

Simcoe County Couple Wins 2011 Environmental Stewardship Award

FOR IMMEDIATE RELEASE

FEBRUARY 23, TORONTO – The Ontario Cattlemen's Association (OCA) is pleased to announce that John and Rosemary Dunsmore of Shanty Bay are the winners of The Environmental Stewardship Award (TESAward) for 2011, sponsored by RBC Royal Bank. The Dunsmares operate a small cow-calf operation in Shanty Bay, Ontario on the edge of Lake Simcoe. The couple were nominated for the award by Madelaine Danby, Butternut Technician for the Ministry of Natural Resources, with support from Paul Marshal, a former Ward 3 Councilor in Oro-Medonte Township.

The Dunsmares' dedication to the environment is evident given their involvement in a number of stewardship initiatives. Together, John and Rosemary plant approximately 50 trees every year, providing soil stability, shade, water retention and carbon dioxide sequestration, and have also been heavily involved in the Butternut Tree Recovery Program through North Simcoe Stewardship and the Ministry of Natural Resources. In 2002, the Lake Simcoe Region Conservation Authority presented the Dunsmares with the Water Conservation Award for their commitment to environmental stewardship and dedication to ecologically friendly farm practices.

"The installation of a wind turbine and solar panels to create energy for their farm demonstrates their initiative in new technologies to help decrease their ecological footprint," reports Danby. "They are currently looking to plant a buffer zone of trees to improve the health of the water flowing in their small seasonal creek that runs through their cattle pasture."

"Before incentives were provided to farmers, John and Rosemary took the initiative to control run-off from their barn yard by improving fencing and constructing a catchment pond to filter the water rather than allowing it to enter Lake Simcoe," says Paul Marshall. "During my six years on council in Oro-Medonte Township John and Rosemary were very active in a number of environmental activities in their community. They are prime examples of stewards who care deeply for the environment."

*TESAward recognizes the outstanding environmental stewardship of an Ontario cattleman.
Special consideration is given to producers who have taken innovative approaches to environmentally sustainable cattle production.*

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