

GRASS ROUTES



PAGE 2

bTB reminds us to be prepared

PAGE 3

Weathering storms cont.

PAGE 4

Beef sector sustainability

PAGE 5

Alberta. All for the Beef

PAGE 6-7

Young Guns contest celebrates your story

BACK PAGE

Delegate nomination form

FOR MORE INFORMATION

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RICH SMITH
Executive Director

WEATHERING STORMS

This title is somewhat ironic because at the time of writing the article, there is nothing many producers in central and southern Alberta would rather see than a prolonged rain storm. After horrible harvest weather last fall, a wet spring, and unsettled weather at the start of the haying season, many parts of the province are now locked into a period of hot, dry weather that is deeply affecting grass and crops. The storms to which the title refers are not weather events, but rather challenges that are currently facing the cattle and beef industry in Alberta. However, just as rain storms would be a welcome break from our current weather, we need to look beyond the challenges to the opportunities that can make our industry more competitive and profitable in the future. At Alberta Beef Producers (ABP), we need dynamic and dedicated producers to help guide our organization and our industry toward this prosperous future.

ABP is proud to be a producer organization. We are a democratic and representative organization of producers, directed by producers, speaking and working on behalf of the cattle and beef producers in this province. The plans and priorities of ABP are established by the grassroots producers who become delegates and then directors

of the organization. These leaders provide us with their knowledge of the industry, their understanding of the future needs of producers, and their wisdom. This close connection to grassroots cattle and beef producers makes ABP a stronger and more effective organization.

Our reliance on producers for leadership means that we always need renewal in our delegate body and Board of Directors. We start to focus on this renewal as we move through the summer months toward our fall producer meetings and our Annual General Meeting in December. ABP delegates are elected at fall meetings by producers in nine geographic zones across the province. Each zone elects five delegates and one Cattle Feeder Council delegate with delegates elected for staggered two-year terms. This year, each zone will elect three delegates and five zones will be electing Cattle Feeder Council delegates. The deadline for nominations for delegate elections is August 31, 2017.

It is not difficult to identify the challenges (storms) that have arisen for our industry in the past year. The results of the U.S. presidential election created tremendous uncertainty for all countries trading with the U.S. The U.S. withdrew from the Trans Pacific Partnership (TPP) and started the process of renegotiating NAFTA. In the Alberta cattle industry, we saw the closure of Western Feedlots last fall and recently the sale of Lakeside Feeders at Brooks from JBS back to Nilsson Bros. as JBS sells non-core assets. These events in themselves have not had a big impact on our cattle feeding and beef processing infrastructure, but they are unsettling for producers.

continued on page 3



KARIN SCHMID
Beef Production
Specialist

bTB REMINDS US TO BE PREPARED

Although bovine tuberculosis (bTB) has not been as prominent in the news over the spring and summer, the investigation continues and a great deal of work is going into planning upcoming activities.

As of this writing, we remain at six confirmed positives from the same herd, and of the same strain. All other test results to date have been negative. Fifteen premises remain under quarantine (approximately 2,200 animals), and 89 premises have been released.

In a disease investigation, the activities to be carried out are prioritized in terms of the risk of disease spread. In the case of bTB, the level of risk is highest for the infected and presumed infected premises, then for herds with fence-line contact, herds with trace-out animals (animals that left the infected premise over the past five years), and trace-in herds (herds with animals that entered the infected premise over the past five years) represent the least risk. While trace-in herds are a potential source of infection, surveillance programs at slaughter in Canada and the U.S. should detect infected animals from another herd. The next (and hopefully final) step in the investigation is testing these trace-in herds this fall.

The trace-in herd of greatest interest has been already tested, found negative, and released from quarantine. As many as 200 herds could be contacted during the initial stage of the trace-in investigation.

Most of the trace-in farms are in Alberta and Saskatchewan.

