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Stampede beef worth the trip

Alberta Beef Producers (ABP) is excited to be a part of Calgary Stampede's rich heritage. In addition to live cattle exhibits, carcass competitions and the International Livestock Congress, the product of Alberta's nearly 30,000 cattle producers can be enjoyed through a burger, steak or roast beef sandwich.

From grandstand concessions, to salons and fine dining, Stampede goers will be treated to some of the finest beef Alberta has to offer. A trip to Stampede just wouldn't be the same experience without biting into a sample of what Alberta is famous for...it's beef.

"We are proud to buy and serve Alberta beef—supporting the industry from the farm gate to the table plate," said Derek Dale, Stampede executive chef. "During this year's Calgary Stampede, we'll serve over 50,000 pounds of Alberta beef to local and international visitors. In addition, our year-round catering operation is one of the biggest buyers of Alberta beef in this province."

Beef cattle production is Alberta's largest agricultural sector providing \$2.6 billion in farm cash receipts annually. Alberta processing plants process 70 per cent of the total beef in Canada. Alberta feeds over 2.23 million cattle each year, accounting for nearly 70 per cent of all fed cattle in the country.

Cattle production is an industry both progressive and historic, highly technical, yet grounded in the practical. From family ranches and farms, passed down through generations, to new, state-of-the-art feeding and breeding operations, ABP is a proud reflection of this industry. Run by producers for producers, it is dedicated to maintaining a truly sustainable, competitive industry for the benefit of all society.

For more information, please contact:

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