

News release

AgSights honours leader in Canadian livestock genetic improvement

Soderglen Ranches Ltd receives 2021 Mark of Excellence Award

For immediate release

Guelph ON 13 April 2021 - AgSights has selected Alberta's Soderglen Ranches Ltd. as a 2021 recipient of its 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.

"It's a pleasure to honour the accomplishments of Soderglen Ranches with our Mark of Excellence Award," says AgSights President Dave Milliner. "Their commitment to excellence through innovation and the leadership they show in the field of livestock genetics is recognized throughout the industry."

Soderglen Ranches Ltd., based out of Rocky View County, Alberta is one of Canada's largest seedstock operations. Their selection program demonstrates the value of cross-breeding to capture hybrid vigour and is focused on proven performance using data. Soderglen has developed two of its own hybrid breeds with emphasis on performance and carcass: Continental Carcass Maker, and Red/Black MAX, both of which are well received by commercial producers at the company's annual bull sale. Soderglen is also a long-time user of AgSights' herd management tools and genetic evaluation services.

Lee Leachman of Leachman Cattle of Colorado was named as AgSights' other award winner this year; it is the first time that the organization is recognizing two winners simultaneously.

"AgSights is driven by a commitment to continual improvement of the livestock industry through data capture and analysis and we're proud to be long-time partners with Soderglen in this process," adds Milliner. "What they do on a daily basis sets a high standard of leadership, knowledge creation and technology develop for the livestock sector."

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.

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