

**RancHERs retire after seven years**

What a difference seven years makes. The Loonie was worth 65-cents USD – today it stands nearly par at 98-cents. Ethanol was a word people had to look up in a dictionary and today it graces the covers of Macleans and Time magazine. BSE only happened in the U.K. and was yet to set foot on Canadian soil, wreaking havoc on our cattle producers.

In 2001, when three ranching women became spokespeople for Alberta Beef Producers (ABP), they couldn't have known what changes the livestock industry had in-store for them.

Seven years ago ABP re-launched the extremely popular and award-winning "If it ain't Alberta, it ain't Beef," campaign as the second chapter of one of the most successful marketing campaigns ever. In a progression from the three original male Ranchers figures, the RancHERs, three women, were created as ambassadors of the Alberta Beef industry that all people could relate to.

*Erin Butters* of Cochrane, a mother of two, is a fifth generation rancher who represents the future of ranching in Alberta. She works with her husband and father on their family's ranch. She is nearing the completion of her master's degree in counseling psychology. Erin is a prime example of the generations' long ranching tradition Alberta Beef Producers is known for.

*Patti Scott* from Sundre, a fourth generation rancher and a married mother of two, owns and operates a cow-calf ranch entirely on her own. Forging ahead in a male dominated industry, Patti has earned her reputation as a leading producer of Red Angus cattle.

*Lenore McLean*, a wife, mother and grandmother with over 60 years on the ranch near High River, was honoured by Canada's Governor General in 1993 for contributions to Canada and the community. She operates a thriving guest ranch in addition to her daily ranch duties. Lenore's family has been ranching in Alberta for five generations.

ABP will be honouring these women for their years of dedication and service to Alberta's beef industry during the Semi Annual Meeting held at the Edmonton Delta South Hotel. Media are invited to attend the banquet where a presentation will be made on the evening of Tuesday, June 10<sup>th</sup>. ABP is working on a new marketing and promotional campaign, with a few fun teaser events to be given during the meeting.

For more information, please contact:

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