

# KEITH GILMORE FOUNDATION

## *Fundraising Auction 2024*

*online with DLMS Farm Gate Timed Auctions*



# KGF

*sale opens* **Thursday, May 2** • *Racehorse Closeout Starts* **Saturday, May 4 - 6:00 pm**  
[www.farmgatetimeductions.ca](http://www.farmgatetimeductions.ca)



# KGIF

## 2024 FUNDRAISER AUCTION

*Sale Opens* **Thursday, May 2 - 9:00 am**

*Sale Closes* **Saturday, May 4, 2024- 6:00 pm**

*[www.farmgatetimedauctions.ca](http://www.farmgatetimedauctions.ca)*

*Youth • Educa*

### *Message from Chairman*

Welcome to our 2nd annual online auction of the Keith Gilmore Foundation. On behalf of the Trustees we are thrilled to return with some amazing auction items. We are again working with DLMS to host a FarmGate timed Auction to create an exciting event that is easy for everyone to participate! Thank you very much to all the donors that have provided us the outstanding offering for this year's sale.

Our foundation's primary role is to embrace the vision of Keith Gilmore to promote and inspire youth in education, journalism, the trades and agriculture. For over 36 years this Foundation has administered and funded youth scholarships through fundraising initiatives, private donations and legacy bequests.

We are very excited to have created a new bursary category to support youth in technical education and training supporting agriculture.

Thank you to the Foundation Trustees, volunteers and CHA staff for making this event happen. The KGF Trustees and myself thank you for participating in this year's auction supporting scholarships for youth in agriculture.

"The ultimate goal of farming is not the growing of crops, but the cultivation and perfection of human beings." – Masanobu Fukuoka

**CATHY LASBY**  
KGF Chairman

### *Message from the KGF Auction Chair*

On behalf of the KGF Trustees, I invite you to join us for the 2nd Annual online fundraising auction of the Keith Gilmore Foundation. It is exciting to host this online event available to everyone to participate.

Our goal to support youth in agriculture has never been more important. We are pleased to offer the opportunity to support our fundraising goals for scholarships in a venue that allows our supporters to utilize their valuable time in an efficient manner through any digital platform. Visit DLMS set up your proxy bidding instructions and let the auction unfold.

Thank you so much to the past donors, industry partners and everyone that has supported our initiatives over the last 36 years. Your support has helped the KGF build a strong foundation for the future.

This year we have an exceptional sale offering to kick off our 2024 event on the DLMS FarmGate Auction digital platform. Please register to bid early and support the KGF. If you have any questions or need support please contact any of the sales consultants, KGF Auction Chair or the DLMS team.

Looking forward to seeing you at events throughout 2024 and beyond!

**DAVID REID**

### *Board of Trustees*

Cathy Lasby • Chairman  
David Reid • Secretary/Treasurer  
John Blacklock  
Kym Jim  
Karl Gilmore

### *CHA Representatives*

Neal Church  
Michael Latimer  
Libby Laycraft

### *Website*

[www.keithgilmorefoundation.com](http://www.keithgilmorefoundation.com)

### *KGF Sale Contacts*

**DLMS Farmgate Timed Auctions**  
Mark Shologan • 780-699-5082

### *KGF Foundation Auction Co-Chairs*

David Reid • 306-260-5218  
Cathy Lasby • 519-835-1378

Please feel free to contact any of the sale representatives of the KGF Trustees to bid on your behalf if you cannot be online for the 2024 auction.

### *Terms of Sale*

All payments are made directly to the Keith Gilmore Foundation  
5160 Skyline Way NE  
Calgary, AB  
T2E 6V1

Following the sale purchases will receive an invoice by email on your DLMS account. Please make sure you watch for this invoice as it may end up in your junk/spam folder. If you do not see the invoice by the end of day Monday please call the office to receive a second copy to be re-emailed.

### *Payment options*

1. Send a cheque to the KGF following the sale
- Purchaser is responsible for any shipping costs associated with purchase. By purchasing online the items will be shipped to you after payment has been received.

No guarantees are made, lots are sold as is with the description supplied by the donor.

