



## **Saskatchewan ranchers receive national recognition as environmental stewards**

*September 19, 2008*

Calgary, AB – Meadow Lake, Saskatchewan's Campbell family, of the B – C Ranch, Inc., received "The Environmental Stewardship Award" (TESA) for 2008 in recognition of their significant work in protecting the environment on their operation. Presented annually by the Canadian Cattlemen's Association (CCA), TESA provides national recognition of an operation that exemplifies the initiatives Canadian producers undertake in their role as innovative stewards of the land.

Announced at the CCA's 2008 National Convention, Bluesette and Mark Campell accepted the award on behalf of the three generations working the family operation. The family's significant efforts have contributed to long-term sustainability of land and water resources on-farm and in the area, including wildlife habitat.

Humbled by the recognition, the Campbells never thought of themselves as "environmentalists", but implemented practices that best-served the operation's domestic and wildlife inhabitants. In their acceptance, Bluesette noted, "What's encouraging is that not only are we changing our perception of what it means to be an environmentalist, but the general public is beginning to see that farmers and ranchers could be the environment's best hope. Exposure from awards like TESA serves as an important catalyst on the way to significant change."

The B-C Ranch, a 4,500 acre operation along the Beaver River, was established in 1948 by Bruce and Clare Campbell. Their son Don and grandson Mark joined the ranch, with their families, building upon practices adopted through the years. Their holistic approach to ranching ensures all decisions are socially, environmentally and financially sound.

The Campbell's work on the Ducks Unlimited Canada's Woolard Project provided a system of water control gates, along the Beaver River, to ensure that the wetlands always contain water which minimizes flooding. On-farm, they implemented practices to maintain and enrich grazing lands; key factors in reducing greenhouse gas emissions from cattle and reducing fossil fuel use.

To be eligible for TESA, nominees must earn provincial recognition first. This year's TESA nominees included Ontario's Smith family from St. Marys; Alberta's Hall family from the Bar None South Ranch near Stavely and B.C.'s Huwer family from Lumby.

CCA's Environment Committee Chair, Lynn Grant, says it's a tough decision to determine the annual TESA recipient. "Each nominee demonstrates significant dedication to environmental stewardship, proving that these sustainable practices improve all aspects of the environment for current and future inhabitants. As environmental stewardship role models, their willingness to share their experience typifies the commitment that Canadian farmers and ranchers make to the environment and the agricultural community. Living and working it daily, our producers are true stewards of the land."

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