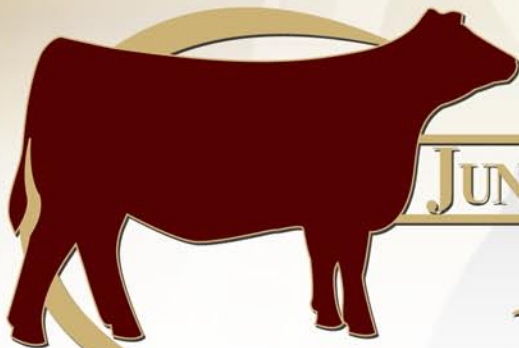


Reach for the Future with Blairs.Ag Cattle Co.



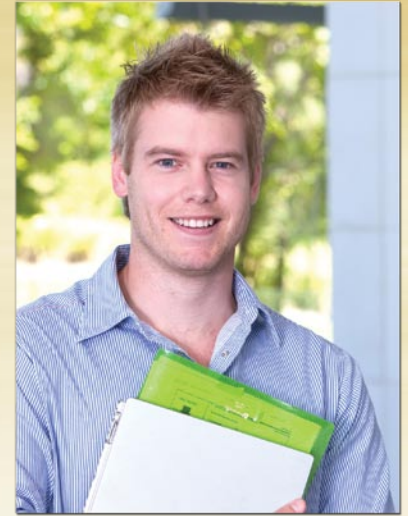
JUNIOR SCHOLARSHIP PROGRAM

BLAIRS.AG CATTLE CO.



Looking Toward the Future

Blairs.Ag Cattle Company has a passion for the livestock business and believe Angus cattle will continue to have a major impact on the future. Angus cattle have a leadership position in the beef industry today because they have many economically important traits. As mother cows, they are highly efficient, low maintenance cattle that can consistently produce a live calf every 365 days while weaning a calf that is at least 50% of their mature body weight. From a sire perspective there are many options in the Angus breed that deliver power and maternal strength, consistency and longevity. Ultimately, the Angus breed is capable of producing a consistent beef product to the consumer that maximizes taste and nutrition – what other breed can do so much! *While Angus cattle deliver so much value, as a purebred breeder we believe this leadership position comes with a great deal of responsibility.* This is why we are investing heavily in genetics, and maximizing tools such as embryo transfer, and DNA marker assisted selection to aid our decisions on how to contribute the most to the livestock industry.



As we look toward the future, the other component to the success of the Angus breed will involve people – this is why we are so passionate about encouraging young people today to have a stake in the livestock industry and we are prepared to invest heavily in helping to make this happen.

Agriculture's Promise

The business of agriculture is dynamic and rich in diversity. Agriculture is where it happens – producing food, feed and energy. Whether at the primary position or related business sectors, agriculture is a very high tech industry that requires people with diverse skills and talents. Our business has been very fortunate to attract people and customers who are diverse in skills, talents and education and this has allowed the company to grow and prosper. Agriculture has become very knowledge based and technology changes quickly. It is for this reason, we believe attracting young people to agriculture is extremely important and why we are so pleased to combine two of our passions into the Blairs.Ag Junior Scholarship program: Angus cattle and youth development.

Charting Your Course

Technology is a great thing and our high tech world has meant that there are a wide array of options available to young people today. We believe having several options to choose from and being adaptable in a knowledge based world is important. One way to ensure you have many choices and options is to invest in education. If you want to pursue a post secondary education, Blair's wants to help you get there through our Junior Scholarship Program.

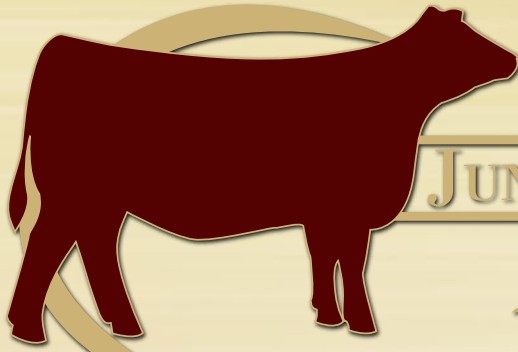
Let Us Help You Chart Your Path

Education is freedom – freedom to choose your path in life and realize whatever dreams and goals you may have, today and in the future. We believe in agriculture and want to do everything possible to ensure there are skilled young people involved in this industry. If your career path means you continue in agriculture or business, that's great. If it takes you in other directions, we are pleased to participate in supporting whatever post secondary education you choose to pursue. We love the cattle business and believe the people in the livestock industry are some of the best mentors available for juniors today. Our entire team is excited about facilitating the ability for youth to participate in the livestock industry while investing in your future education.



