NEWS RELEASE

Harry Haney Honored as Pioneer

CALGARY, Alberta (July 3, 2008) – The Beef Improvement Federation (BIF) honored Harry Haney, who is considered instrumental in the development of the AI (artificial insemination) industry in Canada, with the 2008 Pioneer Award on July 3rd. during the organization's 40th annual meeting held in Calgary, Alberta, hosted by the Canadian Beef Breeds Council.

The Award recognizes individuals who have made lasting contributions to the improvement of beef cattle and who have had a major role in the acceptance performance reporting and documentation as the primary means to make genetic change in beef cattle populations.

Harry Haney joined the family-owned farming company, Haney Farms Ltd., in 1974 after completing his Master of Science in Agriculture from the University of Alberta. He managed the livestock operation which included a commercial feedlot, a company-owned livestock feeding business and a pedigreed beef cow herd. As member of the management team, he was also actively involved in the farming and pedigreed seed operations.

In 1986, Harry joined Peat Marwick and Partners (now KPMG) as a Consulting Agrologist where he was responsible for marketing the firm's agricultural services and providing advisory services to the audit and insolvency groups. His career includes time as General Manager with Canadian Agricultural Consultants Ltd. (a subsidiary of Stanley Associates Engineering [now STANTEC] before he rejoined Peat Marwick (which merged their consulting practice with Stevenson Kellogg to become Peat Marwick Stevenson and Kellogg), as a Principal.

In 1978, with three partners, Harry founded Independent Breeders Service Ltd., a custom collection and semen marketing company that focused on the beef business. He bought his partners out in 1990 and managed the firm until it was sold in 2007.

Since 2003, in partnership with his brother Tom, Harry has been Vice President of their company ITWorks Inc. that specialized in the development of software specific to the livestock (particularly artificial insemination) industry.

Harry is current Chairman of the Board of Directors of Agriculture Financial Services Corporation (AFSC) an Alberta Crown Corporation that administers agricultural programs in the Province of Alberta, including CAIS, and Hail and Crop Insurance. The Corporation also has a lending division that provides service to rural Alberta.

He is also Member of the Board of Directors of Alberta Agricultural Research Institute which is charged with setting strategic direction for agricultural research in the Province of Alberta. Harry is a past member of the Calgary Stampede International Agriculture Committee and a past Board Member of the Alberta Cattle Commission (now Alberta Beef Producers).

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