



For Immediate Release
February 26, 2010

Calgary Bull Sale to kick off Canadian Hereford breed's 150th anniversary bash

CALGARY – Those hardy Herefords are always worth celebrating. But with an anniversary like this, the Canadian Hereford Association is doing it up right.

It's been 150 years since the Hereford breed first set foot on Canadian soil, and there are plans afoot in every province and region of Canada to commemorate this landmark anniversary — starting with the 110th annual Calgary Bull Sale, the longest running consignment sale in North America, on Wednesday, March 3 and Thursday, March 4, 2010, at Victoria Pavilion on Stampede Park.

“This is a significant milestone for the breed, and definitely worth celebrating. One hundred and fifty years in Canada — they came in here before Canada was even a country, before Confederation,” notes Gordon Stephenson, general manager of the Canadian Hereford Association. “We're using the Calgary Bull Sale as the kickoff to our anniversary, because of the significance of the event and its association with the Hereford breed going back so many years.”

Herefords were imported into Canada by Frederick William Stone in 1860 and 1861, with the herd originally based in Guelph, Ont. A century-and-a-half later, the Hereford breed has flourished on Canadian soil, and become one of the most desirable breeds for Canadian cattlemen, because of its longevity, its ruggedness, and its temperament, among other beneficial traits.

Currently, Herefords make up about 10 per cent of the Canadian beef cow population, with an estimated 300,000 to 350,000 straightbred Hereford females in production and about 120,000 purebred Hereford females in production. Additionally, about 30 per cent of Canada's total herd carries Hereford breeding.

As for the Calgary Bull Sale, more than 20,000 Hereford bulls have been sold on Stampede Park in the last 40 years alone. Calgary represents the largest consignment sale of the Hereford breed in Canada, and Herefords are historically the major breed represented at the Calgary Bull Sale.

Canadian Hereford Association

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“The Calgary Bull Sale plays such a significant role in the marketing of Hereford bulls in Canada,” says Brad Dallas, a longtime Hereford breeder and the president of the Alberta Hereford Association. “It’s offered the breed a wonderful profile over the years.

“The Calgary Bull Sale is a barometer for the industry, in fact, of how future bull sales will unfold across Canada,” adds Dallas. “People are keenly interested to see how many bulls are sold in Calgary, and what the average price is. It affects what kind of value other breeders put on their animals back home.”

The Canadian Hereford Association will be presenting a PowerPoint slide show of historical Hereford photos during the sale of the Hereford breed, scheduled to start at 11 a.m. on Thursday, March 4 in the Victoria Pavilion. Herefords account for 167 of the 300 bull lots consigned for this year’s sale.

The CHA will also be giving souvenir jackknives as gifts to buyers, hanging Hereford banners in the barns, and adding a bit of pizzazz when the Calgary Bull Sale’s grand and reserve champions from the Hereford breed are slapped by the judges.

“We’ll be heightening the profile of the breed,” says Stephenson, “and creating awareness with everybody there that this is a significant milestone for the associations and for the breed.”

The CHA is also planning to celebrate 150 years of Herefords in Canada at the Royal Winter Fair in Toronto, Edmonton’s Farmfair International, and Regina’s Agribition.

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