



*Great taste  
without compromise*

Choices for Consumers

March 20, 2007

Olds College Alumni Centre

# History

In 1997 seven ranch families came together to form a company (Producers of the Diamond Willow Range) to market their animals direct to retail.

The group had a shared philosophy for ranching that focused on maintaining a healthy ecosystem through sustainable production methods.

This led the group to become certified organic. In this way they were assured that their production practices would meet the highest standards available to produce livestock.

In 2005 Producers of the Diamond Willow Range formed Diamond Willow Organics Ltd. as the marketing company responsible for the processing, sales and distribution of the companies organic beef.



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# Our Ranches

Ranches cover 56 000 acres along the foothills from southwest of Calgary to south of Pincher Creek.

Ranches were established in the late 1800's to the 1980's

1100 plus cows raised on the collective ranches.

- |                |                         |            |                          |
|----------------|-------------------------|------------|--------------------------|
| <b>NE2</b>     | <b>Frith Ranch</b>      | <b>J</b>   | <b>Salix Enterprises</b> |
| <b>M<br/>X</b> | <b>MX Ranch</b>         | <b>6VU</b> | <b>Mt Sentinel Ranch</b> |
| <b>K<br/>G</b> | <b>Ketaorati Ranch</b>  | <b>OOO</b> | <b>Freeman Ranch</b>     |
|                | <b>Stillridge Ranch</b> |            |                          |



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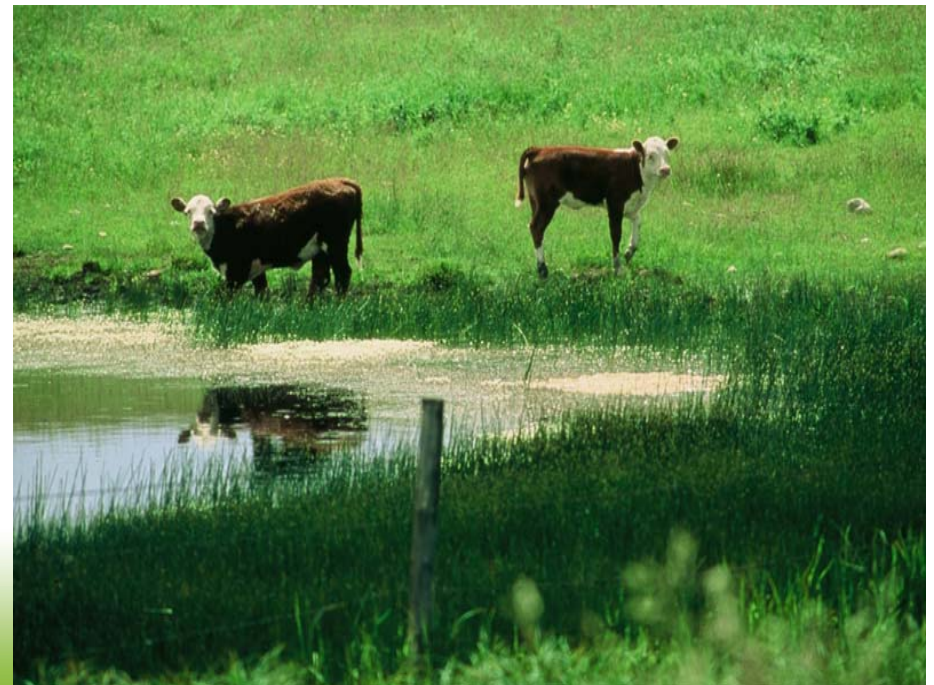
# Shared Vision



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Ranches all have a shared vision of livestock production that includes:

- Rotational grazing by cattle on native grasses ensures healthy pastures that don't require the use of pesticides or fertilizer.
  - Grazing management along waterways to ensure clean, viable fisheries.
  - Farm plans that ensure protection of the natural ecosystems unique to each ranch.
  - Commitment to wildlife conservation.
- Raising cattle in a low stress, humane environment.



# Achievements



- Mt Sentinel Ranch involved in the establishment of the Southern Alberta Land Trust Society (SALTS)
- Francis Gardner of Mount Sentinel first president of SALTS
- Mount Sentinel help establish the Cows and Fish program . A co-operative program between ranchers, Alberta Environmental Protection, Trout Unlimited and Alberta Cattle Commission.



- MX Ranch one of the first to place a conservation easement in SALTS with their 1100 acre donation.
- Keith Everts elected to the board of directors of OCIA in 2006.
- Still Ridge Ranch awarded Farm Family of the Year in Alberta