



CANADIAN LIMOUSIN ASSOCIATION

#13, 4101 19th St NE, Calgary, AB T2E 7C4
 Phone: (403) 253-7309 Toll-free: 1-866-886-1605 Fax: (403) 253-1704
 E-mail: limousin@limousin.com
 Anne Brunet-Burgess - Teresa Blouin
www.limousin.com

Annual General Meeting 2010

The Annual General Meeting of the Canadian Limousin Association will take place on Monday, August 2, 2010 at 9:00 am at the Lloydminster Exhibition.

There is availability at the Ramada Inn. Please call them direct for your reservations at (780) 871-6940.

Next Limousin Voice Deadline Changed

Please note that the Limousin Voice deadlines have been changed for the next issue. The new deadlines are as follow:

April 5th - Booking Deadline

April 9th - Material Deadline

April 16th - Camera Ready Deadline

April 26th - Mail out

To book advertising, please contact:

Bryan Kostiuk

Phone: 306-933-4200 Fax: 306-934-0744

bryan@tbarc.com www.buyagro.com

WHEN EVERY CALF COUNTS.

MORE calves at weaning means MORE money in your pocket.

Make LIMOUSIN your terminal sire choice for:
calving ease, new calf vigor, birth-to-weaning gain, lean meat yield and efficiency

We assist commercial producers with their marketing of Limousin cross calves. Please let us know if you have calves available by contacting the office or listing them on our website at www.limousin.com

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Anchor Limousin
 The Johnson Farms
 Box 100
 200, 194 St 12 / 204, 205, 206 St
 #100 Johnson Farms
 #100 Johnson Farms

Cambridge Limousin
 815, 815 Limousin
 204, 204 St 12 / 204, 204 St 12
 #100 Johnson Farms

Cherokee Stock Farms
 The Cherokee Ranch
 Box 100
 204, 204 St 12 / 204, 204 St 12
 #100 Johnson Farms

East Limousin
 Stevens & Owen Cows
 Box 100
 204, 204 St 12 / 204, 204 St 12
 #100 Johnson Farms

Larry S Limousin
 Star of 7's Ranch
 Box 100
 204, 204 St 12 / 204, 204 St 12
 #100 Johnson Farms

Magnify Ranch
 Frank & Debra Magnify
 Box 100
 204, 204 St 12 / 204, 204 St 12
 #100 Johnson Farms

Payne Livestock
 Paul & Debbie Payne
 Box 100
 204, 204 St 12 / 204, 204 St 12
 #100 Johnson Farms

Richardson Ranch
 The Richardson Ranch
 Box 100
 204, 204 St 12 / 204, 204 St 12
 #100 Johnson Farms

East Ranches
 Box 100
 204, 204 St 12 / 204, 204 St 12
 #100 Johnson Farms

Garth Farms
 Jeff and Pamela Garth
 Box 100
 204, 204 St 12 / 204, 204 St 12
 #100 Johnson Farms

H-100 Limousin
 The H-100 Ranch
 Box 100
 204, 204 St 12 / 204, 204 St 12
 #100 Johnson Farms

Key Livestock
 The Key Ranch and Saddle
 Box 100
 204, 204 St 12 / 204, 204 St 12
 #100 Johnson Farms

Larry S Limousin
 Star of 7's Ranch
 Box 100
 204, 204 St 12 / 204, 204 St 12
 #100 Johnson Farms

Springer Ranch
 The Springer Ranch
 Box 100
 204, 204 St 12 / 204, 204 St 12
 #100 Johnson Farms

Top Meadow Farms
 The Top Meadow Farms
 Box 100
 204, 204 St 12 / 204, 204 St 12
 #100 Johnson Farms

Wendy Laidlaw Limousin
 Wendy Laidlaw Limousin
 Box 100
 204, 204 St 12 / 204, 204 St 12
 #100 Johnson Farms

Y-20 Limousin
 The Y-20 Ranch
 Box 100
 204, 204 St 12 / 204, 204 St 12
 #100 Johnson Farms



SCHOLARSHIPS:
 The Canadian Junior Limousin Association is offering scholarships again in 2010. Four junior members will receive \$250 for submitting an essay on their involvement with the Limousin breed. The National Conference Senior Aggregate and Reserve Senior winner will also receive scholarship money. To apply, simply forward an essay to Mary Hertz, CLA Vice-President and director in charge of juniors at: rhertz@eidnet.org

BOARD MEMBER:

The CJLA is also looking for a member to join their board of directors. Interested CJLA members, 16 years of age or older are encouraged to contact Mary Hertz or any other CJLA directors.