Producers that may have a connection through the trace-in investigation have been assigned a case officer that will be their single point of contact to CFIA, which should improve direct communication with affected producers. These case officers will arrange for the producer to complete an epidemiological questionnaire, which gathers more details about the operation and will confirm or eliminate their potential connection to the infected herd. The bulk of these questionnaires should have been completed by the end of July or beginning of August. Then the case officer will schedule testing for that herd and will endeavour to ensure that testing fits in with normal operations on the farm/ranch. Quarantines will not begin until the testing team shows up on farm, and most operations can expect quarantines to last approximately one month. All normal farming/ranching activities can proceed as normal until the quarantine begins, so affected trace-in herds need to ensure they are prepared for the quarantine period (e.g. if you sell calves after weaning, indicate that you would prefer testing takes place after that time).

Testing will consist of the standard caudal fold (tail) test, followed by a supplemental test if an animal reacts to the caudal fold test. Only reactors to both tests will be removed from the premise and sent for enhanced post-mortem and laboratory testing. Statistically speaking, some farms will have reactors to both tests, and these operations will be quarantined for a longer period; however, they will also be eligible for early release from quarantine if histopathology results are negative. More information on trace-in activities is available on the ABP website as well as <http://inspection.gc.ca/animals/terrestrial-animals/diseases/reportable/tuberculosis/investigation-western-canada/trace-in-activities/eng/1496361145780/1496361146178>.

All premises that were depopulated, as well as the affected community

pastures, have completed cleaning and disinfection. For several of those premises, the fallow period is over and they can begin restocking. Premises that do restock will undergo testing at approximately six months and 18 months after animals are brought back onto the farm.

Source remains an outstanding question, and given the lack of obvious connections, we need to be prepared that the source may remain unknown. No evidence of bTB was discovered during the 2016/17 hunting season in Alberta (more information is available here: <http://aep.alberta.ca/fish-wildlife/wildlife-diseases/documents/BovineTB-SurveillanceAB-2016-FactSheet-May2017.pdf>). The province and CFIA are collaborating on a wildlife surveillance strategy for bTB moving forward. This will be led by the province with support from CFIA.

Given the impact of unexpected and lengthy quarantines on individual operations that can arise from a disease investigation, the recent instance of salt/sulphur toxicity in water during hot and dry conditions in Saskatchewan, and the wildfires currently raging in British Columbia displacing thousands of head of livestock and destroying grazing land – the importance of planning for unforeseen emergencies becomes clear. It is easy to assume that an individual will never be caught in an emergency, but they can strike anywhere and at any time with often severe ramifications.

Develop a plan for unforeseen emergency circumstances, and be ready to enact it. Ensure that all people involved in your operation know what to do and who to contact depending on the emergency. Don't be afraid to ask for help, including mental health services if appropriate, as these situations are extremely stressful and emotionally taxing. In some cases, due to privacy regulations, self-identifying is the only way organizations like ABP can assist as other agencies are not permitted to share your information with us.

As the Boy Scouts say, "Be Prepared." ▼

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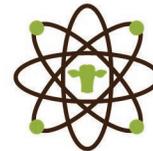
Last fall, we also had the discovery of bovine tuberculosis that shook the lives of many producers in southeastern Alberta. As the agriculture industry was working to understand and guide the development of the regulations and standards that will be implemented under Bill 6 (*Enhanced Protection for Farm and Ranch Workers Act*), the government introduced Bill 17 (*Fair and Family-friendly Workplaces Act*) that brought significant changes to labour relations and employment standards in Alberta. Our industry is facing the added costs of a provincial carbon levy and it is not clear how investments of revenue from this levy will benefit the agriculture industry.

The opportunities for our industry may be a little more difficult to see, but they are there. We are united with producers in the U.S. and Mexico cattle industries in our support for the free trade and open market benefits that NAFTA has provided for all three countries. Japan and New Zealand are leading efforts to keep the TPP alive among the remaining 11 countries (TPP-11) and the agreement could bring substantial benefits to our industry.

Through our membership in the AgCoalition, ABP is supporting the creation of a farm and ranch safety association that will help make all farm and ranch workers more healthy and safe. We continue to encourage the government to use carbon levy revenue to recognize the significant contribution

grasslands make to reductions in carbon emissions. Finally, we are making progress on increasing industry funding for research and market development with an increase in the national check-off expected next April and the potential to recover the money currently lost to provincial service charge refunds.

