



# 20/20 RANCHING

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Midale, SK

## **Describe your operation:**

Calve 800-1000 cows Background 2500 calves  
Finish 250-500 per year

## **Who is Involved in Your Operation?**

Myself, my wife, our 4 boys. We also have 3 full time  
and 2 part time employees

## **Why did you want to become certified with the program?**

To stay ahead of the curve. The public is demanding  
these programs and they help bring to light areas of  
record keeping that need addressing.

## **How will being a certified VBP+ operation positively affect your business?**

It will provide opportunities to markets and economic  
benefits associated with that.

## **In your opinion why is the VBP+ program beneficial to the Canadian Cattle Industry?**

The program gives the industry a higher level of  
transparency and a better image to consumers.

