



Alberta Registers its 50,000th Lifetime Brand !!!!!

Livestock Identification Services Ltd. (LIS) is proud to announce that it has registered its 50,000th livestock brand. The first brand registered was officially recorded in 1880 when Percy Neale and Sam Steele, both retired members of the North West Mounted Police, recorded the “71” on the left rib of cattle. The first official Brand Book was printed in 1888 and the tradition of registering brands has continued on for 125 years.

In celebration of the 50,000th Alberta brand LIS offered the lucky registrant a free lifetime brand registration and a copy of the 2013/14 Brand Book that will be published this fall.



The registrant of the brand was “**Colton Sather**” of Hughenden Alberta, and he registered the “**Running Bar C Lazy Left S**” on the right rib of cattle. It was very fitting for the 50,000th brand holder to be an 18 year old 4-H member that plans on continuing on with the livestock industry in his future. Colton currently is a member of the Czar/Metisko Beef Club and is finishing up his Grade 12 this spring. Colton has started his own small herd of Black Angus cows, which he runs on the family farm with his parents.

Congratulations to Colton and all the best in the cattle industry for the future...