

Congratulations Brian!



BOUCHARD RECEIVES PRESTIGIOUS SIMMENTAL AWARD

FOR IMMEDIATE RELEASE

December 13, 2012

Calgary, Alberta, Canada – On November 21, 2012, at Canadian Western Agribition, Brian Bouchard of Crossfield, Alberta, was honoured with the prestigious World Simmental Fleckvieh Federation (WSFF) Golden Book Award. A long-time leader in the Simmental business, Brian and his family began Bouchard Simmentals in 1971 and raised Simmental cattle for twenty years. In 1987 Brian took on a management position with Carbury Feeders, a division of Nestle foods. In 1991 he moved to the position of International Marketing with Alta Genetics, focusing on beef exports. In 1996 Brian started his own marketing company, Bouchard Livestock International, while continuing to work with Alta Genetics on their export business.

Bouchard Livestock International has developed to include complete import and export services for livestock genetics including live cattle, frozen embryos and semen, and a full service sales consulting and sales management company. Brian works closely with Canadian beef producers, Canadian beef breed associations and national livestock exhibitions to promote and market Canadian livestock genetics at home and around the world.

The WSFF Golden Book Award is given to individuals who have contributed to the expansion and growth of the Simmental breed, and are leaders in the development of international trade. Over the years Brian has marketed all breeds of cattle, however his background and passion for the Simmental Breed has led to a large amount of Canadian Simmental genetics being exported internationally. Brian has visited and marketed genetics in 25 countries around the world with an estimated total value of \$10 million.

“On behalf of the World Simmental Fleckvieh Federation, and the Canadian Simmental Association, I am privileged to present Brian with this well-deserved award.” stated Bruce Holmquist, CSA General Manager, “ Brian’s leadership and commitment has been a true asset and I look forward to continuing to work with him to promote the Simmental breed.”

For more information please contact:

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Brian receiving the WSFF Golden Book Award
from Kelly Ashworth & Bruce Holmquist.

