

# **CANADIAN LIMOUSIN ASSOCIATION**

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# AGENDA

## **CANADIAN LIMOUSIN ASSOCIATION 38th ANNUAL MEETING**

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**Friday, August 3, 2007 8:00am**

- Greetings from the Ontario Limousin Association
- President's Welcome, Call to Order – Gary Anderson, President
- Guest Introductions
- Approval of Agenda
- Approval of the 37<sup>th</sup> Annual General Meeting minutes
- Voting procedures, discussion procedures, etc
- First call for Nominations
- President's Report – Gary Anderson
- By-laws/constitution resolutions – Gary Anderson and Adrienne Waller
- Audited Financial Statements – Bryce Allen
- Appointment of Auditors
- Advertising/Promotion Committee Report – Bryce Allen
- Second call for Nominations
- Breed Improvement Committee Report – Jason Brock
- Junior Committee Report – Mary Hertz
- National Show Committee Report – Rob Matthews
- Canadian Beef Breeds Council Report
- General Manager's Report – Dale Kelly
- Third call for Nominations
- Election of Directors
- New Business:
  - 2008 Annual General Meeting
  - Awards of Distinction
- Provincial Limousin Associations' Reports
- Adjournment

## CANADIAN LIMOUSIN ASSOCIATION BOARD OF DIRECTORS 2006 / 2007

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Gary Anderson  
President  
*Bethune, SK*

Jason Brock  
Vice-President  
*Danville, PQ*

Bryce Allen  
Treasurer  
*Warkworth, ON*

Rob Matthews  
Past President  
*Calgary, AB*

Rob Swaan  
*Quesnel, BC*

Mary Hertz  
*Duchess, AB*

Stan Skeels  
*Rimbey, AB*

Ian Hamilton  
*Darlingford, MB*

Darby Cochrane  
*Alexander, MB*

Mike Geddes  
*Clarksburg, ON*

## CANADIAN LIMOUSIN ASSOCIATION STAFF & CONSULTANTS

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Dale Kelly  
*General Manager*

Debbie Verbonac  
*Marketing Manager*

Barb Judd  
*Office Manager*

Teresa Blouin  
*Registry / Member Services*

Denise Dorosz  
*Registry / Bilingual*

Cheryl Graham  
*Reception*

Mike Brooks  
*Information Technology*

Dr. R.A. Kemp  
*RAK Genetic Consulting Ltd.*

Sean McGrath  
*Breed Improvement Consultant*

## PRESIDENTS OF THE CANADIAN LIMOUSIN ASSOCIATION

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1970 - 71	<i>Joe Hochhausen</i>
1972	<i>Walt Shatto</i>
1973 - 74	<i>Ted Godwin</i>
1975 - 76	<i>Alan Parke</i>
1977	<i>Jim Lore</i>
1978	<i>Jack Ward</i>
1979 - 80	<i>Dale Barclay</i>
1981	<i>Don Matthews</i>
1982 - 83	<i>Mel Gosling</i>
1984	<i>Stan Cochrane</i>
1985	<i>Clarence Ackert</i>
1986 - 87	<i>Gerry Good</i>
1988 - 89	<i>Mark Cressman</i>
1990 - 91	<i>William Scriven</i>
1992	<i>Rob Garner</i>
1993 - 94	<i>Don Stephenson</i>
1995 - 96	<i>Lonny McKague</i>
1997	<i>Harry Grant</i>
1998 - 99	<i>Lorne Bodell</i>
2000	<i>Jim Butt</i>
2001 - 02	<i>Martin Bohrson</i>
2003	<i>Tony Gosnell</i>
2004 - 05	<i>Rob Matthews</i>
2006 -	<i>Gary Anderson</i>

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**CANADIAN LIMOUSIN ASSOCIATION**  
**MINUTES OF THE 37<sup>TH</sup> ANNUAL MEETING**  
**WEDNESDAY, NOVEMBER 23, 2006**  
**REGINA, SASKATCHEWAN**

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**Saskatchewan Limousin Association Greeting**

Greetings by Warren Fuchs on behalf of the Saskatchewan Limousin Association

**President's Welcome, Call to Order**

President Rob Matthews called the meeting to order at 9:30 am

**Introduction of Board of Directors, Staff and Guests**

Board of Directors: Rob Matthews (President), Gary Anderson (Vice-President), Sandra Othberg (Treasurer), Rob Swaan (BC), Mary Hertz (AB), Ian Hamilton (MB), Bryce Allen (ON), Mike Geddes (ON), Jason Brock (PQ)

**CLA Staff and Consultants:** Dale Kelly (General Manager), Debbie Verbonac (Marketing Manager), Barb Judd (Office Manager), Sean McGrath (Breed Improvement), Mike Brooks (IT)

**Special Guests:** Gloria Fantin – Cattlemen magazine; Garth Elgie and Greg Stewart, Merial Canada; Paul Moore, Laura's Lean

**Approval of Agenda**

Additions

- Duncan Porteous, speaking on behalf of CBBC Risk Management Project
- Amanda Sheehan – Tagging program presentation
- New format for director elections, there will be three calls for nomination

***MOVED by Sandra Othberg to approve the agenda with additions***  
***SECONDED by Chris Schmidt***  
***CARRIED***

**Approval of the 36th Annual General Meeting Minutes**

Pg 11 amendment moved by Darby Cochrane, Seconded by should be Kevin Basso

***MOVED by Ian Hamilton to approve the 36<sup>th</sup> AGM minutes with amendment***  
***SECONDED by Mike Geddes***  
***CARRIED***

