

Thanks to the initiative of the Canadian Cattleman's Association, this 2013 Cattle Trail exhibit at the Calgary Stampede will include a highlight on environment and sustainability, with a particular focus on Alberta's native grasslands.

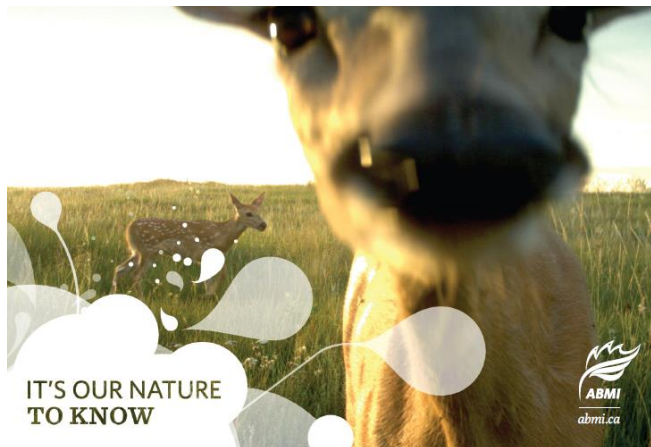
For those who haven't witnessed the interactive maze that is the Cattle Trail, it can be described as: the story of beef, from pasture to plate. Live animals, farm and industrial equipment, ranchers, producers and even scientists are present to educate hundreds of thousands of stampede guests about pasture management, herd maintenance, the science of selective breeding, and even auctioneering.

The ABMI will be playing a key role, alongside ESRD, MULTISAR and Cows and Fish, in teaching Stampede goers about the significant role native grasslands play in our province.

The Cattle Trail working group has been rapidly setting and meeting deadlines to create an interactive display showcasing the biodiversity found in native grasslands, and the role the ABMI plays in monitoring it. The ABMI's booth will engage the senses, from the sounds of birds, to the smell of soil, plus visuals captured by trail cameras. Oh, and I should mention participants can also literally feel the grasslands, thanks to the one metre square chunk of the earth we'll be bringing along!

While educating people on native grasslands is a key focus, the goal of attending the Calgary Stampede is to engage the general public in understanding who the ABMI is, and what we do. This is by far the largest event the ABMI has ever attended, providing us with our greatest opportunity to showcase our

brand and reach out to literally hundreds of thousands of people.



Preparing for the Cattle Trail has not been a relaxing process, but it has certainly been inspiring to see ABMI'ers from several centres offer to contribute in any way possible. From searching for last minute accommodations, to editing mite videos, hunting down bird songs or digging up earth, everyone has pushed hard to get this product completed to a very high standard.

Despite recent flooding in Calgary, the show will go on! The Cattle Trail working group asks that the greater ABMI community promotes the Stampede, and makes sure to tell friends and family to come visit our volunteers (you may even get a prize!). The booth will be open every day throughout the event, from July 5-14.

So, get on your boots, hat and bolo tie and stomp on down to join the ABMI at Calgary Stampede 101!



For more information on Stampede 101, visit their website: [www.calgarystampede.com](http://www.calgarystampede.com) (or, search "Cattle Trail")

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