Auction proceeds directly support youth Initiatives and Scholarships presented through The Keith Gilmore Foundation = KGF Charity # - 119240216RR0001

# Who is KGF.....

The Keith Gilmore Foundation was established in 1987 with a forward vision to make a positive impact on the future of youth in agriculture and education. Since inception the foundation has grown awarding over 160 scholarships totaling over \$420,000 to worthy recipients. As a charitable foundation donations and fundraising proceeds are utilized to provide scholarships to youth in Agriculture and Journalism.



## What is KGF DOING.....

The Keith Gilmore foundation is honored to administer post-secondary scholarships to help inspire innovation and youth in agriculture and journalism.

*Since 1987 over 160 scholarships have been awarded in three categories:*

- **Hereford Youth Scholarship**

- Award amount \$2,500
- Purpose: Support excellence in ongoing studies in any undergraduate program leading to a career related to the livestock industry.
- Up to four scholarships are awarded annually.
- Individuals must be entering into second, third, fourth year of post-secondary education in an y program leading to a career in the livestock industry.

- **Future of the Breed in partnership with the Canadian Junior Hereford Association**

- Award Amount \$1,000
- Purpose: An entry Level scholarship for students entering their first year of post-secondary education. Current and former CJHA members are eligible.

- **Keith Gilmore Prize for Beef Cattle Innovation**

- Award amount \$10,000
- Up to two scholarships awarded annually.
- Purpose: To support excellence and leadership for applicants in advanced studies leading to a career in the beef industry. Areas of study are broadly defined but include areas such as animal science, range management, forage and feeding, genetics, communications and business.

- **Trade Worker Bursary - New for 2024**

- Award up to \$2,500
- Exclusive to CHA Members and their families of any AGR entering a into a skilled worker program specializing in trades benefiting agriculture. i.e. welder, ultra sound tech, health care professional, mechanic, AI course (just to name a few)

## How to contribute

### TO THE KEITH GILMORE FOUNDATION

KGF value all of those that support the forward thinking vision of the work the foundation is committed to. With KGF having charitable tax status we are able to provide donees with a charitable tax receipt. KGF supports the education activities that not only benefit the Agriculture and Journalism Industry today, but foster a mindset for the future of the agriculture industry for youth.

In addition to donating or purchasing items at the KGF fundraising auction this year you can make monetary donations directly to the foundation. KGF offer the opportunity to leave your legacy in the Livestock Industry through a memorial donation, a living gift or bequest through a planned estate gift you can support the foundation in perpetuity.

**Contact any of the KGF Trustees about making a donation or send your gift to:**

Keith Gilmore Foundation  
2160 Skyline Way NE, Calgary, AB T2E 6V1



## How to Participate in the DLMS FARM GATE TIMED AUCTION EXTENDED BIDDING

1. Visit [dlms.ca](http://dlms.ca) and follow the link to the DLMS FarmGate timed auction site [www.farmgatetimedauctions.ca](http://www.farmgatetimedauctions.ca), click the LOGIN/REGISTRATION button. First time users will select the REGISTER button from this page. Fill out the registration form to sign up for a free user account and it allows you to select a username and password for use on all Farm Gate Timed auctions. This program will send you text and email messages whenever there is activity on your favorite lots or someone challenges your proxy bid and this is why you will be asked for both your current email and cell phone number. If you are a past participant in the Farm Gate Timed auctions simply enter your user name and password to continue. This takes you to a list of both current and upcoming Farm Gate Auctions.

2. You can choose your favourite lots in this sale at this time and the program will allow you to open either all sale lots or just your favorite lots on your screen. Any time there is active bidding on a lot you have identified on your favorite list you will get a text and/or an email noting this activity.

3. The program allows you to place a proxy bid on any sale lot. This in fact protects your interest in any lot of interest for you to a specified dollar value you set, when you may not be able to give 100% attention to the sale. If the lot has a \$2000 bid on it and you place a proxy bid of \$3500 into the system, the computer will bid \$2100 for you but if some one else bids \$2200, the computer will again bid for you, this time at \$2300. The system will look after your interest to a maximum of \$3500. If another bidder is on at \$3600, your proxy will no longer be effective and you will no longer have the winning bid on this lot without once again logging in and bidding again or moving your attention to a second lot of interest.

4. At closing time of the sale the entire sale will extend bidding if a bid is placed on any lot in the sale. Any bid received after close time will extend the sale by the time listed on each sale. In Most cases the time gets shorter the longer in to extended bidding the sale is. When no bidding occurs for the extended time the computer will declare the sale finished.