We look forward to participating in your future.

Knowledge . Skills . Experience



JUNIOR SCHOLARSHIP PROGRAM

BLAIRS.AG CATTLE CO.

Navigating Your Future with the Blairs.Ag Scholarship Program

We are very proud to launch the Blairs.Ag Junior Scholarship program. This program will give juniors across Canada the opportunity to receive scholarships for their post-secondary education. By purchasing females from Blairs.Ag Cattle Company and participating in regional, provincial and national livestock shows, juniors may qualify for scholarships to help further their educational dreams.

Who is eligible?

Eligible juniors must be residents of Canada and a member in good standing with the Canadian Junior Angus Association, and remain that way until your 21st birthday.

What are the details of the program?

The first step is to purchase a scholarship eligible female from Blairs.Ag Cattle Company by private treaty or auction. An eligible female is defined as a heifer that carries the Blairs.Ag Cattle Company herd prefix of "BBC". Scholarship eligible females will be identified as such when sold. All females eligible for the scholarship program must be purchased, registered and shown in the junior's name throughout the heifer's show career. Any transfer to a third party will void the eligibility for the scholarship program unless the transfer is approved in writing by Blairs.Ag Cattle Company.

The second step is to take this heifer home, develop her and take her to cattle shows, which can be regional, provincial or national in scope. Please refer to the schedule below to see eligible shows and qualifying scholarship levels.

Definitions

Tier 1

Defined as scholarship amounts available for purchasing your first heifer.

Tier 2

Defined as scholarship amounts available for purchasing your second consecutive heifer.

Tier 3+

Defined as scholarship amounts available for your third consecutive heifer and beyond (ie. fourth).

LEVEL #1 *Angus National Open Show*

	<i>Tier 1</i>	<i>Tier 2</i>	<i>Tier 3 +</i>
Grand Champion	\$4,500	\$5,500	\$6,500
Res. Champion	\$3,000	\$3,500	\$4,000
Div. Winner	\$500	\$600	\$700

LEVEL #2 *Angus Nat'l Junior Show or Open Shows at Canadian Western Agribition, Farmfair Int'l, Manitoba Exhibition, Saskatoon Fall Fair and Toronto Royal*

	<i>Tier 1</i>	<i>Tier 2</i>	<i>Tier 3 +</i>
Grand Champion	\$3,000	\$4,000	\$5,000
Res. Champion	\$1,500	\$2,000	\$2,500
Div. Winner	\$400	\$500	\$600

LEVEL #3 *All other Angus Breed Shows (open and junior) and Regional 4-H Shows*

	<i>Tier 1</i>	<i>Tier 2</i>	<i>Tier 3 +</i>
Grand Champion	\$1,000	\$1,500	\$2,000
Res. Champion	\$750	\$850	\$900

Example: Let's say you purchase a scholarship eligible female from Blair's and this is your first purchase. You can show that female until she is 3 years of age and qualify for scholarships at the Tier1 level. If you purchase a second female from Blair's and show her until she is 3 years of age, you will qualify for Tier 2 level scholarship. If you purchase a third female from Blair's and show her, you qualify for scholarship amounts at the Tier 3 level. These purchases must be consecutive years.

If your first-year heifer purchase is Supreme Champion Female at your regional 4-H Show, the scholarship amount you have just earned is \$1000. If that same female wins a Grand Championship at Agribition as a bred heifer, two year old or three year old, the junior qualifies for \$3000.

Which livestock shows are eligible?

Each livestock show is listed in the table from Levels 1-3. If there are shows you attend which are not listed, they may still be eligible, but they will be at the Level 3 category. Blairs.Ag Cattle Company reserves the right to add or delete qualifying shows to the various show levels.

What happens if I attend a cattle show where my heifer is eligible to show more than once?

