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For Immediate Release

## **Alberta auction marts broadcasting in real-time**

*(Calgary, Alberta) March 2, 2010* – Alberta Beef Producers (ABP) and the Canadian Cattlemen's Association (CCA) project of providing valuable information via large, flat-screen monitors in auction marts is now well underway. The monitors are located in 22 Alberta auction marts and are now broadcasting information and cattle prices in real-time.

Each of the auction marts taking part have the monitors placed in high-trafficked areas where producers gather. A list of auction marts taking part in the project can be found below.

Thank you to the Alberta Livestock and Meat Agency for funding this project.

The nearly 28,000 beef producers in this province have an organization which represents their collective interests – the Alberta Beef Producers. Run by producers for producers, ABP is dedicated to supporting a truly sustainable, competitive and profitable cattle and beef industry for the benefit of all Albertans.

### **For more information contact:**

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### **Auction marts taking part:**

MEDICINE HAT  
Medicine Hat Feeding Co

OLDS  
Olds Auction Mart Ltd

LETHBRIDGE  
Balog Auction Service

INNISFAIL  
Innisfail Auction Market

BEAVERLODGE  
Willowview Auctions Ltd

BONNYVILLE  
Western Pride Auction Co. Ltd.

BROOKS  
Bow Slope Shipping Association

CLYDE

Nilsson Bros. Inc

FORT MACLEOD  
Fort Macleod Auction

GRANDE PRAIRIE  
Grande Prairie Livestock Market

PICTURE BUTTE  
Picture Butte Auction Market

HIGH RIVER  
Highwood Livestock Auction

RED DEER  
Burnt Lake Livestock

RIMBEY  
Rimbey Auction Mart

VIKING  
Viking Auction Market Ltd

WESTLOCK  
Triple J Livestock Ltd

STAVELY  
VJV Foothills Livestock Auction

STRATHMORE  
Calgary Stockyards

DRAYTON VALLEY  
Sekura Auctions

STETTLER  
Stettler Auction Mart

VERMILION  
Nilsson Bros. Livestock Exchange

VETERAN  
Dryland Cattle Trading Corp