



The Centre d'insémination artificielle du Québec (CIAQ) celebrates in 2008 its 60 years at the service of dairy and beef sire producers. After a modest start in 1948, CIAQ gained momentum over the years to become the largest organization of its kind in Canada with its 320 employees and some 830 sires.

"We want to celebrate this anniversary with the Québec breeders, those who have allowed us to grow and improve our offer of products and services to constantly go further in the genetic

development of herds" stated Agathe Drolet, Director of Communications and Genetics and chairperson of the CIAQ 60<sup>th</sup> anniversary committee. She added : "I have witnessed all of the passion of the CIAQ employees who have engaged and responded to the vision of our pioneers, passion that is still alive today. That is why our 60<sup>th</sup> anniversary slogan "Evolution. Passion. Vision" is highly appropriate and inspires us to pursue in the same vein for the benefit of our producer clients".

Promotions and contests intended for breeders and young people will be held throughout the year to celebrate this event. With the first "Spring evolution" promotion that will end on 31 May 2008, each purchase of a CIAQ semen dose since the beginning of the year will make them eligible for a drawing. Two other promotions will follow until the end of December and will take into account the sales amount and the purchase volume during the year 2008. More than 2000 winners will share the prizes and the final drawing of the last promotion will culminate with attractive prizes totalling 40 000 \$. All the details will be supplied in our publications so that the largest number of people may participate.

Normand Renaud, CIAQ's General Manager, mentioned : "2008 promises to be an exciting year for CIAQ and our clients. We are entering this anniversary year with all the optimism and the commitment that distinguished our predecessors as suppliers of high genetic and sanitary quality products and services. At CIAQ, we are proud of our heritage while making sure that our future will be as bright!".

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