5. Following the sale the Owner or Sale Manager will invoice all buyers in the sale, please contact the seller with questions or to arrange delivery, pick up or shipping of your purchases.

*For more info and assistance with bidding contact any of the sale contacts listed on the DLMS Website;  
DLMS FarmGate Timed Auctions ~ Mark Shologan Ph: 780-699-5082*

### FAQ:

**WHAT IS RACEHORSE STYLE SALE CLOSE?** Racehorse style sale close is when the entire sale stays open in extended bidding. This type of sale allows you as the bidder to change to a different lot within the same sale if the bidding has gone in to extended bidding.

**HOW WILL EXTENDED BIDDING WORK?** When we get to the close out end time the clock for close extends with any bid placed with less than 5 min on the clock. This type of extended bidding turns the end time to more of a soft time. Extended bidding allows bidders to compete in lots like a real auction and give all bidders the same time to make a decision. Always follow the clock to see how much time remains in the sale you are interested in.



## Congratulations 2023 KGF WINNER for Beef Innovation CASSIDY ROSS, ESTEVAN, SK

Cassidy has begun a graduate degree at the South Dakota State University focused on ruminant nutrition of feedlot cattle and cow/calf grazing nutrition. Her goal is to further pursue a doctorate degree in the field becoming a ruminant nutritionist serving producers by solving problems related to feeding cattle while promoting feed efficiency and cost effectiveness. "I would first and foremost like to thank all the people who make this scholarship a possibility. I am so incredibly humbled to be the 2023 KGF Prize for Beef Innovation recipient and I plan to utilize this award to grow and expand my knowledge through continued education and research."





**KGF**

*Pick of the herd*  
PICK OF ANY FEMALE ON THE RANCH AT LILYBROOK

### PICK OF ANY FEMALE AT LILYBROOK HEREFORDS

• The tradition of supporting for the KGF is long and lasting and our dedication to the Hereford Breed as one of Canada's largest breeders of registered Hereford genetics.

We are pleased to offer the pick of any female on the ranch - cows, heifer calves, bred heifers – the choice is yours. May 4th marks a rare opportunity for Lilybrook Herefords and our fellow Hereford Breeders as we open up our program like never before.

• As most know we are proud of the females that walk our pastures, created through strong genetics tried, tested and true. We have collected feed efficiency data for over 12 years, actual steer carcass data on the rail for 16 years and ultrasound scanned all our yearlings for carcass qualities for nearly 25 years.

The females and cow families that make us who we are, are available for your appraisal.

• Our herd is selected for: calving ease, milking ability, fertility, easy fleshing, thickness, muscle, soundness, longevity, carcass, performance and RFI leading traits. Our cattle are renowned for their efficiency in any environment.

• Andy, Margaret, Daniel, Ruth, Michelle & Clint with Wrenley would be pleased to tour you through our cow herd and offer any recommendations to help assist with your selection.

*Selection can be made any time following the sale and must be completed by December 31 2024.*

donated by Lilybrook Herefords • Andy Schuepbach



2

KGF

Semen Package  
GLENLEES AXA EVOLVE ET 112J

**SEMEN PACKAGE - GLENLEES AXA EVOLVE ET 112J**

- 1 package of 5 units of the reigning 2023 CWA Supreme Champion Bull

- Evolve has certainly caught the world wide attention not only for his claim of Supreme Champion at CWA '23, but his overall genetic make up that destines him to be a major breeder improver. His dark red presence is eye catching matched with the genetic merit and phenotype to be a breed influencer for sometime.

