

# Shore Holsteins International Ltd.

Livestock's the game and world-wide business is their aim.

Just as the once-popular TV series featured the kinship of the Cartwrights riding the range of the fabled Ponderosa, the Shores of Glanworth have built a solid reputation with their family-based Elgin County operation.

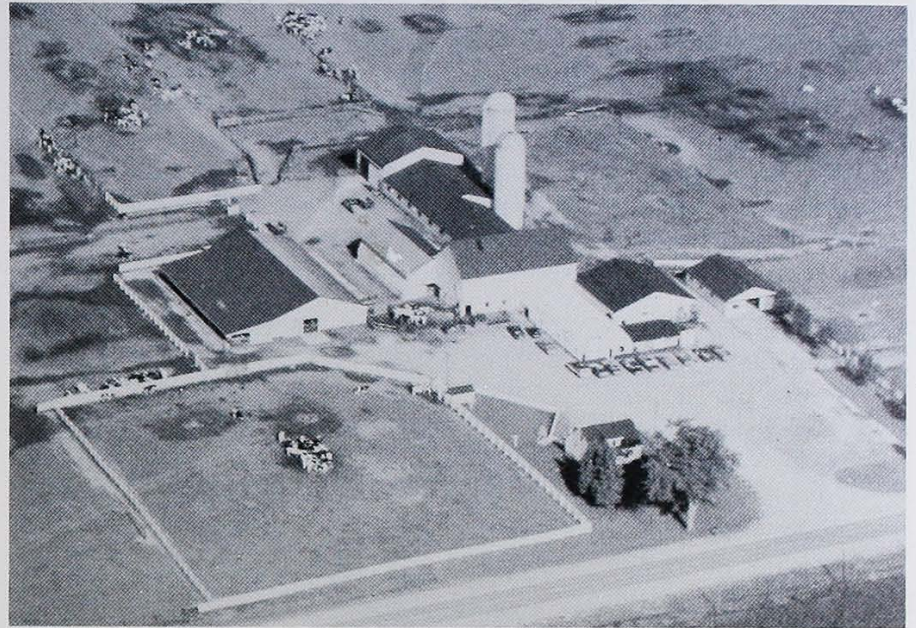
While Ben, Adam, Hoss and Little Joe drew success from viewers around the globe, three generations of Shores have combined their talents to create a multi-million dollar business that serves Canada and 53 world market countries.

The seed of an idea planted in 1949 by brothers Hardy and Don Shore has been carefully nurtured through the years, growing and continually expanding on the abilities of sons and now grandchildren.

What began as a small-scale concern on a 75-acre Wellington Road farm north of St. Thomas has blossomed into Shore Holsteins International Ltd., a five-farm enterprise spread over 635 acres that includes a 600-seat Livestock sales arena and has 14 full-time and 12 part-time workers, plus a number of agents located around the world.

Overseeing today's massive business pursuits is Hardy's son, Bob, who serves as president. Supporting him are his wife Lee, secretary-treasurer; his brother Murt; sons Bill and Hardy; and daughter Valerie Cron, company director of various divisions.

While the Shores have always specialized in Holsteins, their firm also



handles other beef breeds, plus Guernseys and Jerseys, sheep and a few horses.

But Holsteins remain their first love. Bob, an accomplished auctioneer like his father, began the export business in 1968 and quickly found an international market recognizing the need to develop dairy industries in their countries.

Spain, for instance, was well-founded in raising fighting bulls for the arena, but lacked quality bred dairy cattle for its farms. With Bob's help over the past 20 years, the country's stock has greatly improved.

Today, Shore International serves individual buyers, government and co-

operatives, shipping more than 210,000 head of Livestock to nations including the Soviet Union, Japan, China, Korea, India, Australia, Great Britain, Italy, France, Sweden, Brazil, Argentina, Nicaragua, Mexico and the United States.

Hardy, who has also taken up auctioneering, is following in the innovative footsteps of his father. He recently pushed the family business into a new realm that is also generating widespread interest in foreign circles - embryo transfers for export.

It means a busy life for family members, constantly criss-crossing the globe. For Bob and Hardy, there's an