If you attend a show like Canadian Western Agribition where your heifer could be eligible to show in the Open Angus Show, Junior Beef Extreme, Junior Angus Show or First Lady Classic, you qualify for only one scholarship for the entire show. Shows such as Canadian Western Agribition we define as "one event – multiple shows". For example, if you show at Agribition with a heifer at the Tier1 level and you show in the Angus Show and Junior Beef Extreme, you would receive the scholarship at the higher level. In this case, if you were Champion in the Open Angus Show you would receive \$3000. If you were also Supreme Champion in the Junior Beef Extreme you would be eligible for \$1000. In this case, Blair's would pay the higher of the two eligible scholarship amounts which would be \$3000.

Are 4-H shows eligible for scholarships?

Yes, 4-H shows are categorized in Level 3 at the regional show level. Local 4-H club shows are not eligible. Also, to be eligible to receive a scholarship from a 4-H Regional Show, your heifer MUST be Supreme Champion over all breeds. If she wins the 4-H regional in the Angus division only, no scholarship funds are accrued.

If I attend lots of shows do I keep earning scholarship amounts?

One of the great advantages with the Blairs.Ag Scholarship program is the more experience you get showing your heifer, the more scholarship dollars you qualify for. For example, if you win Supreme Champion female at your regional 4-H Show, you qualify for \$1,000 at the Tier 1 level. If you show this same heifer at Agribition and win the Open Angus Show and this show is also designated the National Angus Show, you are eligible to receive \$4500. Just remember that each female's scholarship eligible amounts are capped at \$15,000 regardless of whether she is a Tier 1, 2 or 3+ level qualified heifer. The only other consideration is the "one event – multiple shows" parameter as discussed above, which means only one scholarship can be earned even if the same event as multiple shows.

What is the minimum age that I can participate in the Blairs.Ag Junior Scholarship Program?

Our program is unique in the sense that there is no minimum age for participating. We want each junior to accumulate as many scholarship funds as possible and that is why heifer purchases can be made as soon as a child is born. The key points to remember as stated above is the heifer must be purchased in the junior's name, be registered in the junior's name and remain that way throughout her show career to be eligible for scholarships. If the junior is too young to show, we would strongly encourage you to have another junior member under the age of 21 exhibit the heifer in the show ring. Keep in mind -- our intention is that junior members will show their own heifer at all levels of shows once they have reached an age where it is safe to do so, as determined by their parents or guardians. We believe having no minimum qualifying age creates multiple benefits for juniors as parents and grandparents can start investing in their child's or grandchild's education immediately. The other advantage is that juniors can also start accumulating a herd of high quality Angus cattle at a very young age.

Is there a maximum age of eligibility?

While there is no minimum age, a junior can only accumulate scholarship funds until they are 21 years of age. The year they are 21 years of age still qualifies as an eligible year.

Is there a maximum I can earn in scholarship amounts per heifer?

Yes. Each female purchased from Blairs.Ag Cattle Company regardless of whether she is a Tier 1, 2 or 3+ heifer purchase is eligible to receive a maximum of \$15,000 in scholarship funds.

Is there a maximum level of scholarship funds a junior participant can earn?

The Blairs.Ag Cattle Co. Junior Scholarship Program is a new program and we have not established a maximum scholarship that any one junior can earn. As it stands today, the more heifers a junior purchases the more opportunities you have to earn scholarship dollars without an individual scholarship fund cap. We do however, reserve the right to update and amend the program at anytime.

How do I redeem my scholarship?

The steps to redeem your scholarship funds are the following:

- You **MUST** submit to Blairs.Ag Cattle Company a verification of show results form within 90 days of the qualifying show. All forms will be available at www.blairscattleco.com.
- Blair's will also require, along with your show results, a good quality picture or digital image from the respective show and allow Blairs.Ag Cattle Co. to use the picture or digital image at our discretion.
- Once we receive your form, picture(s) and verify your scholarship amount, the scholarship funds will be put into a trust account in your name.
- To redeem your scholarship funds, each year you will be required to send us a certificate verifying your enrollment in a post secondary institution. Upon receipt of your enrollment, Blair's will send you an installment of your scholarship funds to be placed into a trust account to be set up in your name and the name of your parent(s) or legal guardian.
- Scholarship funds will be paid in equal installments corresponding to the length of your post secondary program.
- If you begin a post secondary education program and discontinue it before completion, the remainder of your scholarship funds will be held in trust for a maximum period of 5 years. Since each situation may be unique, please call Blair's so that we know to leave your funds in trust.
- Scholarships are not transferable.