*Semen stored at BoviGen, Moose Jaw. Export Semen Available , all shipping and handling costs for the purchaser*

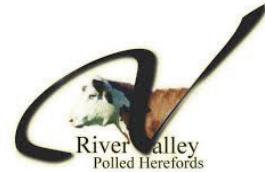
*donated by Glenlees Farms, AXA Polled Herefords & River Valley Polled Herefords*



Glenlees Polled Herefords



AXA FARMS





**KGF**

*One Week Vacation*

MONTECRISTO ESTATES BY PUEBLO BONITO, CABO SAN LUCAS

**ONE WEEK VACATION TO CABO SAN LUCAS, MEXICO**

• Trip to be taken December 8 to December 15, 2024

• No air fare included

• Accommodation sleeps up to 10 people in a spacious luxurious unit at the Montecristo Estates by Pueblo Bonito, Cabo San Lucas. A lovely Mediterranean-style resort in Cabo San Lucas, Pueblo Bonito Los Cabos offers the full service amenities and boutique services found only at the worlds finest hotels. Noted for casual elegance, oceanfront Pueblo Bonito overlooks El Medano beach and the Sea of Cortez, affording it guests stunning views of Land's end. 3 Bedroom Home with 2 King beds, and 2 double beds, and 1 sofa bed.

• World class golf course Quivira on site

Visit <https://www.pueblobonito.com/resorts/montecristo-estates/villas> to find out more information

Valued at \$15,000

donated by Little Fort Herefords





4

KGF

Feedlot Health  
MANAGEMENT SERVICES

### FEEDLOT HEALTH MANAGEMENT SERVICES BY TELUS AGRICULTURE

- The simplest and most integrated online cattle record management program available. Easy to set up with nothing to install and beautifully simple to use. Data is always accessible and secure.

Whether you have a head of 30 cows or 5000 cows, Herdtrax can help improve the overall quality and value of your beef herd.

- 5 year membership to Herdtrax

Valued at \$5,000

donated by Telus Agriculture



5

KGF

Flush Credit  
CREDIT AT BOW VALLEY

### BOW VALLEY GENETICS \$1,000 CREDIT TOWARDS FLUSH SERVICES

- Advancing Reproductive Solutions
- Passion generates excitement and inspires excellence!

- We believe in the merits of what we do as a business and as individuals each day. We always operate with best in class standards. We are proud to be the best in our field.

- \$1,000 credit towards IVF, Conventional Flush or Transfer Services. Bow Valley Genetics offers complete collection services at your farm or at our facilities in Rosemary Alberta or Regina Saskatchewan. BVGL is here to advance your reproductive genetic needs.

Valued at \$1,000

donated by Bow Valley Genetics



6

KGF

Masterfeeds  
PRODUCT CREDIT

**\$1,500 CREDIT TOWARDS MASTERFEEDS BLUEPRINT BREEDER PALLET OF MINERAL**

• Masterfeeds has highly trained industry experts to work with producers as part of their management team. Blur Print breeder products are industry leading products designed to enhance beef nutrient and help improve your bottom line. Offering a fit certificate of \$1,500 toward a pallet of Blueprint Breeder Mineral.

• Redeemable at any participating Masferfeed Dealer or mill location. Must be redeemed by December 31, 2024.

**Valued at \$1,500**

*donated by Masterfeeds*



7

KGF

Snack Package  
AGRIBITION 2024

**CWA SNACK PACKAGE**

• Made from secret receipts a delightful assortment of homemade baked goodies a special beverage to warm you during the cold mornings after tie-in. Package will be delivered to Canadian Western Agribition 2024.

**Valued Priceless**

NOTE – lot will be NOT exactly as shown in picture



*donated by Manchester Polled Herefords*



8

KGF

Bovigen  
VOUCHER

**BOVIGEN \$500 VOUCHER FOR REPRODUCTIVE SERVICES**

• Our state-of-the-art bovine reproductive facility is conveniently located just west of Moose Jaw on highway #1. Our facility is more than just high the equipment. When you work with BoviGen, you can trust a team of dedicated and knowledgeable professionals that are experienced, passionate and committed to providing your animals with exceptional care.

• Services Include: Embryo IVF or Conventional flushing, Domestic Semen Production and Export Semen Production

**Valued at \$500**

*donated by Bovigen*



9

KGF

Bovigen  
VOUCHER

**BOVIGEN \$500 VOUCHER FOR REPRODUCTIVE SERVICES**

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- Services Include: Embryo IVF or Conventional flushing, Domestic Semen Production and Export Semen Production

Valued at \$500

donated by Bovigen



10

KGF

LifeStock Podcast

**LIFESTOCK PODCAST – EPISODE SPONSORSHIP**

- One of the industry leading post casts with thousands of followers worldwide focusing on industry leaders and supporting agriculture. As part of their ongoing support of Youth in the livestock industry they are offering an Episode Sponsorship for the fall or winter 2024 releases. Ad to be prerecorded and developed with Kurtis Reid and his technical crew. Kurtis Reid 306-280-6858

