

# Sydney Keith Palmer

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Sydney Palmer is a successful businessman, cattle breeder, marketer and entrepreneur. As a founding partner of Canada Livestock Services Ltd., Palmer spends a substantial amount of time travelling to various parts of the world promoting Canadian beef genetics and technology. With a partner, Palmer founded, developed business plans and raised financing for EXL Milling Ltd. producing a unique rumen-by-pass protein feed for beef and dairy cattle. EXL Ranch Ltd., a third generation purebred Hereford cattle operation, exported the first Canadian Herefords to Australia in 1981. Palmer's strengths include marketing purebred cattle, project development, business planning and financing.

## Career Summary

### 1994-present

#### ***Executive Vice-President, Canada Livestock Services Ltd.***

- Canada Livestock Services Ltd. is a full service company, providing livestock genetics, production and management consulting, training programs, business plans and project management to customers in support of their cattle business.
- In the past 2 years, CLS has exported livestock genetics to China, Australia, Great Britain and Ireland, Denmark, Chile, and Mexico.

### 1994-present

#### ***President, EXL Milling Ltd.***

- Began a new company with partner, Warren Hassall, developed business plans for major expansion, raised financing in Canada and internationally, for multi-million dollar facility in Lloydminster Saskatchewan which is now in production.
- Developed "from research through to commercialization", *EXL 7060®*, a unique "high-rumen-by-pass protein and unsaturated fat" livestock feed product from whole canola seed which is widely accepted by Canadian and American beef & dairy industry.
- Over half our product is exported to the USA and EXL is investigating markets in the Pacific Rim and Middle East.
- Provides high-value market for canola seed off grades damaged by frost or drought.

### 1988-1998

#### ***Owner / President, Canadian Display Centre***

- The first Display Centre of this type in the world, displaying over 200 purebred yearling bulls of all cattle breeds from across Canada to over 2,000 local and international visitors annually.

### 1974-present

#### ***Owner, EXL Ranch Ltd.***

- 3rd generation farming operation of 250 plus Purebred Horned Hereford cattle.
- 1976 - began marketing yearling bulls rather than the traditional two years olds.
- 1981 - exported the first Canadian bull to Australia opening a door to future exports.

## Community Activities

### 1997-present

**Director, Saskatchewan Trade and Export Partnership (STEP)** an industry driven partnership with the provincial government mandated to develop international markets for Saskatchewan companies.

### 1990-present

**Organizer / Co-Sponsor, Lloydminster Cattlemen's Corral** commercial trade show and seminar

### 1986 - 1992

**Director, Canadian Hereford Association** and Chairman of the Performance Program and Promotions Committee

### 1983 - 1990

**Director / President, Saskatchewan Hereford Association** and Chairman of Promotion & Finance Committees.

### 1992 - 1994

**Director and Founding member, Saskatchewan ADD "Agriculture Development and Diversification" Board**

### 1990 - 1992

**Leader, Chauvin 4-H Beef Club**

## Education

### 1971 - 1973

**Diploma in Agriculture** Lakeland Agricultural College,  
Vermilion, Alberta