



Saskatchewan Stock Growers Association

Media Release

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Saskatchewan Stock Growers Excited to Launch New Book

The Saskatchewan Stock Growers Association (SSGA) are very pleased to be launching a new children's book entitled "**Where Beef Comes From**" at their 97th Convention and Annual General Meeting coming up June 13 through 15, 2010 in Moose Jaw. The first copy of this book will be auctioned off following the Monday night Banquet on June 14, 2010 at the Heritage Inn.

Co-author, Sherri Grant, has been a member of the SSGA as well as being involved in the Agri-Ed Showcase at Agribition for many years. The Agri-Ed Showcase focuses on bringing hands on learning to elementary aged school children regarding farm and ranch production practices. Sherri remarks that it has always been difficult to find resources that explain beef production practices in a manner that is comprehensible for young children who largely have no connection to rural agriculture. That's where the idea for this book was born. Following Agribition in 2008, Sherri began working towards what is now "**Where Beef Comes From**" as a way to fill the resource gap.

As a rancher herself, Sherri knows the ins and outs of the industry intimately, however "when trying to explain the process of beef production to people who have no connection to the industry, things become much more complicated". She decided to work with a Grade 2 teacher to ensure that the content of the book would be easily relatable and interesting for children at this age. Daughter in law and teacher, Avery Grant was up to the task and worked with Sherri as Co-Author to develop the text for this book.

Besides the informative story which outlines the birth-to-plate process of beef production, the full color photos of cattle and ranchers add to the authenticity of this new book. Both adults and children of all ages will find it eye-appealing. Sherri felt it was important to use real photos to help make the connection between cattle and beef and to highlight the sustainable production practices that ranchers employ to maintain a healthy herd and healthy environment in which to raise beef.

SSGA General Manager, Chad MacPherson says "We are extremely pleased with the finished product. Initial reviews have been very positive and we are looking forward to selling out the first 1000 copies. Due to the nature of this book, it is applicable as a resource both in Saskatchewan and throughout Canada, so we anticipate sales both within and outside the province".

Copies of "**Where Beef Comes From**" will be available beginning on the evening of June 14, 2010 at the Saskatchewan Stock Growers Association Convention and Annual General Meeting in Moose Jaw, SK. The SSGA gratefully acknowledges funding for this project from the Saskatchewan Cattle Marketing Deductions Fund.

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To order a copy, or for more information please contact:

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