Clearly, this is not an easy time to become an ABP delegate, but these challenges and opportunities make it an important and exciting time to join the leadership of our organization. We hope that producers will consider becoming a delegate and submit their nomination forms before the end of August. ABP and the industry need good leaders. ▼



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FRED HAYS
Policy Analyst

BEEF SECTOR SUSTAINABILITY

At the last Alberta Beef Producers Cow Calf Council meeting, members from Alberta's Agriculture and Forestry Economics Branch met to discuss strategies for Alberta's beef producers input on Growing Forward 2 programs. The federal government's Canadian Agricultural Partnership will be launched April 1, 2018 and Alberta's extension and risk support programs will be up for review.

Statistics Canada reported for 2016 that 55 percent of agricultural producers are 55 years of age and older; only nine percent are younger than 35. Twenty-five years ago, 32 percent of producers were 55 years and older, and 20 percent younger than 35. Many younger producers want to enter the cattle business but need the support of an existing business and land base.

Some will acquire family operations and others will be striking out on their own with newly purchased, rented or leased land and cattle inventory. This takes a level of commitment, and finances, including access to credit and access to markets. And, of course, there needs to be a reasonable profit expectation.

For the industry to continue and succeed the infrastructure and resource base needs to be structured for the long-term. Those going into the beef business will probably be at it for the next 30-40 years. They'll need to have a good knowledge base to adapt themselves to an ever-changing industry – a strong foundation of education. The province has developed a

progressive college and university system to support the sector to complement practical knowledge and farm experience.

Young producers will need to know what they can afford and have a solid business plan when considering rental or lease land, which makes up about 45 percent of the agricultural land base.

One of the major barriers for young producers is access to grassland. Trading land value can be expensive as the price of farms and grasslands continues to climb. High land values or rent for farm dispersals and non-agricultural recreation purchases keeps these grassland opportunities out of reach for many. Land equity is sometimes part of a retirement plan for the family, and is a major cost of the business that impacts the sector's sustainability.

Excessive financial debt can be a hindrance for entry into the business, but it doesn't have to be if there's a willingness to cooperate with a friend or neighbour. Starting small and working up will allow economies of scale to be built up over time. Work with the neighbours and help with calving or during haying, share barn, equipment and land resources, and purchase feed together. A collaborative business model and arrangement can help scale up the business.

Off-farm work can be beneficial for a family with shared income helping to develop the business base, expanding as more total revenue is developed, and buffering against levels of risk while building a base of knowledge.

Think outside the box and set goals. Learning about opportunities available and analyzing any and all options are important components for success. Consider adopting new technology that comes without shouldering a lot of risk.

Record keeping came high on the list for any success in the beef business – both production and financial records – to help manage

the operation and run a business. A good understanding of record keeping and use of beneficial computer programs can help maintain the business throughout the year. You can't wait until the end of the year at tax time to find out how the business is faring. There are government grants available to help develop these skills. More information is available through Alberta Agriculture and Forestry.

The discussion came back again to having the basics for understanding business and production models. Almost anyone can turn cattle out on grass, but earning a living from it can be something else.

Although valuable for a foundation, not all business endeavours can come from the classroom. Mentoring techniques for new producers were assessed: transferring business and production skills and knowledge from seasoned producers can be highly valuable. Enhanced knowledge and technology transfer to adopt innovative practices also came high on Alberta Agriculture's "What We Heard" survey in early 2017. The Beef Cattle Research Council offers informative webinars that are free of charge with guest speakers who volunteer their time and expertise to support knowledge dissemination and technology transfer in the industry.