Cattlemen magazine co-op ads continue

We are pleased to announce that the Cattlemen Magazine co-op ads will continue for the fall of 2010 and the spring of 2011 under the same format as last year.

Current participants have been given first right of refusal and most of them have already agreed to continue for another year. However,

we are inviting you once again to join in. Depending on the number of additional participants, we will look at options such as adding a third page or changing the two page layout to include everyone. Please do not delay to let Anne know if you wish to participate. please contact her at the CLA office: 1-866-886-1605 ext 120 or by email aburgess@limousin.com.

PROMOTE

YOUR UPCOMING SALE

CattlePost.com
Now Free for Customers of
IGENITY®

The website provides one-stop-shopping for cattle profiled with IGENITY®

IGENITY® – a division of Merial – and Global Animal Management (GAM) announce that customers of IGENITY can now post information about upcoming sales on www.CattlePost.com, giving buyers access to information about sales featuring cattle profiled with IGENITY — all in one place, free of charge.

To post information on CattlePost.com, customers of IGENITY can log in with the same username and password they use for the IGENITY Web site.

Dr. Kevin DeHaan, technical services director, IGENITY says helping producers market their profiled cattle is part of the commitment IGENITY has to providing user-friendly DNA technology solutions.

NATIONAL SHOW & SALE NOVEMBER 11 & 12, 2010 FARMFAIR, EDMONTON, AB

The National Show & Sale Committee, the Alberta Limousin Association and the Bonanza group are collaborating to organize the 2010 events. The program will take place November 11th and 12th at Farmfair in Edmonton.

Did you know that the CLA website dedicates a page to the National Show and Sale? Find the latest information just a click away!



Good Idea!

Lately we have come across some cases where DNA on animals is required but not available. It is a very good

idea to collect hair samples on all your calves at weaning, regardless if you need it or not. Think down the road.... what if this animal's DNA is needed, you will always have it. It is much easier to store hair samples than guessing if you will need it or not in the future.

Some examples when DNA is needed;

- All breeding bulls must be DNA'ed in order to register their calves
- All A.I. sires must be parent age verified, therefore DNA is needed on their sire and their dam
- All embryo transplant calves
- All Fullblood calves
- DNA of 5 progeny can be used to reconstruct their parents' DNA
- All animals that are 24 months of age or older must be parent age verified in order to be registered. Therefore DNA is needed for both parents.



This year's focus for the Canadian Limousin Association is breed improvement or breed advancement as I like to call it.

Bill Campbell, Breed Improvement Committee Chairman, held the first BIC conference call on February 23rd. The Committee Members are Ian Hamilton (MB), Gary Smart (ON) and Jim Richmond (AB). Thank you for your involvement gentlemen! Watch for more information on new projects later this year.

Whole Herd Enrollment

You will find enclosed an invoice/statement for the first half of your 2010 Whole Herd Enrollment. Please look it over carefully and advise the CLA office if you find errors.

As a WHE supporter, your herd performance data is the backbone of our Limousin Genetic Evaluations (EPD's) and future research. Contributing information on all calves, from birth until disposal is vital to the accountability of our Expected Progeny Differences. We are enclosing a Quick Reference Guide in order to remind you of important dates and information collection.



NEW TRADE SHOW BANNER STAND

This is our new banner stand that will be used at tradeshows.

If you would like to borrow it for an event, please contact Anne at the CLA office.



Don't forget the 40th Anniversary apparel liquidation. To view available items, visit our website at www.limousin.com (marketing/promotion merchandise/40th Anniversary Apparels)