



The Beef Magazine

Every issue, **Canadian Cattlemen** offers news, ideas and analysis of where the cattle industry is going – and what you can do to prosper in the years ahead.

With your **Canadian Cattlemen** subscription you get market forecasts, vet advice, how-to articles, calving tips and policy reports... plus interesting profiles of successful cattle producers and what they're doing to stay that way.

Best of all, **Canadian Cattlemen** is served with a sense of humor and easy-going style that you'll want to come back to again and again.

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Canadian Cattlemen – The Beef Magazine.

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Canadian THE BEEF MAGAZINE Cattlemen

Over the years, we've seen a lot of changes in the industry but one thing remains the same: successful cattle producers make smart decisions based on good information and sound analysis.

That's where *Canadian Cattlemen* comes in. As existing subscribers already know, every issue — thirteen times a year — you get scores of articles on a host of money making (and saving) topics such as:

- **Raising healthier calves** including an annual “Calving Special” loaded with the latest calving tips
- **Vet advice** a regular column helps you know about the latest health issues to watch out for and gives you more control over your vet bills
- **Marketing and financial articles** that sniff out opportunities even in the midst of volatile markets
- **A calendar of upcoming sales** for your area plus an annual auction market special
- **Plus a monthly packer update** that fills the gap between your operation and what's happening on the supermarket shelves.

Canadian Cattlemen also shows you new ways to design handling equipment ... worries about sourcing quality seedstock will vanish ... and questions about your most serious animal health concerns will be answered — every month.

You're protected by this no-risk, money-back guarantee

The beef business is risky enough, that's why if *Canadian Cattlemen* isn't for you, you shouldn't have to pay to find out. Simply have to let us know if you're unhappy with your subscription — for any reason.

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