**Bylaw Review**

Adrienne Waller, legal council

- business exclusively in the cattle industry
- Bylaw amendments, has extensive experience with bylaw amendments and Animal Pedigree Act
- Foundation sires and dams – conflict with Ottawa
- Update bylaws to 2006 to comply to new Animal Pedigree Act
- Simplify into one document
- Distinct animal – David Trus challenge
- Time frame – for summer 2007 AGM

## **Voting Procedures**

- President Rob Matthews outlined the voting procedures as printed on page 14 in the AGM Report.
- The meeting will be conducted by Robert's Rules of Order
- Bryce Allen has been appointed as the official parliamentarian

## **President's Report – Rob Matthews**

- New fee schedule this year, split registration fee (THE and non-THE)
- Limousin Voice has been a big accomplishment. Debbie is doing a good job. Magazine is a good revenue source.
- Reverse upgrade - Gary Anderson and Adrienne Waller met with David Trus to get him to pass bylaw
- New National Show Committee – point show here [Agribition], congratulations to Ontario for holding eight point shows to get more cattle out in front of the public
- Getting all our share of the Genesis money thanks to Dale. Without these funds we would be in financial trouble or have to cut some programs
- Gave out \$25,000 to provinces based on number of enrollments – one time deal unless WHE numbers increase to 16,000 cows

***MOVED by Rob Matthews to adopt his report as presented  
SECONDED by Ian Hamilton  
CARRIED***

## **First Call for Nominations**

Rob Matthews called on Martin Bohrson to make first call for nominations

- A Nomination committee consisting of Martin Bohrson (Chair), Sandra Othberg and Mary Swanek was formed in light of the bylaw passed during the 2005 AGM to downsize the board to 9 directors and to elect directors by ballot at the annual meeting. This new schedule allows for the election of three directors at the 2006 AGM.
- There are three (3) terms for expiring directors this year. They are Gary Anderson, Mary Swanek and Sandra Othberg.
- The board nominates Gary Anderson, Darby Cochrane and Stan Steels
  - Seconded by Sandra Othberg

## **Treasurer's Report – Sandra Othberg**

Statement of Financial positions – starting at Page 16

- Cash up – genesis money we'd just received at year end
- Accounts Receivable – Voice ads
- Due to Junior account – money going into new Junior bank account

Statement of operations

- Whole Herd Enrollment up, more late fees
- Salaries up – accounting fees for Genesis program
- Board expenses up – extra board meeting, strategic planning, directors numbers are decreasing

Genesis grant

- we received \$258,000
- Limousin and Simmental associations are the only breeds that have been able to collect all their money

***MOVED by Sandra Othberg to adopt the treasurer's report as presented  
SECONDED by Rob Swaan  
CARRIED***

***MOVED by Sandra Othberg to recommend KMSS as auditors for the 2006/07 fiscal year  
appointment  
SECONDED by Ian Hamilton  
CARRIED***

## **Second Call for Nominations**

Martin made second call for nominations

## **Risk Management Presentation – Duncan Porteous**

### **Tagging Presentation – Amanda Sheehan**

Program Basis

- 2 tier system
- Level 1 – “Operation Tag” – service providing
- Level 2 – “SMARTag” – information tracking and innovative database management

Level 1 - “Operation Tags” services (yellow)

- All data for age and source verification can be performed in house at the producers request
- Discounts on hardware, apparel, RFID readers
- Free tag applicator for every tag order of 50 or more
- One-stop shopping – unlimited # of tags
- Tags and any above items are ordered by phone/email and sent out within 24 hours
- User-friendly website to enter further data on cowherd and generate easy to interpret reports

Level 2 - “SMARTags” services (blue)

- All data input can be performed in house at producers request
- Discounts on hardware, apparel, RFID readers
- Free tag applicator for every tag order of 50 or more
- Tags delivered to your doorstep in 24 hours
- User friendly website
- We will do everything we need to do to help you, i.e. go to the packer
- Education seminars

Igenity DNA profile

- Profiles may include
  - o Coat color
  - o Fat thickness
  - o Ribeye area
  - o Yield grade
  - o Hot carcass weight
  - o Tenderness
  - o Homogenous polled would also be available
- Cost is going to be close to \$4/tag (button and dangle tag)
- Laura’s Lean – may be interested in a program such as this
- Opportunity to see what your herd is all about, where you need to improve – many good aspects to this program
- If we’re going to do this, we need to progress quickly
- Benefit to CLA – financial
- Marketing plan – Amanda will use ‘face to face aggressive marketing’ – feedlots, large operations, etc.
- Our members should be our greatest advertisers – use the tags themselves, sell to their customers, etc.
- Breeder apathy – certainly is a risk that the Limo breeder may not want to make the extra effort to promote/use the tagging program.

### **Advertising and Promotion Committee Report – Debbie Verbonac**

We have faced many challenges the past couple years. Two main factors affected marketing budget cutbacks - performance and revenue indicators were not met from the year prior, and purchase of the Limousin Voice magazine.

Marketing objective highlights

- Bottom Line newsletter, inserted into Voice magazine for a cost savings
- ‘Beef on a bun’ event being held this Friday at Agribition’s commercial barn. Has been very well accepted the past several years. Good opportunity to engage with commercial industry.

