

News release

AgSights recognizes excellence in livestock genetic improvement

Lee Leachman one of two 2021 Mark of Excellence Award winners

For immediate release

Guelph ON 13 April 2021 - Lee Leachman of Leachman Cattle of Colorado has been named a winner of AgSights' prestigious Mark of Excellence Award. The award is presented periodically to recognize exemplary contributions to livestock improvement and is named after progressive beef producer Mark Warren.

"We're honoured to recognize Leachman Cattle of Colorado as a recipient of the Mark of Excellence Award," says AgSights President Dave Milliner. "They're a known leader in their field with a focus on innovation and desire for excellence that sets a high standard for the entire livestock genetics industry."

Based in Fort Collins Colorado, Lee Leachman of Leachman Cattle of Colorado has built a leading-edge approach to beef genetics, including his well-known \$Profit model for selection that includes all genetic traits that impact profitability. The model assumes that of the 100 offspring a bull will have in his lifetime, a producer keeps 30% of the heifers as replacement animals for the herd and keeps ownership of the remaining calves right through to finishing and selling on a grid.

The Leachman team works with cooperator herds across North America and internationally to bring superior genetics to the commercial industry. Leachman also offers a feeder index and a dairy-beef cross index, and through a partnership with Zoetis, the Inherit Select genomics test.

Soderglen Ranches Ltd., based out of Rocky View County, Alberta was named as AgSights' other award winner this year, marking the first time the organization has chosen to recognize two recipients simultaneously.

"As an organization, AgSights is committed to continual improvement of the livestock industry with a strong focus on data capture and using that data to drive innovation and better decision-making throughout the industry," adds Milliner. "That goal is certainly reflected in the work of Leachman Cattle of Colorado."

AgSights is a not-for-profit cooperative established in 1993 as Beef Improvement Ontario. The organization is dedicated to making data capture along the food supply chain as easy as possible using innovative techniques, and adding value through linkages and analysis. The Mark of Excellence Award has recognized the contributions of 18 winners since its inception in 1994. Learn more at www.agsights.com.

-30-

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