reservoir permitted the Armstrongs to increase forage yields on 17 acres through the use of subterranean irrigation.

Ian McKillop is the Ontario Cattlemen's Association (OCA) President and Chair of CCA's Environment Committee. "All three of this year's candidates for the national award were excellent. It was a very tough decision for those of us involved, but I'm pleased that the Armstrongs' innovative efforts are being recognized at the national level."

Also nominated for the award, and winners of their provincial competitions, were McDougald Ranches (Angus and Darlene, and Ray and Noelene McDougald, Saskatchewan) and Bar LD Ranch (Luc Tellier and Family, Alberta).

"We are completely overwhelmed at the moment," concludes Gerald. "We're thrilled to have represented Ontario and to know that both OCA and CCA recognize the fact that Canadian farmers take their role of stewards of the land very seriously. Thank you to both groups."

The national Environmental Stewardship Award is presented by the CCA each year to an operation that exemplifies the initiatives that producers across the country undertake in their roles as stewards of the land. While the award is only presented to one recipient each year, it recognizes that many producers across Canada are undertaking important and innovative stewardship initiatives.

For more information contact:

Gerald Armstrong, CCA TESA Winner: (705) 282-3397

Peggy Strankman, Canadian Cattlemen's Association: (403) 275-8558

www.cattle.ca

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