- Limo feeder fax listing – posted on the commercial page of the CLA website
- Cattleman magazine – our main focus nation wide. Advertise in the five highest readership issues.
- Canadian Satellite Livestock Auction - very successful advertising venue. Subscription list of 1 mil people
- Limo influenced feeder sales – twelve sales were hosted across the country last year with Limousin influenced feeder and stockers
- An aggressive member marketing strategy to target current and past members – working hard at member retention
- Supporting the French population – by translations and French registry staff
- Hosted breeder workshops in Manitoba and Saskatchewan – demonstrating tools and skills for marketing and management
- Assist provinces with marketing, fundraising, junior programs and to help organize and implement presence at provincial bull congresses
- CLA staff attendance at provincial annual meetings
- Commercial events – face out there

***MOVED by Mike Geddes to adopt the advertising and promotion committee report as presented  
SECONDED by Warren Fuchs  
CARRIED***

#### **Marketing Manager's Report – Debbie Verbonac**

Highlights of marketing manager's report as circulated

- We need to focus to move ahead; a couple things on the table that are exciting
  - Tagging program puts us exactly where we want to be – communicate with commercial customers, help them with what they need to get done and in turn what we need to get done.
  - Website hasn't been updated for some time, due to staff restrains. Have completely revamped the sight; by end of the week it will be up and running. Site will also help commercial people
  - Online program
- Challenging and aggressive marketplace – have gone through a difficult time. Every breeder will need to 'come to the table' as active leaders rather than reactive followers. We have a fabulous breed that is very versatile and desirable in the marketplace.
- We have hit the critical point – need to show the industry we are seedstock people who want to move ahead

#### **Limousin Voice Report – Debbie Verbonac**

- Complete overview of profitability of six issues. Have reduced from six to four issues on a timely basis.
- Formed a relationship with Today's Publishing
- Deb still prime contact – publisher, does the contacting, billing, contract ads, business card ads etc
- Brian Kostiak (Today's Publishing) puts it together, more color
- To date we've devoted 81 pages for CLA communication
- Excellent communication vehicle
- Good feedback
- Increased readership was 400 (when purchased), now 2500 – 3000 big issues; small issues less
- Thank you and congrats to all the members who have put in ads, business card ads, contributed editorial, etc

***MOVED by Sandra Othberg to adopt the Marketing Manager's report as presented  
SECONDED by Darby Cochrane  
CARRIED***

### **Breed Improvement Presentation – Sean McGrath**

- Acknowledge committee members who put a lot of work into this
- Ultrasound – need to work at getting more records
- Challenge members to use our programs and tools – good programs, EPD evaluation is one of the best second to none
- Many programs that can help you with breed improvement and selection indexing

***MOVED by Bryce Allen to adopt the Breed Improvement report as presented  
SECONDED by Mike Geddes  
CARRIED***

Question: Bill Campbell – ultrasound, why can't it all be used?

Answer: Sean - we need to use certified technicians. Software differences in chute side is why we don't accept that data. As well, labs will automatically send information to office, where we cannot track chute side data.

Need to think ahead on where this industry is going.

### **Junior Committee Report – Mary Hertz**

Two big things

- full slate of board
- Great group of kids

See a lot of exciting things happening

National show

- invited to Ontario for 2007
- Saskatchewan did a marvellous job of the 2006 national show; McKagues did a great job of hosting.  
New friends – wonderful time

Met in February – try to put out more scholarships

- Ivy Livestock donated a heifer to raffle
- Katelin Campbell – awarded scholarship this year, doing a wonderful job

***MOVED by Mary Hertz to adopt the Junior Committee report as presented  
SECONDED by Lynn Combest  
CARRIED***

### **Membership Committee – Ian Hamilton**

New committee consisting of Ian Hamilton, Jason Brock and Bryce Allen

- Membership numbers are decreasing – demographics
- Have a new 1-800 number for our members

***MOVED by Ian Hamilton to adopt the Membership Committee report as presented  
SECONDED by Mike Geddes  
CARRIED***

### **National Show Committee – Rob Matthews**

- Sponsorship – one year lease of a Featherlite trailer from Allandale Industries, Red Deer, to be presented as an exhibitors draw at show. Will draw five names at end of show; just before sale next day will make the draw for trailer
- Sale – it was decided we need more festivities. Will hold a tail gate party before the sale (in auditorium) for buyers and exhibitors with all Sale entries on display

***MOVED by Rob Matthews to adopt the National Show Committee report as presented  
SECONDED by Rob Swaan  
CARRIED***

**Canadian Beef Breeds Council – Herb McLane (as reported by Dale Kelly)**

Please refer to your report in the AGM book

**General Manager Report – Dale Kelly**

- Reintroduction of staff
- Thank you to the Saskatchewan Limousin Association for hosting the 2006 annual meeting
- Strategic planning – spent a couple days ‘think tanking’ in summer of 2005 with board members, staff, and advisors
- Investments, IT, bylaw process, ensure the seedstock industry has a place in the market in the future.
- Certified Angus beef program – written 20 years ago, different line
- Biogin – identify every beef, challenging Certified Angus Beef
- Brands – 100 branded beef programs in the US
- Financials – loss of \$96,000, our budget was \$95,000. This year need to define a new revenue stream or cut some programs. Time will tell if it pays off. Challenging up against associations such as Angus, who have many people marketing.
- Share programs/resources

***MOVED by Darby Cochrane to adopt the General Manager’s report as presented  
SECONDED by Lynn Combest  
CARRIED***

**Third Call for Nominations**

Martin made third call for nominations

Elected directors are:

- Gary Anderson
- Darby Cochrane
- Stan Skeels

Sandra Othberg and Mary Swanek - thank you for your contributions  
Kelly Yorga has resigned from the board

**Provincial Reports – circulated in Annual Report**

The provincial reports are for information only and members are encouraged to read them

**New Business**

2007 Annual General Meeting – Ontario Limousin Association (Bryce Allen on behalf of Bryon Black) invites Canadian Junior Limousin to hold their National show in London, Ontario, August, 2007. Also invitation to hold Annual General Meeting at same time. Thank you; we will accept

Awards of distinction – will be given out tonight

Banquet – 6 (cocktails), supper at 7:30 tonight

Stephanie Richmond – on behalf of Dan Fouillard, Alberta Limousin would like to host 2008 National Junior Show.