Who tracks my scholarship funds in trust?

When you earn a scholarship amount and we verify the result, Blairs.Ag Cattle Company will immediately transfers funds to a trust account in your name. Once a year, you will be sent a statement from Blairs.Ag Cattle Company verifying the balance of funds being held in your trust account. Blairs.Ag Cattle Company will hold the funds in trust until you send us verification of your enrollment in a post secondary school. At that time, you will start to redeem your scholarship funds as stated above.



Can the rules and regulations of the Blairs.Ag Scholarship Program be reviewed and changed?

When you implement an initiative like a scholarship program there are always situations which may arise that were not considered or relevant at the time the program was created. For this reason, Blairs.Ag Cattle Company reserves the right to review, update and amend the eligibility, rules and regulations of the scholarship program at our discretion.

Will the Scholarship year be the same as the calendar year?

No, for the purposes of this scholarship program the scholarship year is defined as September 1st to August 31st of each year.



If I have more questions, who do I contact for additional information?

All of the information on this program will be available on our website at www.blairscattleco.com. If you would like to speak with a member of our team, please contact Blair's at (306) 365-3150 and ask to speak to Kevin or Darren. All the contact information for all members of our Genetic Advancement Team: Chad Haaland, Chris Schmidt, Kelly Schmidt, Craig Blair and Patty Smith is also posted on our website.

About Blairs.Ag Cattle Company

Our People

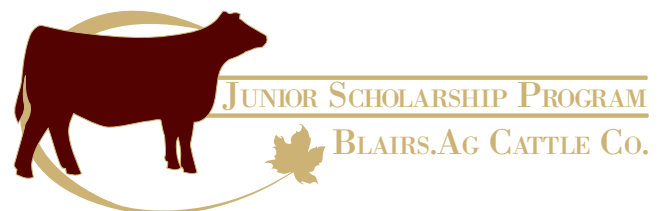
Welcome to Blairs.Ag Cattle Company! If you have not had the opportunity to visit with us yet, we are pleased to introduce ourselves to you. Blairs.Ag Cattle Company is the partnership of Kevin & Noreen Blair and Darren & Deb Blair of Lanigan, Saskatchewan. Along with the ownership team, we are fortunate to employ a team of very talented people who work with us on our Genetic Advancement Team and/or as partners in the management of our cattle. Our Genetic Advancement Team is comprised of Chad Haaland, Craig Blair, Kelly Schmidt, Chris Schmidt, Patty Smith and Levi Jackson. The team is very passionate about the cattle business and assists us with advice on genetic direction, breed development and marketing strategies. In addition to our Genetic Advancement Team, our cattle are managed and cared for by Levi and Carmen Jackson of Jackson Cattle Company of Sedley, Saskatchewan and Chad and Carissa Haaland of Hanley, Saskatchewan. A group of embryo recipients are managed by Shawn and Patty Smith of Rocking S Ranch of Nokomis, Saskatchewan. We are also fortunate to work with many leading cattle operations in partnership arrangements.

Our Business

In addition to Blairs.Ag Cattle Company, we are co-owners of Blair's Fertilizer Ltd., a family owned agricultural retail business established in 1948 and now has grown to include 5 full service crop and livestock nutrition locations and over 50 full time employees. The business has always had a livestock component as we both grew up producing and showing Simmental cattle and later on, Kevin became more involved in the Maine Anjou business. Blair's has also custom fed cattle at Pound-Maker AgVentures near Lanigan for many years.

Our Cattle

In 2006, we made a decision to start in the Angus business with the purchase of a core group of nucleus females from the Jackson Cattle Company dispersal. Since that time several other elite females and sires have been added to the herd while pursuing an aggressive embryo transfer program to accelerate the rate of genetic progress. Our mission is to *"Produce Predictable Offspring with Predictable Matings"*. We believe the feedlots and packers will require certain things from commercial herds and as purebred breeders we have to be the facilitators. We have to get the right type of bulls to commercial breeders so they can deliver the type of calves feedlots require.



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