



***Canadian Animal Health Coalition
Coalition canadienne pour la santé des animaux***

'... promoting a collaborative approach to animal health'

December 5, 2008

CAHC Announces Carl Block Award Winner

The Canadian Animal Health Coalition (CAHC) is pleased to announce Herb McLane as this year's winner of the Carl Block award. The award is given each year to an individual who exemplifies commitment to the Canadian livestock industry and its contribution to the Canadian economy through robust animal health. It is presented in honour of Carl Block, one of the founders of the CAHC .

McLane is currently executive vice-president of the Canadian Beef Breeds Council, a non-profit, federally incorporated industry association headquartered in Calgary. The Council works to grow the purebred beef cattle sector and addresses challenges that have an impact on purebred cattle producers. McLane has led the development of international market strategies for the purebred beef cattle industry including identifying, developing and servicing export markets for breeding cattle, semen and embryos, and related technologies. His service to the agricultural community at large has included affiliations with the Beef Value Chain Round Table, co-chair of the Beef and Cattle Producers Advisory Committee, the Beef and Cattle Trade Advisory Group, the Calgary Stampede, the Canadian Agricultural Hall of Fame, and the Canadian Western Agribition.

Past winners of the Carl Block award are:

- 2007 – Dr. John Campbell
- 2006 – Gordon Coukell, Ontario Livestock and Poultry Council
- 2005 – Dr. Norm Willis, The Norm Willis Group Inc.
- 2004 – Matt Taylor, Canadian Animal Health Coalition
- 2003 – Rick MacRonald, Canadian Livestock Genetics Association

The CAHC is a non-profit association that provides a collaborative framework to represent the interests of a broad base of stakeholders in national animal health issues.

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