***MOVED by Martin Bohrson to ratify the Board of Directors actions for the previous year  
SECONDED by John Post  
CARRIED***

***MOVED by Rob Matthews to adjourn meeting at 12:15 pm***

## **VOTING PROCEDURES AND IDENTIFICATION OF MEMBERS**

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### ***ARTICLE III: MEMBERS***

#### **3. CLASSIFICATION OF MEMBERS:**

- (a) *Active Members:* shall be at least eighteen (18) years of age and owner-breeders of any breed or cross-bred cattle according to the requirements of this Association. They shall be entitled to vote and to participate in the affairs of the Association providing a transaction fee has been paid for the current year. Active members shall be bound by the By-laws and Rules & Regulations of this Association.

### ***ARTICLE IV: GENERAL MEETING***

2. Only Active Lifetime, Active Annual and Founder Members in good standing shall be entitled to vote at any meeting of the members of the Association. Each such voting member may act as a proxy for no more than three other voting members. A voting member in good standing is a member who is not in default under any of the By-Laws hereof and who is not in arrears in payment of any fees, dues or other moneys to the Association and who is not under suspension from the Association. Notwithstanding anything contained herein no individual shall be at liberty to cast more than four votes (including all proxies and all designations by partnerships or limited companies) on any matter coming before a General Meeting.

## CANADIAN LIMOUSIN ASSOCIATION PRESIDENT'S REPORT

*Gary Anderson*

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First of all I would like to apologize for the slow start – it took awhile to get back in gear after our dispersal sale.

This is an extremely important week-end for our board and our breed as it is only one of two face-to-face meetings for the whole year. The exchange of ideas and understanding always seems to flow more freely in person.

Dale and I met in early January and went over committee structure, office structure, and what we thought were the upcoming issues facing the organization.

Rob represented the board at the NALF meetings and made a presentation on behalf of our board. He can give us a quick update on that meeting.

On February 22 Rob, Dale and I along with Murray Jacobsen, Ian Mitchell, and Bruce Holmquist from the Simmental Association attended the meeting organized by C.B.B.C. and the Canadian Angus Association. We were led to believe it would be a prelude to some sort of breed alliance but instead was a review of the purebred risk assessment with suggestions of some advantages of forming an alliance. I think we all came away with the feeling that there was very little appetite from any of the breeds to form any kind of alliance and that the current agreement between our associations was extremely healthy, not to be tampered with.

Rob and I attended the C.B.B.C. Annual Meeting. Rob will report on this later, however, from this meeting we were encouraged by the representation from Agriculture Canada that the Next Generation of Agriculture Policy Framework is being developed, and if you would like to be part of the process instead of complaining to your neighbor you can direct your comments to Agriculture Consultations e-mail ([agrconsultations@agr.gc.ca](mailto:agrconsultations@agr.gc.ca)).

I am also happy to report our Whole Herd Enrollments are around the 13,000 mark right on par with last year.

Our new tagging program is off to a great start. I hope we all leave here this week-end completely understanding all that is involved, along with the price structure. We should be some of the program's best salespeople.

Respectfully submitted,

Gary Anderson  
President



**KENWAY  
MACK  
SLUSARCHUK  
STEWART<sub>L.P.</sub>**  
Chartered Accountants  
www.kmss.ca

## **Canadian Limousin Association**

### **Financial Statements**

**May 31, 2007**

### **Auditors' Report**

To the Members of Canadian Limousin Association:

We have audited the statement of financial position of Canadian Limousin Association as at May 31, 2007 and the statements of operations, changes in net assets and cash flows for the year then ended. These financial statements are the responsibility of the Association's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of the Association as at May 31, 2007 and the results of its operations, changes in net assets and cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

*Kenway Mack Slusarchuk Stewart LP*

Chartered Accountants

June 29, 2007

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Fax: (403) 266-5267



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# Canadian Limousin Association

## Statement of Financial Position

As at May 31,	2007	2006
<b>Assets</b>		
<b>Current assets</b>		
Cash	\$ 167,384	\$ 213,799
Accounts receivable	46,321	134,671
Marketable investments (note 3)	616,773	623,916
Prepaid expenses	10,201	23,140
	<u>840,679</u>	<u>995,526</u>
<b>Equipment</b> (note 4)	15,167	19,984
<b>Publishing rights</b> (note 5)	14,000	15,750
	<u>\$ 869,846</u>	<u>\$ 1,031,260</u>
<b>Liabilities</b>		
<b>Current liabilities</b>		
Accounts payable	\$ 27,451	\$ 51,711
Deferred revenue (note 6)	31,518	23,761
Due to Junior Association	-	6,495
	<u>58,969</u>	<u>81,967</u>
<b>Net Assets</b>		
<b>Invested in equipment</b>	15,167	19,984
<b>Unrestricted</b>	795,710	929,309
	<u>810,877</u>	<u>949,293</u>
	<u>\$ 869,846</u>	<u>\$ 1,031,260</u>

Approved by the Board:

\_\_\_\_\_ Director

\_\_\_\_\_ Director

*See accompanying notes to the financial statements*

## Canadian Limousin Association

### Statement of Operations

For the year ended May 31,

**2007**

**2006**

#### Revenue

Whole herd enrollment	\$ 276,151	\$ 302,371
Lab services	52,363	57,728
Interest	33,745	39,699
Other services	11,077	11,820
Registrations	9,016	2,539
Memberships	5,659	4,325
Transfers	5,200	5,098
SMARTag	4,167	-
	<hr/>	<hr/>
	397,378	423,580

