



## NEWS RELEASE

### Canada Beef congratulates Sage Watson for 4-H Canada recognition

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Calgary, AB - Canada Beef extends sincere congratulations to Canadian Olympian Sage Watson for being named as the recipient of the 2021 4-H Canada Distinguished Alumni Award.

The Distinguished Alumni Award recognizes the outstanding leadership and contributions of 4-H alumni to “our communities, country, and world.” Watson, from Medicine Hat, Alberta, grew up on a beef farm, an experience she credits with helping shape a strong work ethic. She made her Olympic debut in 2016.

Canada Beef has worked with the Olympic track and field athlete to promote the health and nutritional benefits of Canadian beef as well as the stewardship of farmers and ranchers for the land and cattle under their care. Supporting the farming community is a topic Watson is passionate about.

“Canada Beef has been extremely pleased to be able to foster our relationship with Sage to serve as a Canadian beef ambassador and influencer for consumers in Canada and around the world. Clearly, Sage is a tremendous example of the 4-H ethic in application to all aspects of life and we congratulate her on this latest achievement,” said Canada Beef Vice President, Corporate Affairs, Ron Glaser.

Under the My Canadian Beef campaign, Watson [shared her love for eating beef](#) as part of a wholesome and well-rounded diet to increase performance and help with physical recovery. She engages with a large running and sports audience through her social platform, and posts [videos](#) and stories that resonate with her followers. She loves to cook with beef and her audience enjoys watching her prepare Canada Beef recipes.

Her work has been a tremendous benefit for the beef industry and Canada Beef was pleased to support her nomination to 4-H Canada.

Watson will receive the 4-H Canada Distinguished Alumni Award at the virtual [2022 4-H Canada Leadership Awards](#) on February 23 hosted by Peter Mansbridge.

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#### **About Canada Beef**

*As the marketing division of the Canadian Beef Cattle Research, Market Development and Promotion Agency, Canada Beef is the cattle producer-funded and run organization responsible for domestic and international beef and veal market development. It has staff in Canada, Japan, China, Taiwan and Mexico. In addition to National Check-Off and import levy funding, Canada Beef leverages cattle producer dollars with private market partner investments and government industry development funding to maximize the benefits of producer check-off investment.*

