



Louis Latimer (1923 – 2010)

A visionary pioneer, Louis Latimer was driven by a lifelong desire to create better cattle and elevate the global demand for Canadian beef genetics in the process.

Louis was a trailblazer throughout his life. He used data-based selection methods for genetic selection, and he understood the value of telling the story of his farm – a marketing approach that was decades ahead of the curve.

In 1946, Louis and his wife Jean founded the Remital Cattle Company in Alberta – where his passion to breed and market premier Canadian Hereford genetics opened new market opportunities for elite genetics. Decades later, the Canadian Genome Project recognized Louis' achievements by selecting one of his sires to be the most influential sire genetically in the Canadian Hereford Association.

Louis was an early adopter. He was known to buy cattle from anywhere in the world if it would improve his herd. He was one of the pioneers to import semen from countries including the US and New Zealand, using artificial insemination to introduce new genetics into his herd. His efforts gave exposure to Canadian Hereford genetics at the Royal Agricultural Winter Fair, opening the first opportunities to market Canadian genetics to sales across Europe, the UK, Australia, New Zealand and Africa.

He was instrumental in developing the Alberta Hereford Test Centre to feed, test and sell Hereford bulls in Alberta. And Louis was one of the first breeders to establish an annual production sale that continues today on the family farm.

Just as the science of genetics was emerging, Louis championed science-based decision making to improve cattle performance. His vision was recognized with the Pioneer Award from the Beef Improvement Federation – an international organization that acknowledged his leadership in beef genetic improvement by translating emerging research into a commercialized product.

Louis was a marketer ahead of his time. He could see the value in telling the story behind the brand – a marketing approach that's now used by most of the agricultural sector some 70 years after Louis started incorporating the story of his farm and cattle into his brand. He also believed there was a general need for more emphasis on marketing of Canadian agriculture within Canada and internationally. Many other Canadian breeders followed Louis' model, helping elevate the overall quality of Canadian beef genetics.

Louis' drive and dedication lives on today as his family continues to raise purebred Angus, polled Herefords and Charolais cattle. He leaves a lasting legacy in the Canadian beef industry, driven by his vision, leadership and dedication to agriculture, his family and his community.

Nominated by: Canadian Hereford Association