#### Expenses

Salaries and employee benefits	181,176	195,684
Breed improvement	62,172	56,184
Lab services	50,010	54,344
Advertising and promotion	43,100	69,435
Computer programming	31,996	20,530
Board	26,763	39,663
Rent	25,200	25,425
Professional fees	23,106	14,899
Travel	20,510	15,782
Office and member supplies	16,555	15,757
SMARTag	15,450	-
Postage and freight	9,749	10,750
Telephone	8,980	8,620
Industry memberships	8,015	8,935
Amortization of equipment and publishing rights	6,567	8,323
Insurance	1,650	5,650
	<hr/>	<hr/>
	530,999	549,981
	<hr/>	<hr/>
	(133,621)	(126,401)

**Limousin Voice magazine, net** (Schedule I)

(4,795) 30,327

**Excess (deficiency) of revenue over expenses before Genesis Grant**

(138,416) (96,074)

**Genesis Grant**

- 265,850

**Excess (deficiency) of revenue over expenses**

\$ (138,416) \$ 169,776

*See accompanying notes to the financial statements*

## Canadian Limousin Association

### Statement of Changes in Net Assets

For the year ended May 31,

	<u>2007</u>			<u>2006</u>
	<u>Invested in equipment</u>	<u>Unrestricted</u>	<u>Total</u>	<u>Total</u>
<b>Balance</b> , beginning of year	\$ 19,984	\$ 929,309	\$ 949,293	\$ 779,517
Excess (deficiency) of revenues over expenses	(4,817)	(133,599)	(138,416)	169,776
<b>Balance</b> , end of year	<u>\$ 15,167</u>	<u>\$ 795,710</u>	<u>\$ 810,877</u>	<u>\$ 949,293</u>

*See accompanying notes to the financial statements*

## Canadian Limousin Association

### Statement of Cash Flows

For the year ended May 31,	2007	2006
<b>Operating activities</b>		
Excess (deficiency) of revenue over expenses	\$ (138,416)	\$ 169,776
Items not involving cash		
Amortization of equipment and publishing rights	6,567	8,323
Amortization of deferred charges	-	1,667
	<u>(131,849)</u>	<u>179,766</u>
Changes in non-cash working capital balances		
Accounts receivable	88,350	(42,302)
Prepaid expenses	12,938	(17,890)
Accounts payable	(24,259)	2,692
Deferred revenue	7,757	1,808
Due to Junior Association	(6,495)	(7,280)
	<u>78,291</u>	<u>(62,972)</u>
	<u>(53,558)</u>	<u>116,794</u>
<b>Investing activities</b>		
Purchases of marketable investments	(99,331)	(198,313)
Proceeds on sale of marketable investments	106,474	236,550
Purchase of equipment	-	(2,403)
	<u>7,143</u>	<u>35,834</u>
<b>Increase (decrease) in cash</b>	<u>(46,415)</u>	<u>152,628</u>
<b>Cash</b> , beginning of year	<u>213,799</u>	<u>61,171</u>
<b>Cash</b> , end of year	<u>\$ 167,384</u>	<u>\$ 213,799</u>

*See accompanying notes to the financial statements*

# Canadian Limousin Association

Notes to Financial Statements

May 31, 2007

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## 1. Nature of operations

The Association was formed for the encouragement, development and regulation of breeding of Limousin cattle in Canada. It is incorporated under the Federal Animal Pedigree Act which imposes rules of conduct on the Association and its members acting as purebred livestock breeders.

The Association is exempt from income taxes as it is a non-profit organization.

## 2. Significant accounting policies

### (a) Use of estimates

The preparation of financial statements in conformity with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosures of contingent liabilities at the date of the financial statements and the reported amounts of revenue and expenses during the reported period. Actual results could differ from those estimates.

### (b) Marketable investments

Marketable investments are valued at the lower of cost or market value.

### (c) Equipment and publishing rights

Equipment and publishing rights are recorded at cost. The Association provides for amortization using the following methods at rates designed to amortize the cost of the equipment and publishing rights over their estimated useful lives. The annual amortization rates are as follows:

Computer hardware	- 35% Declining balance
Computer software	- 20% Declining balance
Furniture and fixtures	- 20% Declining balance
Publishing rights	- 10% Straight-line

### (d) Revenue recognition

Whole herd enrollment and membership fees are recognized in the period to which they pertain. Amounts received prior to the period to which they pertain are deferred as a current liability. Revenue for services is recognized when the services are rendered. Payments in advance are recorded as deferred revenue and classified as a current liability. Grant revenue is recognized in the period the related expenses are incurred. Interest on marketable investments is recognized in the month it is earned.

Advertising revenue is recorded in the month of the issue. Payments in advance are recorded as deferred revenue and classified as a current liability.

# Canadian Limousin Association

Notes to Financial Statements

May 31, 2007

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## 3. Marketable investments

Marketable investments consisting of bonds, t-bills and bankers acceptances earn interest at rates which vary from 4.30% to 6.6% (2006 - 4.3% to 6.25%). These investments mature at various dates from March 2007 to December 2015. The quoted market value of the marketable investments at year end is \$603,518 (2006 - \$623,916).

