



BRITISH COLUMBIA CATTLEMEN'S ASSOCIATION

Representing the Beef Cattle Industry of British Columbia

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NEWS RELEASE

Every Day On A Ranch Is **Earth Day**

Today ranchers across BC will be celebrating Earth Day. Earth Day celebrations will likely be modest, but will take place from sunrise until sunset. Starting very early in the morning over a cup of coffee a rancher will look out the kitchen window to see a doe and fawn eating breakfast in the hayfield side by side with the cattle. Biologists call this wildlife habitat but to a rancher it is their farm.

Environmental stewardship means caring for the land, water, animals and other resources. Historical knowledge of the land allows ranchers to manage natural resources in a way that preserves them for future use. At the same time, ranchers also adopt new technologies that help improve their management practices and can even improve the health of the ecosystems. When you make your living from the land, a healthy environment is vital to your success. This is why ranchers are often referred to as the original environmentalists.

“Our goal is to leave the land in better shape than when we inherited it,” says Judy Guichon, rancher from the beautiful Nicola Valley. Guichon Ranch is a century ranch that has been managing the ranchlands and natural rangelands always with the next generation in mind.

Beef cattle are an efficient way to convert our abundant provincial grass resource into high quality protein for you and your family. During the summer months, most cattle are grass fed on range and make use of land that is not suitable for other types of agriculture. Cattle ranching is unique because it makes use of land that is too dry or rocky for growing fruits and vegetables but well suited for growing grass. British Columbia's abundant natural resources are the perfect place to raise healthy beef cattle.

Guichon explains, “We are harvesting sunshine. The cattle turn grass into a product for human consumption with minimal fossil fuel input.”

As you sit down to enjoy a meal on Earth Day, consider the over 1,300 ranchers in BC who make stewardship a priority; whether planting trees for shelter or rehabilitating a stream, they do it with pride.

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High resolution photos available upon request.

Judy Guichon is a rancher from Quilchena, BC; two time environmental stewardship award winner; vice-president of the BC Cattlemen's Association; Director to the Grasslands Conservation Council of BC and the Nicola Watershed Roundtable. The Guichon family has been ranching in the Nicola Valley for 150 years. Guichon's use a holistic management approach on the ranch which is home to a burrowing owl re-introduction & breeding program, and a Ducks Unlimited habitat project.

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