Valued at \$450

donated by Kurtis Reid



11

KGF

FCC Ag Expert  
AND FCC GIFT BASKET

**AG EXPERT ACCOUNTING PROGRAM & FCC GIFT BASKET**

- Choose software that is built for your farm business. Your Ag Expert farm management software is designed for you. FCC work with customers in every province, covering all sectors in Canadian agriculture and food production. You can be confident that your digital recordkeeping is current safe and secure. Manage your data with software designed for Canadian producers.
- This is a 1 year package along with a FCC Gift Package which includes: cooler, two Yeti cups, toque, Hat

Valued at \$500

donated by FCC Farm Credit Canada



12

KGF

Hand Made Quilt



**HAND MADE QUILT – TRANQUILL PASTURE**

• A hand-made quilt in support of Youth in Agriculture. The Reid's one of Canada's oldest Hereford Breeding families is continuing their generous support of the KGF. Log Cabin furrows setting surrounding a beautiful Hereford Cattle panel. This unique art was designed and pieced by Kathy Reid quilted by Sew Charming Crafts Saskatoon

• Quilt size approx. 73.5 x 84.5 inches  
Valued at \$750



donated by The Cliffs Farm • David & Kathy Reid, Kurtis & Selene Reid

13

KGF

CWA Fun Pack

**CANADIAN WESTERN AGRIBITION FUN PACKAGE**

• CWA is a premier event, renowned for being the best beef show on the continent and the largest livestock show in Canada. The show is anchored by beef cattle and features a diverse array of livestock, as well as an extensive agribusiness trade show. CWA takes place over six days and is a unique blend of agriculture, Indigenous culture, education, shopping, and live entertainment, making it a truly immersive experience, and world-class event. As an international hub of agricultural excellence, CWA welcomed over 1,300 international guests from 69 countries in 2023.

• Package includes: two hoodies, two t-shirts, two toques, two Yeti tumblers, and two ball caps.

donated by Canadian Western Agribition



14

KGF

Marketing Package

**CANADIAN HEREFORD DIGEST MARKETING PACKAGE**

• Full page ad in the Canadian Hereford Digest including graphic design. The ad will be also distributed through social media channels. CHD staff will work with the purchaser to determine the issue and appropriate advertising information submission deadlines

Valued at \$1,000

donated by Canadian Hereford Digest



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**KGF**

*Snack Package*  
TORONTO ROYAL 2024

**TORONTO ROYAL WINTER FAIR – SNACK PACKAGE**

- One dozen of Canada's best Butter Tarts
- Fresh and delicious, absolutely priceless
  
- To be delivered to the Royal Agricultural Winter Fair November 2024



*donated by Jill Reavie*

16

**KGF**

*Back Page Ad*  
KGF CATALOGUE 2025

**KEITH GILMORE FOUNDATION 2025 AUCTION CATALOGUE BACK PAGE AD**

- Full color back page package ad for the 2024 fund raising auction. Reach your clients digitally all across Canada. Camera Ready ad to be available February 2025.

**Valued at \$1,000**

*donated by Keith Gilmore Foundation*



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KGF

Childrens Book  
BY AMBER MARSHALL

**AMBER MARSHALL'S FIRST CHILDREN BOOK "WHERE'D COW GO?"**

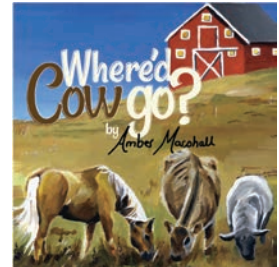
• Children of all ages will love this heartwarming story and charming characters!

Amber's inspiration in her own words:

"I was walking out in the pasture one day with a few friends and their kids. As we searched for my sweet Jersey cow Ella, one of the little ones said, "Where'd Cow Go?" I looked down and smiled, "Don't worry, her animal friends always watch out for her. They will know where she is." Sure enough, we found Ella grazing down in the valley with a horse and alpaca. That night I decided to write the story of "Where'd Cow Go?"