## 4. Equipment

	<u>2007</u>		<u>2006</u>	
	<u>Cost</u>	<u>Accumulated Amortization</u>	<u>Cost</u>	<u>Accumulated Amortization</u>
Computer software	\$ 41,508	\$ 33,826	\$ 41,508	\$ 31,906
Computer hardware	32,799	29,245	32,799	27,331
Furniture and fixtures	16,226	12,295	16,226	11,312
	<u>\$ 90,533</u>	<u>\$ 75,366</u>	<u>\$ 90,533</u>	<u>\$ 70,549</u>
Net book value	<u>\$ 15,167</u>		<u>\$ 19,984</u>	

## 5. Publishing rights

	<u>2007</u>		<u>2006</u>	
	<u>Cost</u>	<u>Accumulated Amortization</u>	<u>Cost</u>	<u>Accumulated Amortization</u>
Publishing rights	\$ 17,500	\$ 3,500	\$ 17,500	\$ 1,750
Net book value	<u>\$ 14,000</u>		<u>\$ 15,750</u>	

## 6. Deferred revenue

	<u>2007</u>	<u>2006</u>
Whole herd enrollment	\$ 21,078	\$ 23,761
Memberships	10,440	-
	<u>\$ 31,518</u>	<u>\$ 23,761</u>

## 7. Supplementary cash flow information

The Association received cash interest income of \$28,315 (2006 - \$34,021).

## 8. Related party transactions

The Association paid \$25,200 (2006 - \$25,425) in rent and purchased contract labour of \$68,821 (2006 - \$57,255) from Canadian Simmental Association which is related by way of common management.

These above transactions are in the normal course of operations and have been measured at the exchange amount, which is the amount of consideration established and agreed to by both parties.

# Canadian Limousin Association

Notes to Financial Statements

May 31, 2007

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## 9. Contractual obligations

The Company's total obligations, under a property lease agreement with Canadian Simmental Association and a consulting agreement with a genetics research company are as follows:

2008	\$ 62,900
2009	<u>28,000</u>
	<u>\$ 90,900</u>

## 10. Financial instruments

### Fair Value

The carrying amounts of cash, accounts receivable and accounts payable approximate their fair value due to their immediate or short-term maturity. The fair value of the marketable investments is disclosed in Note 3.

### Credit Risk

The Association is exposed to credit risk on the accounts receivable from its members and customers. Its customers are primarily in the agricultural industry.

## 11. Contributed materials and services

The Board of Directors volunteer their time to attend board meetings and represent the Association at events. Members also volunteer their time to organize and operate the provincial association and represent the Association at events. Due to the difficulty of determining the fair value of volunteer hours, contributed services are not recognized in the financial statements.

**Canadian Limousin Association**  
**Limousin Voice Magazine**  
Schedule of Operations

For the Year Ended May 31,

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	<u>2007</u>	<u>2006</u>
<b>Revenue:</b>		
Advertising	\$ 106,743	\$ 132,286
<b>Direct expenses:</b>		
Production	81,050	34,211
Other	9,864	13,240
Printing	9,651	44,011
Postage	7,391	7,237
Editorial content	2,307	1,506
Photography	1,275	1,754
	<u>111,538</u>	<u>101,959</u>
<b>Excess (deficiency) of revenue over expenses</b>	<u>\$ (4,795)</u>	<u>\$ 30,327</u>

## ADVERTISING/PROMOTION REPORT

*Bryce Allenc*

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Your marketing and promotion committee consisting of Rob Swaan, Ian Hamilton, Bryce Allen, Gary Anderson, Jason Brock and Mary Hertz met in March in Calgary. We brought forward several recommendations to the board for adoption and as well, reviewed the present status of the committee.

Some of the points are:

1. We felt it was no longer necessary to continue the Bottomline newsletter. It is now included in the Voice. In addition to reducing the additional cost, it also gives a better impact in the Voice.
2. At Agribition, where we sponsor the Beef on a Bun, it was recommended that we improve our signage but also research into providing a better product as well. Use this event to create a more sociable and entertaining environment.
3. We need your email addresses. The cost saving communication tool is invaluable to our future and over 75% of households communicate on the internet via email.
4. The value of our sponsorship of the Steer Classic at the Stampede was questioned. It was decided to sponsor for one more year and then revisit the issues.
5. We will continue using the Canadian Cattleman as the national publication of choice, advertising in five issues per year.
6. We have been using NALF advertising for years. Perhaps we should be looking at some "Made in Canada" advertising. The cost of producing and researching these ads is prohibitive for our organization. Consideration for some form of ad in the Voice for photos, one liners and advertising slogans and then as a committee, review the submissions and decide on a direction and priority and then hire a firm to put the plans in place and develop the ads.

The membership committee that was developed for one year proved to have some good value so rather than disband the committee we decided to amalgamate it with Marketing and Promotion.

The Voice is experiencing difficulty with the provincial associations making use of their allotted space and meeting the Voice deadlines. We cannot hold the presses – submissions have to be on time.

Consideration will be given to recruiting alternative advertisers other than current membership. Maintenance of a strong Voice is priority.

Your Marketing and Promotion committee welcome any ideas or constructive criticism you may have to offer. Please send us an email or contact any of the committee members with your suggestions.

Communication is our #1 Strategy.

# MARKETING MANAGER'S REPORT

Debbie Verbonac

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Where the advertising and Promotion dollars have been spent for this year :

**Objective #1:** *Implement a breed awareness program targeted at the commercial sector that highlights how the use of the Limousin breed has lead to enhanced profitability and creates an environment conducive to the increased use of the Limousin breed in breeding programs.*  
**Examples of activities:**

**The Bottom Line Newsletter:** 2 issues of the Bottomline have been produced – one in the fall and the other for the spring. Since the newsletter has been incorporated into the magazine a line item will no longer appear for the expense of the production of the newsletter.

In order to generate awareness of the breed, considerable effort was made to distribute **Press Releases**. In the past year 3 Press Releases were issued.

