

Honour Roll Gordon Stephenson



The Canadian Hereford Association congratulates Mr. Gordon Stephenson, for his induction into the 2014 Honour Roll.

Gordon was born on November 17th, 1946 in Ceylon, Saskatchewan, where he was the eldest of four boys on his family's mixed farming operation.

As a young man Gordon obtained a degree in Animal Science at the University of Saskatchewan, which led to a lengthy career, primarily in the field of animal health. He began as a sales representative for Upjohn, moved on to be the sales manager for Hoechst-Roussel Vet and then later, the company's General Manager.

Gordon partnered with Jonathon Fox and Wib Donaldson in the Circle -T Ranch, a purebred polled Hereford operation in Broadview, Saskatchewan, which he managed until its dispersal in 1985. In 2004, he accepted the position of General Manager at the Canadian Hereford Association, where he dedicated himself to the promotion of Canadian Herefords nationally and internationally. He put a face to the CHA by attending provincial meetings and Hereford events from coast to coast. Gordon was a strong advocate in the creation of the Bonanzas Legacy Fund to support young breeders as well as the Hereford Research Fund to put the breed at the forefront of proactive research and development.

Gordon attended as many annual provincial association meetings as possible to keep the Canadian membership up-to-date on matters relevant to breeders. He believed in attending Hereford events such as cattle

shows and field days to connect with Hereford members.

Increasing the visibility of the Hereford breed in the commercial cattle sector on a national level was also important to Gordon. He attended cattle association, feeder association and producer meetings that were held across Canada. He also visited commercial cattlemen across Canada to get feedback on Hereford cattle and to increase the visibility of the breed.

Gordon was a supporter of the Canadian Junior Hereford Association and was instrumental in aligning the CHA annual meeting with Bonanza. The merging of these events has increased both attendance and recognition of "Hereford Week in Canada".

Gordon was a major player in developing a market with Kazakhstan and Russia, having worked with Federal and Provincial governments to facilitate trade. Over the last five years, Canadian Hereford breeders have taken advantage of this opportunity by exporting \$10 million worth of cattle to these particular markets.

The 2012 World Hereford Conference, held in Olds, Alberta is said to be Gordon's greatest achievement during his time at the Canadian Hereford Association, and one of his proudest lifetime accomplishments. Not only was this event well-attended but was designed to showcase Canadian Herefords to international guests with both pre and post tours. It helped change the perception of the Hereford breed across the country and world.

To promote Canadian Herefords and maintain a relationship with the American Hereford Association (AHA), Gordon attended the National Western Stock Show, the American Royal and the AHA's Annual meeting. Gordon also attended National Hereford Shows in New Zealand, Australia, Europe, South America and Mexico. He ensured that international visitors had a warm welcome when coming to Canada and were provided with assistance in connecting with Hereford Breeders

across the country.

In 1992, Gordon was named "Canadian Livestock Man of the Year" by the Record Stockman magazine at the National Stock Show in Denver for his contributions to Western Canada's cattle industry. In the same year, Gordon received the Confederation of Canada Medal in recognition of his contributions to community and country. Gordon was inducted in the Saskatchewan Agriculture Hall of Fame in 2012, in recognition of his dedication and promotion over four decades of the Canadian livestock industry.

Gordon has served as a Director for the Canadian Animal Health Institute, the Saskatchewan Stock Growers' Association, the Canadian Professional Rodeo Association and the Western Beef Development Centre and was also a member of the Canadian Beef Breeds Council. Over a 25-year period, Gordon was also served as Director, Manager and President of the Canadian Western Agribition. Gordon's son Todd is a professional agrologist and environmental scientist involved in land reclamation. He lives in Regina and is the father of Gordon's first grandson, Nash Gordon Stephenson. Gordon's daughter Jessica lives in Calgary and is currently training to be a certified electrician.

One of the things Gordon will miss most about working for the Canadian Hereford Association, are the friendships that he had established with members and commercial customers across Canada.