Beautifully illustrated by Rebecca Shuttleworth

Valued at \$100



donated by Amber Marshall

18

KGF

Childrens Book  
BY AMBER MARSHALL

**AMBER MARSHALL'S SECOND CHILDREN BOOK "WHERE'D TURKEY GO?"**

• Children of all ages will love this heartwarming story and charming characters!

Where'd Turkey Go? is Amber's second book in this series (See Amber's first book Where'd Cow Go?). This beautifully illustrated book follows the amazing real-life journey of Sweetpea the Turkey, who was born on Amber's farm and found a wonderful forever home with Amber's friend Katie.

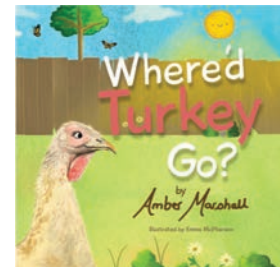
Here is an excerpt from the book:

She longs for a place where her beauty will shine.

A home she could dance and would fit in just fine.

Beautifully illustrated by Emma McPherson and Autographed

Valued at \$100



donated by Amber Marshall

19

KGF

Show Champions

**ONE POSED BACK DROP PICTURE BY SHOW CHAMPIONS**

• Show Champions is pleased to support KGF foundation with a credit voucher for one posed back drop picture at either the Royal Agriculture Winter Fair or Canadian Western Agribition.

• Voucher must be used by December 31, 2024.

Valued at \$100



donated by Show Champions Photography

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KGF

Sask Riders & Game  
TWO TICKETS

### TWO TICKETS TO AUGUST 16 SASKATCHEWAN ROUGH RIDER GAME

- Game Day August 16 2024 Riders Vs. Montreal
- Section 115, Row 19, Seats 16, 17. Home side in the shade.
- There is no pride like Rider Pride and there is no greater Canadian football experience than attending a Saskatchewan Roughrider games on their home field. This is an amazing chance for you and a friend to experience Saskatchewan's 13th man close up and in person on Friday August 16 in Section 115, Row 19, Seats 16, 17.
- Watermelon helmet not included!

donated by Charlton Farms Ltd. • Arden & Jeromy Charlton and Family



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KGF

Toronto Royal  
GIFT PACKAGE

### TORONTO ROYAL AGRICULTURE WINTER FAIR GIFT PACKAGE

- Gift Pack includes:
  - 2 toques
  - 2 mugs, 4 can cozies, 2 lanyards , 1 insulated grocery bag, 1 apron
  - 1 RAWF 2023 Poster, 1 100th Pennant , 1 royal fashion scarf
- plus
  - 2 GA wristbands for multi day access
  - 2 tickets to the opening night of The Royal Horse Show (Friday November. 1 – includes GA access)

Value if purchased over \$500

donated by Royal Agriculture Winter Fair



Thank You

TO EVERYONE FOR SUPPORTING OUR FUNDRAISING AUCTION AND THANK YOU TO ALL OF OUR DONORS THROUGHOUT THE YEAR. IT IS GREATLY APPRECIATED.

THE KEITH GILMORE FOUNDATION WAS ESTABLISHED WITH A FORWARD VISION TO MAKE A POSITIVE IMPACT ON THE FUTURE OF YOUTH IN AGRICULTURE AND EDUCATION. WE WOULDN'T BE ABLE TO DO THIS WITHOUT YOUR SUPPORT... THANK YOU!



# Hereford Youth

SCHOLARSHIP WINNERS - 2023

3 RECIPIENTS: \$2,500 EACH

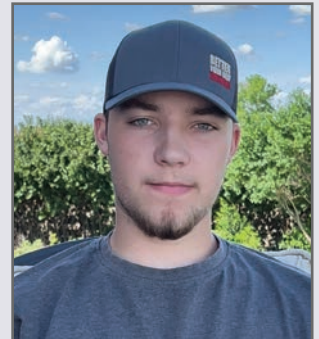


## *Gus Halibert, AB*

Gus is enrolled at the University of Saskatchewan in the Animal Science program and plans to complete a Masters in ruminant nutrition and attend WCVM. He is a 4th generation rancher and grew up on a small commercial Hereford ranch North of Cowley, Alberta. "I have always had a passion for Herefords, and I believe that Herefords should always be the number one choice for anyone's operation."