**“Beef on a Bun”** has grown to over 800 people being served. This is our way of saying *“thank-you”* to the existing commercial audience and an invitation to others to meet breeders in a familiar environment. Support of other industry players has been secured to offset the cost. The event was held in conjunction with the Saskatchewan Stock Growers Commercial Mixer.

As part of the breed's commitment to the commercial industry, the CLA offers commercial cattle producers the **Limousin Feeder Fax Listing**. The Fax Sheet, once completed by the cattleman, and submitted to the CLA, is posted on the CLA website commercial page for viewing. 6 breeders have participated in this program.

**Listserv**, a mass email message center for producers that have Internet access, is designed to inform producers of news, events and announcements from the Association. 94 mass emails have been sent to everyone in our database since the beginning of this marketing year and the office has received positive comments regarding the information they receive. In addition, the Provincial Associations are also using it as a tool to send messages to targeted audiences. Members are encouraged to submit and update their email addresses with the CLA Office.

The **Canadian Cattleman Magazine** continues to be our main focus nation wide. We have targeted the five highest readership issues and tab size pullout issues that include the Auction Mart and Feedlot Guides. Half of the Advertising and Promotion budget is allocated to this advertising venue.

The **CLA Website** is an excellent tool for commercial and purebred members looking for information about Limousin and how to become involved with the breed. The website was completely overhauled this season and received a complete new look, which has received positive feedback from the industry as well as breeders. Some of the features include an animal EPD, performance and pedigree search, and member directory. The commercial pages feature auction markets, access to market prices, feeder fax listings and the Bottom Line Newsletter.

The **Canadian Satellite Livestock Auction** is another advertising venue that is utilized. The ads promoted the strengths of Limousin and ran for 30 seconds, twice, prior to each sale. The ad started on the satellite in September and came off the end of February.

To get the audiences understanding the importance of crossing, hybrid vigor and heterosis in their herds, the CLA partnered with the major breeds in developing a **‘cross breed promotion sign’** for display at Agribition. As well, the breeds together support the International Reception at Agribition, the Livestock Marketer's Convention luncheon, OCF, ACF, SCF.

In order to network and build relations, the CLA maintains a presence at industry related functions including the Satellite Sales and Feeder Sales whenever possible, the Livestock Marketer's Convention, Feeder Association Annual Meetings, the Canadian Cattleman's Association meetings, and the NALF annual meeting and NWSS.

In order to help send a consistent message to potential users of Limousin genetics, the CLA utilized the **tools** already created by the North American Limousin Foundation (NALF) identifying the advantages economically by choosing Limousin. A new ad was introduced this year and has been used in the Cattleman ads. This ad highlights “4 in a row” is a compliment to the series of three **ads** prepared and used throughout the country, as brochures, postcards, Cattleman ads and posters announcing sales. Each of these ads was developed with both red and black bulls. These ads may be viewed by going to the CLA website.

The Canadian Limousin Association supported the **Carcass Competition at Agribition**, the **Steer Classic** at the Calgary Stampede, the **Canadian Junior Limousin Conference** and the **International Rooms** at both the Calgary Stampede and Agribition.

**Objective #2: *Implement an aggressive member marketing strategy that targets current and past members and highlights key benefits with a focus on enrollments. Examples of activities:***

As part of the **member retention program**, anyone that makes a purchase of a Limousin bull or female receives a package from the CLA thanking him or her for his or her purchase. Also included in the package are an information request postcard, the Voice magazine, the feeder fax, a fridge magnet, and contact information.

The CLA continues to support the **French speaking community** with translated material and a French-speaking registry employee.

A monthly column highlighting key informative points as well as marketing strategies are profiled in each issue of the **Limousin Voice**. Breed Association accomplishments are also highlighted.

In an attempt to **recruit new members**, the CLA targets new accounts from prospect lists from various sources including: Auction Markets, Feeder Associations, commercial exhibitors at various shows, Hutterite Colonies, Grazing Associations, request cards at trade shows, sales and transfers. All members are encouraged to transfer registration papers.

**Objective #3: *Implement an aggressive member services and support program that provides the tools for all members to become breed salespeople and ambassadors. Examples of activities:***

The CLA also strives to open the communication lines between themselves and the **Provincial Associations** through attendance at Annual Meetings, by participating on several provincial committees to assist with marketing, fundraising, junior programs, and to help organize and implement a presence at the Provincial **Bull Congresses**.

On the **international** front, the Canadian Limousin’s marketing efforts continued with a presence at the International Business Center at Agribition, the Calgary Stampede International Room and Farmfair. An article was contributed to the Limousin World Herd Reference issue as well.

The Limousin Voice magazine has been utilized as an effective communication vehicle for the membership and the association. In the first 2 years (9 issues) over 121 pages have been devoted to association news or business highlighting key features such as: the launch of online registration, maternal upgrade, annual meeting notice, committee reports, and provincial news, national and provincial junior news.

## LIMOUSIN VOICE REPORT

*Debbie Verbonac - Editor*

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As you all know, the Canadian Limousin Association purchased the Limousin Voice breed magazine in March of 2005. The decision was made with many goals attached to the success of the publication including an increase in circulation, increase in prospective members and advanced circulation to our commercial audience and industry extensions. It is through the membership that we have been able to facilitate these goals. Subscriptions and ad placements are what generate the means for the expansion and we appreciate the support we have received.

The circulation has grown from 400 at time of purchase to an average of nearly 2000 per issue now. Obviously the majority of the increase is targeted at the commercial membership.

