



The 2009 Sale of Stars to be managed by Greaves, Lalande & Johnston Inc. at The Royal Agricultural Winter Fair!

Toronto – May 11, 2009. The Royal Agricultural Winter Fair Association is proud to announce that Greaves, Lalande & Johnston Inc. will be managing the 2009 Sale of Stars on Thursday, November 12 at 5:00 p.m. in the Ring of Excellence at Direct Energy Centre, Exhibition Place, Toronto, ON.

The Royal's mandate is to create a marketing venue for Canadian agriculture producers, providing facilities in the City of Toronto to showcase Canadian livestock genetics and agriculture products to an international and domestic audience.

"The Royal strives to co-host a dairy cattle show that provides a platform for Canadian bovine breeders to promote their elite genetics to an international and domestic market. By awarding the management contract to Greaves, Lalande & Johnston Inc., we feel we will fulfill our mandate and will continue to successfully co-produce one of the greatest sales in Canada" says Bill Duron, Royal Agricultural Winter Fair CEO.

Greaves, Lalande & Johnston Inc. is a newly founded management group comprised of three partners who have a proven track record facilitating the sales of Canada's elite bovine genetics.

Paul Greaves has over twenty years of management experience in the livestock genetics industry. His company, Greaveston Genetics Inc., has established itself as a world player having marketed and exported embryos and livestock from across Canada and the U.S. to 17 countries. A respected professional, Paul's experience marketing elite genetics has allowed him to develop a wide network of domestic and international partners and contacts.

Simon Lalande, owner of Ferme Blondin, has had many achievements in the show ring. Simon, with Pierre Boulet, has won five Premier Exhibitor awards at The Royal; he bred Blondin Lyster Beauty, the 2007 Royal Intermediate Champion and Honorable Mention Grand Champion; and he is the owner of six 2008 All-Canadian Nominations, three of which are homebred. An experienced marketer, Simon has successfully managed and co-managed four sales in the past was also the recipient of a Master Breeder award in 2002.

Donald Johnston owns and operates Cherry Crest Holsteins together with his wife, Nancy Beerwort. Cherry Crest has won two Master Breeder Awards and Don has managed four successful herd sales. Don has been heavily involved with The Royal; judging the National Holstein Show in 1994 as well as having purchased and sold cattle at the Sale of Stars on numerous occasions. A trusted cow-man, Don has also read pedigrees at many elite auctions and herd dispersals, including the Sale of Stars.

The Royal is confident the new Sale of Stars management group will preserve and maintain the legendary excitement of the sale as the 'best of the best' take stage in November! The Royal management looks forward to working with Paul, Simon and Don as we continue to host this world renowned sale.

The Royal would like to thank the staff at Semex Alliance for managing the most prestigious Dairy Cattle Sale in Canada for the past four years. Semex Alliance succeeded in fulfilling their mission by making this sale series *the* location for elite Canadian genetics. The 2008 Sale of Stars was the third highest grossing sale in North America.

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