



CANADIAN  
CATTLEMEN'S  
ASSOCIATION

National Voice Of Cattle Producers

# News Release

## Round Rock Ranching CCA's 2014 TESA recipient

August 16, 2014

The Canadian Cattlemen's Association (CCA) is pleased to announce Round Rock Ranching of Alberta as the 2014 recipient of The Environmental Stewardship Award (TESA). The fifth-generation family farm is operated by Sean McGrath along with his wife Tanya and their three children in partnership with Sean's parents, Fred and Anne McGrath. The McGrath family received the national honour today in Charlottetown, Prince Edward Island, in a special event following the CCA's 2014 Semi-Annual Meeting and Town Hall.

In accepting the TESA, Sean McGrath thanked the other provincial environmental stewardship award winners and fellow TESA nominees for inspiring him to do more. "To be totally honest with you I'm going to steal a whole bunch of ideas and take them home," he said.

CCA Environment Committee Vice Chair Bob Lowe presented the McGrath's with a \$1,000 cheque and an engraved belt buckle. "The McGraths have demonstrated a thoughtful and strategic approach to stewardship that has resulted in significant benefits to the land as well as the operation's bottom line."

Round Rock Ranching was selected for, among other things, implementing innovative techniques, like various offsite watering systems, while practicing beneficial management practices, resulting in outstanding environmental stewardship. Stewardship on tame pasture stands, for instance, has extended stand life and allowed for significantly increasing and maintaining production on those lands with limited inputs. The ranch has also adopted practices such as bale grazing, the use of portable wind fence, and fuel efficient vehicles for daily operations to reduce energy use and costs. Winter feeding methods also significantly reduce electrical demands on the ranch. Numerous recycling efforts have been implemented for twine, used oil containers, used oil, and old wire.

Located on the northern fringe of the Battle River valley and adjacent escarpment, Round Rock Ranching consists of 2,000 acres of owned, leased and rented ground. Approximately 80 per cent of the home ranch is on native rangeland, with the goal being to graze year-round. The ranch runs an Angus-based cowherd with calving in May/June. Currently the ranch is breeding between 150 and 200 females.

Round Rock Ranching has tame pasture and native habitats, including remnant native parkland and riparian wetland and creek habitats. Specific landscape goals include shifting species composition on native rangeland towards fescue/wheatgrass/needlegrass dominated stands where the landscape permits, eliminating overgrazing and improving riparian habitat and ecosystem function. Round Rock Ranching is value-focused with the vision statement: "The Best Beef in a Better World." This vision is the guiding lens through which all operational decisions are viewed and assessed.

### About TESA

The CCA's national annual award, TESA has recognized the outstanding stewardship efforts of Canadian beef producers since 1996. For more information, click [here](#).

*Thank you to our Platinum Sponsor MNP for sponsoring the TESA program.*

### For further information, contact:

Gina Teel  
Communications Manager  
Canadian Cattlemen's Association [teelg@cattle.ca](mailto:teelg@cattle.ca)

---

*The CCA is the national voice for Canada's beef cattle industry representing 68,500 beef farms and feedlots.*

Visit [www.cattle.ca](http://www.cattle.ca)