Mentoring can be offered at different levels in the agriculture business, but a lack of mentors, poor understanding of the value of mentoring, and a lack of commitment can lead to potential barriers. The Cattlemen's Young Leaders is a great place to start for young producers looking for mentorship. Producers with the help of Alberta Agriculture, post secondary institutions and the industry organization such as Alberta Beef Producers can be instrumental developing a successful business culture. 🐾



BRAD DUBEAU
Marketing and
Education Manager

ALBERTA. ALL FOR THE BEEF

The Alberta Beef Producers (ABP) marketing campaign for the summer of 2017 is well underway. Alberta Beef Producers was involved at the Calgary Stampede in July alongside Canada Beef and Cargill. The three organizations came together to represent the food area in the UFA Cattle Trail which was one of the five areas represented to showcase the beef industry in Alberta. Alberta Beef Producers, along with WS, our marketing agency, developed a video which played in different areas of the Cattle Trail that tied all five areas together – natural resources, people and community, animal health and welfare, efficiency and innovation, and food. Cargill, Canada Beef and ABP worked together to promote Canada Beef’s “The Roundup” phone app and speak with consumers about beef. When meeting with Canada Beef following the Calgary Stampede to reflect on our efforts, the general feeling was extremely positive as the number of app downloads exceeded expectations.

Alberta Beef Producers also created three 15 second videos which played on the jumbotrons across Stampede Park and in the Agrium Western Event Centre during the Heavy Horse, Stock Dog and Ranch Rodeo events. These videos were a fun first introduction to ABP’s new marketing campaign concept – All for the Beef.

To date, the feedback from Calgary Stampede has been extremely positive. The videos were posted on social media leading up to the Stampede and throughout the

10-day event, and were well received on social media gaining significant attention through Facebook and Twitter in the form of likes, retweets and shares. Overall, launching the new campaign at Calgary Stampede has been very exciting.

Also in July, WS finished the 30 second video that will play on the jumbotrons at the Calgary Stampeders and the Edmonton Eskimos home CFL football games. As well, there will be banner ads running on the Stampeders stadium sideline and Eskimos stadium mid bowl.

ABP will be present on the jumbotron with the same 30 second video at Country Thunder, a three-day country music festival held in north Calgary which will host more than 60,000 music enthusiasts. As well, Country Thunder organizers will highlight ABP using social media platforms.

Lastly, ABP will have a major presence from mid-July thru to the end of November at the Northlands Park in Edmonton. Our 30 second video will be played at the K-Days Rodeo, Canadian Finals Rodeo and the Ranch Rodeo. There will be 15 second videos playing through the Northlands Expo Centre for the entire length of the contract and a six second video playing on the Northlands Communicator at 118 Avenue and Wayne Gretzky Drive. Through our relationship, ABP will sponsor the Keynote Speaker at BeefTech and participate in the conference held at the beginning of Farmfair International. Alberta Beef banners will be displayed during Farmfair in Halls C and D. ABP will also have the opportunity to provide up to 10 floor decals in the Northlands Expo Centre Gallery area.

The above was an outline for the summer season and we’re just getting started. It is important to know that we are looking for venues that provide an urban audience but with some crossover for a rural audience as well. We want

producers to not only be able to read about what we are doing with the marketing campaign in this Grass Routes newsletter, but to experience the effort as well. When producers are engaged and can experience the excitement together with our urban consumers, then hopefully, producers feel positive towards our endeavors to promote Alberta Beef on their behalf. And when the consumer is engaged by the marketing campaign and feels good about Alberta’s product, then that’s a win-win for all involved.

We decided to kick off the “All for the Beef” campaign in Calgary and Edmonton based on the number of consumers we could reach in our first year. We realize that we need to be in other cities around Alberta including Grand Prairie, Fort McMurray, Medicine Hat, Lethbridge and Red Deer, and hopefully even more as we get further into the campaign. How much of a presence we can have in smaller cities around the province will depend on funds available, but we will do our best to expand where and when we can to create a truly inclusive campaign.

