

Edmonton, AB (February 3, 2009) – Canada's Outstanding Young Farmers Program, spotlighting and promoting young agricultural leaders, selected Geoff Hoar from Innisfail, AB, to represent Alberta at the National Awards Program, to be hosted in Ottawa, Ontario from December 1 to December 6, 2009.

Geoff Hoar operates San Emideo Ranch Corp in Innisfail, AB, a horse training facility operated out of one of Alberta's largest outdoor riding arenas. Geoff trains working cow horses, cutting horses, roping horses and ranch horses. He also breaks colts and trains jumping horses.

Geoff graduated from the University of Alberta with a degree in Agriculture. In 2003, he built an indoor arena, barn and a complete training facility on an undeveloped quarter. Environmental stewardship is important to Geoff and he has planted over 1000 trees in a shelterbelt. The wood shavings that are used as horse bedding are recycled into cattle bedding and then composted before being applied to the land. The run-off water from his training

facility is collected in a holding pond that can be used for fire suppression.

Geoff has served as President of the Central Alberta Cutting Horse Club and director of the Alberta Reined Cow Horse Association. He has won a Canadian Supreme Championship and a World Appaloosa Championship.

Geoff was selected according to the progress made in his agricultural career, maximum utilization of soil, water and energy conservation practices, crop and livestock production history, financial and management practices and his contribution to the well-being of the community, province and nation.

Celebrating its 29th year, Canada's Outstanding Young Farmers' program is an annual competition to recognize farmers that exemplify excellence in their profession and promote the tremendous contribution of agriculture. Open to participants 18 to 39 years of age, making the majority of income from on-farm sources, participants are selected from seven regions across Canada, with two national winners chosen each year. The program is sponsored nationally by CIBC, John Deere, Bayer CropScience and Agriculture and Agri-Food Canada, and supported nationally by AdFarm and Canadian Farm Business Management Council. Nominations for 2010 Alberta's OYF are now open. To learn more, visit the regional website: www.oyfalberta.com.