

# Advocates of Agriculture

As some of you know, this past year ATB Financial celebrated our 75<sup>th</sup> Anniversary, which is significant. Our origins were created through agricultural needs and today we remain deeply rooted and committed to this industry, in fact the whole value chain.

As our part of the bigger celebration in 2013 we rewarded “75” farmers & ranchers through-out this Province for the work that they’ve committed themselves to, presenting each one with a commemorative limited edition buckle handcrafted by Alberta native Troy Fisher. Each farmer or rancher was nominated by their regional relationship manager based on their contribution to the local community and agriculture; size, scope or technological advancements – so selecting only 75 was an arduous task.

The buckles are being handed out this week to our winners along with this video which sums up the significances it has on Western Culture, especially here in Alberta. I want to make sure we not only acknowledge the recipients of the Buckle, but also those who helped make this happen; Christopher Heatherington, Romina and Mike at Joe Media, Mike Shields and those who appear in this piece; Scott Schiffner, Elaine Watt, Cody McCurrach and Troy Fisher.

We hope you enjoy this video and that you’ll pass it on to others who share the values that agricultural has thought us thus far and what it will continue to teach us moving forward.

<http://youtu.be/fiWHTABvnLg>