In the fall of 2017, ABP’s Beef in the Classroom will be demonstrating in high school classrooms again. The program reaches grades eight through 12 and is a great way to extend positive insights on beef nutrition in the classroom. They prepare a beef meal under the guidance of a dietary technician, and get to enjoy eating it. Currently, this program is administered by Beth Castle under ABP’s Marketing and Education direction and focuses mostly on Calgary and surrounding communities. This is another area that will focus on expansion across Alberta over the next several months. ▼

YOUNG GUNS CONTEST CELEBRATES YOUR STORY

The Young Guns Contest was held again this year for youth ages eight to 21 involved in Alberta's beef industry. Participants were asked to celebrate their story by sharing what connects them to the beef industry, through some form of communication tool. A panel of ABP delegates judged multiple strong submissions but three stood out and were awarded \$1,000 for first prize, \$500 for second and \$250 for third.

Second place went to Landon Porteous from Bow Island. Landon entertained the judges with his 'Beef it up' video submission in which he discussed the great taste of Alberta Beef and how it starts with the work he does on his family operation, and a few great jokes.

Third place went to sisters Lauren and Carmen White from Claresholm. They submitted a joint presentation that showed the judges their favourite moments from calving to 4-H, and their work already advocating on behalf of the industry, through pictures and videos.

First place went to Jenna Olson from Rimbey. The judges were moved by the touching and well-written story she shared that reflected the deep ties between family and the beef industry. You can read her submission in its entirety below.

The judging panel was impressed by the quality of submissions received this year and want to thank all of the applicants for their time and effort. The Young Guns Contest runs in May and judging takes place in June at the ABP Semi-Annual General Meeting.

Here is the story that won first place.

My story

My name is Jenna, and I am sixteen years old. I have had the privilege of growing up on a farm that is located in central Alberta. My Dad is an oilfield consultant, which means he works away from home the majority of the time, so when I was two years old I moved to the farm, to live with my grandparents. At the time, my Grandpa ran three hundred head of commercial Simmental cattle and farmed a thousand acres of land.

I have had a natural passion for animals, cattle especially, my entire life. As a toddler, I would go outside and sit by the fence to the pasture and play a little toy flute and the cattle would gather around me and stay until I left. Growing up I spent most of my time with my Grandpa. Each morning we would go to the local auction mart or feed store and visit other local farmers. Tuesday was sale day at the auction so we would always stay a little longer than usual to see how the prices were each week. Every afternoon we would go home and do chores and then go faithfully back to town for afternoon coffee with all the local farmers once again.

Before I could talk the name I had for my Grandpa was "Mama Moo". Spending so much time with Grandpa, each day I would always learn something new, so my knowledge of the cattle and farm has blossomed since I was young. As I got older my interest in the cattle increased more and more. Unlike my Grandpa, I have always been set on black cattle, (preferably with a white blaze as well). When I was nine years old my dad purchased a beautiful purebred, black blaze face, Simmental heifer for me. This is where my herd started.

Sadly six years ago my Grandpa was diagnosed with cancer. At the time my Dad was still away working and we were unsure of the future, so with heavy hearts we decided to have a herd dispersal in December

of 2009. We kept back fifteen heifers, including my cow, as my grandparents and I were not wanting to give up the cattle entirely. When I was at the point in my life where I was old enough I did chores by myself. After school I would feed grain by hand and always check the cows over well. In the summers I would spend countless evenings in the pasture with the cows. I got to know the herd so well I knew what every cow's number was just by looking at her, and who her dam and sire were, and also who she was bred to.

After supper each night Grandpa and I would look at the new bull or heifer sale catalogues we received in the mail and study all the new genetics. He taught me what to look for confirmation wise in a good bull or heifer and how to understand EPDs. Every spring and fall we would attend tons of shows and sales together. As the years went by my herd slowly started to increase. In 2014 one of the prominent Simmental breeders invited me to consign my first bull into their annual bull sale and I have had bulls and some select females consigned every year since then. The money I earn from selling my bulls goes directly into a savings fund for college, or what I like to call my "heifer fund". Over the last couple years I have started digging into my college fund and buying one bred heifer every fall from well known Simmental breeders across Canada.

The past two years my Grandpa had stepped back and started to let me make all the decisions regarding the cattle. I believe that genetics play a big role in raising purebreds so I started an AI and Embryo program that I use to include new exciting genetics in my herd. My herd currently consists of fourteen purebred black Simmentals.