## *Matthew Charlton, SK*

Matthew is enrolled in his final year at Olds College and has been an active member of the Canadian Junior Hereford Association's National Council, serving as a Delegate-at-Large focussed on BC. "I am very grateful to receive this scholarship as it will help me complete my Diploma in Agriculture Management at Olds College. I currently manage a small herd of purebred Hereford cows and plan to return to work on my family's grain farm upon completion of school."



## *Alexa Guilford, MB*

Alexa is currently enrolled in her second year at the University of Minnesota Crookston where she is studying Animal Science with a Pre-Veterinary focus. She plans to continue to Veterinary School, and eventually practice as a mixed practice veterinarian in rural Manitoba. Alexa believes growing up on a primarily beef cattle farm running Hereford cattle is where her lifelong dream of being a veterinarian originated. Her ultimate goal is "to own my own rural practice, as the business side of running a clinic is also exciting to me as someone who has grown up in a very entrepreneurial family."



# *Future of the Breed*

**SCHOLARSHIP WINNERS - 2023**  
4 RECIPIENTS: \$1,000 EACH



*Kalla Nicholas, SK*

Kalla is the fourth generation of her family active in the cattle industry. Her future goals include attending the University of Saskatchewan for a Bachelor of Science in Agriculture, majoring in Animal Science. Kalla explains, “Ideally, the goal for me is to run my own Hereford cattle operation, whether that means that I’m led back to the family farm following my four years or elsewhere. Regardless, it’s important to me that I don’t lose touch with the Hereford Industry and continue to contribute wherever possible within the breed.”

*Emma Fox, MB*

Emma is a fifth generation Hereford breeder, aiming to pursue an education to excel in the animal sciences, with focus on meat science, animal nutrition, genetics, sustainable land use and animal rearing. Emma will be attending Oklahoma State University majoring in Animal Science. In her own words, Emma says, “I know where my cattle roots originated and am deeply compelled to reciprocate any knowledge gained to the breed that has given my family so much.”

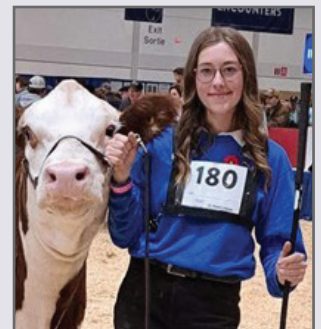


*James Rand, NS*

As a 5th generation farmer, James is committed to the Hereford breed. He will be attending the Dalhousie Agricultural Campus in Truro, working towards a Bachelor of Science in Agriculture, majoring in Animal Science. James describes his goal as “I hope to become an agent of change in the industry, leading the way in implementing sustainable animal agriculture practices, improving animal welfare, enhancing food security, and harnessing emerging technologies to drive transformational change.”

*Kaylee Wells, ON*

Kaylee is an active CJHA member, developing her herd of purebred Hereford cattle utilizing the CJHA Heifer Lottery and Semen Donation programs. She is enrolled at the University of Guelph with plans to achieve a Bachelor of Science in Agriculture degree. Kaylee is an advocate of agriculture and the cattle industry and plans to use her education to “I plan to be a positive advocator, who can teach people the importance of the cattle industry, answer questions, and create a positive understanding between everyday people, and the cattle industry.”



# CANADA'S ONLINE SEEDSTOCK SOURCE.



**BUY IT. SELL IT. WATCH IT.**  
IT ALL HAPPENS ON DLMS.CA

**D | L | M | S**  
*www.dlms.ca*

Direct Livestock Marketing Systems

PUREBRED SALE BROADCASTS  
PUREBRED ONLINE ONLY LIVE SALES  
COMMERCIAL DIRECT FEEDER SALES  
COMMERCIAL PRE-SORT BROADCASTS



Timed Auctions Made Easy

FARMGATE TIMED RACEHORSE STYLE SALES  
SHOW/SPECIAL EVENT BROADCASTING  
CATTLEVIDS SALE DAY VIDEO SERVICES



MARK SHOLOGAN 780.699.5082 | DACIE PRZEKOP 780.656.5513 | KEEGAN BLEHM 204.384.6913

DLMS PUREBRED SUPPORT 780.991.3025

CHECK OUT OUR WEBSITE FOR THE COMPLETE LIST OF DLMS TEAM MEMBERS