Unfortunately around Christmas time this year the cancer got worse and my Grandpa began to fail. During the month of January he was in and out of the hospital. This

continued on page 7

continued from page 6

meant that I was officially in charge for calving season. With the help of family and close friends, I managed to calve out all the cows, tag and vaccinate the calves, and do chores while going to school and studying for finals. In February my Grandpa spent most of his time in the hospital. As calving slowed down, I tried visit him every evening. I would always take the new bull sale catalogues with me, and sit on the edge of his bed and look through them with him. We often talked about the future of my herd, and the

goals I had for my cattle. On February 23rd he passed away peacefully, knowing that his love of the cattle and his legacy will be continued on by me. Without my Grandpa, I would not be where I am today with the cattle so I am forever thankful for all he taught me.

In addition to cattle I also have a spot in my heart for horses and have been riding since I was four years old. The past year and a half I have been lucky enough to have taken work experience at the local veterinary clinic, and have gained so much knowledge in all aspects of

animal health. Working with animals is my passion, so in the fall I plan to apply to Lakeland College to get my diploma for both Animal Health Technology and Animal Science Technology.

Over the past eight years I have been constantly learning and striving to improve my herd. I'm very excited about the years to come in this great business and am eager to learn more from the many successful cattle breeders! ♥

Don't forget to fill out the delegate nomination form on the back page and send it in before August 31, 2017. Start making a difference in your industry.



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CONNECT WITH ABP ONLINE

Alberta Beef Producers is always trying to improve communications with producers. You can sign up for our weekly news updates online at albertabeef.org/page/news/ or by contacting katelynl@albertabeef.org.

ABP is on twitter and you can find us [@albertabeef](https://twitter.com/albertabeef). Our twitter account is connected to a strong community of ag-minded people who are continuously sharing information. You can also like our facebook page at facebook.com/ABBeefProducers and be sure to comment and share our posts.

Check out our new marketing campaign site and watch the new video at AllfortheBeef.ca ♥

2017 ALBERTA BEEF PRODUCERS DELEGATE NOMINATION FORM

Please indicate: ZONE DELEGATE or CFC ZONE DELEGATE for Zone Number _____

By providing the information requested on the nomination form, the nominator and the nominee consent to the Alberta Beef Producers collecting, using and disclosing the personal information on this form for all purposes related to the election process, including publication in the annual report, and for the business of the Alberta Beef Producers. For information about Alberta Beef Producers Personal Information Protection Policy, please contact Laura Procnier at Alberta Beef Producers.

I hereby nominate: (please print – ABP will not be responsible for misspelt names if they are illegible)

Name _____

Address _____

City/Town _____ Postal Code _____

County, Municipality, I.D. or Special Area _____

Legal Land Location _____ of Sec _____ Twp _____ Rge _____ W of _____ Meridian

Phone Number _____ Fax Number _____ Cell Number _____

E-mail _____

Type of Operation: Cow/Calf Backgrounder Feedlot Other: _____

Nominated by:

Name _____ Address _____

Phone Number _____

I hereby declare to be an *eligible producer. Signed _____
(NOMINATOR)

Acceptance:

I hereby accept this nomination and declare that I am an *eligible producer:

Signed _____
(NOMINEE)

*Eligible producer:

- "Eligible producer" means a producer resident in Alberta who has, during 2016 or 2017, sold cattle and paid a service charge to the Alberta Beef Producers or to another person on behalf of the Alberta Beef Producers. ABP reserves the right to verify your eligibility at any time.
- An "eligible producer" that is a corporation may appoint a representative to act on its behalf.
- An "eligible producer" who is an individual cannot appoint a representative.
- The "eligible producer" must be a producer in the zone in which they or their representative are standing for election.

Alberta Beef Producers

Attn: Laura Procnier

165, 6815 - 8th Street N. E. Phone: (403) 275-4400
Calgary, Alberta T2E 7H7 Fax: (403) 274-0007

Please note nominations must be in the ABP office by August 31, 2017

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