Upon review of economics, the volumes decreased from a production of 6 times a year to a more manageable level of 4 times per year with the supplementation of the Bottom-Line newsletter. The target was for two 48 page magazines and two 64 page issues. The smallest we have done is 64 pages and the largest was the recent one at 102 pages. 3 issues have now been completed with the insertion of the Bottomline newsletter. In addition to the publication insert, an overrun of copies are printed and mailed to an expanded commercial list beyond the magazine to an additional 2500 producers in each run.

We have experienced several production team changes throughout the year and I am confident we are in a comfortable relationship now with T Bar C, from Saskatoon. They have a host of professionals on their team that are trained in graphic design, layout, production that will be a compliment to the magazine production. The balance of tasks remains the responsibility of the Marketing Department of the CLA.

The first year was managed with the pretense of ensuring our purchase was a viable decision. We were able to turn a comfortable return so we know we can; now the priority will be to invest in every issue so that we are maximizing our investment of each issue.

Canadian Limousin Association and their sub committee's such as National Show Committee, Novartis All Point Show, CJLA, National Juniors, Marketing and Breed Improvement have utilized 121 pages of editorial space in the 9 issues published thus far. We have 20 contract advertisers and 387 subscribers.

I would like to thank everyone that has embraced the Limousin Voice as the publication of choice for their marketing needs.

## BREED IMPROVEMENT COMMITTEE REPORT

*Jason Brock*

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Wow, another year gone. The past year has been eventful for the CLA Limousin Breed Improvement Committee (LBIC). First a sincere thank you to the volunteers who sit on the committee. These members work diligently to wade through the technical information that is presented to them and contribute time away from their operations for the benefit of the Limousin breed.

Over the past year we have seen some reporting of both ultrasound and carcass information to our dataset. This information is included in the genetic evaluation. It is extremely important that breeders continue to measure and work on carcass characteristics, as this is what determines ultimate value in the beef business and is an integral part of the breed's contribution to the industry.

The CLA has also put significant effort over the past year into an educational program aimed at the commercial beef industry, focused on value chains and extracting value from the food market. Trial sessions were put on this past spring in Red Deer and Kitchener.

Significant efforts have also been spent over the last year streamlining the maternal upgrading processes and ensuring that the data is accurate and is appropriate for both registry and genetic evaluation.

One of the greatest successes of 2006 was the full scale release of the on-line registry program. The system is handling more information everyday and has been extremely well received by the membership. There are now over 100 members using the on-line service.

Regular articles in the Voice and Bottom Line continued in an effort to assist membership and their clientele in understanding genetic improvement programs and the investment made by Limousin breeders in genetic improvement.

Our regular technical meeting was once again held with counterparts from NALF. In addition to coordination of existing efforts this annual meeting provides much food for thought for both associations and helps to identify areas of common interest and cooperation.

Preparatory work has been completed on a series of fact sheets which are designed as quick read information sheets on various concerns specific to breeders of Limousin cattle. The first is targeted at docility and should be released in the summer of 2007.

Limousin has also decided to participate in the Smartag initiative ([www.smartagonline.com](http://www.smartagonline.com)) with the hope that it will provide a valuable service to our existing commercial customers and a unique entry point into the commercial industry for Limousin members to access future customers.

While not in the fiscal year covered in this report, it is worth noting that the CLA has recently announced a carcass and ultrasound rebate program to assist members with collection of this data. Rebates are \$5 for an ultrasound record, and \$10 for a carcass record. Qualified records must be submitted to CLA and come from valid contemporary groups. CLA staff and consultants will be happy to assist members by providing information and advice on data collection and submission procedures to ensure a successful program.

Given the industry and associations challenges and issues 2007-08 promises to be a busy year and we look forward to helping propel Limousin genetics forward.

## JUNIOR COMMITTEE REPORT

*Mary Hertz*

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The Canadian Junior Limousin Association had a very successful year. Their fundraiser for the year was selling tickets to raffle off a heifer. The draw was made at the National Sale at Agribition with the lucky winner being a junior from Saskatchewan Sara Hepper. The Canadian Junior Association raised \$12,500 with great support from breeders across the country. The CJLA board met in Calgary in February and had a very productive meeting, going through the by-laws and re-working them. They also decided to take on a **MAJOR** project of making a **Canadian Limousin Breeders Directory**. At the board meeting in February it was decided to award an additional 2 scholarships each worth \$250. There would now be a total of 3 scholarships available by submitting written applications. The Junior Board also decided to once again award a chance to win a scholarship or a trip for Grand Aggregate in the Senior division at the National Junior Limousin Conference, as well as a scholarship for the Reserve Senior Grand Aggregate. Congratulations to Kaitlin Campbell, the winner of last years written application scholarship.

The Junior Board is a very energetic, enthusiastic group consisting of:

President	Kaitlin Campbell (MB)
Vice President	Taylor Gosnell (ON)
Secretary	Rachel MacLeod (AB)
Treasurer	Danny Hertz (AB)
Press Reporter	Lee Carpenter (SK)
Directors at Large	Melanie Gollinger (ON) Evan Overrand (MB)
Past President	Angela McKague (SK)

We hope that anyone interested in getting their name in the Breeders Directory will fill out the form in the latest edition of the Limousin Voice and return it as directed so they will not be missed in the **Canadian Limousin Breeders Directory**.

## NATIONAL SHOW COMMITTEE REPORT

*Rob Matthews - Chariman*

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Rob Matthews	Darby Cochrane	Bill Campbell	Tony Gosnell
Mary Hertz	Rocky Payne	Lawrence Daniel	Barry Enright
Michael Geddes	Tim Matthews	Travis Hunter	Erin Kishkan
Bryce Allen	Geoff Anderson	Keith Overand	Gary Anderson

The 2007 National Show and Sale Committee welcomes all Limousin breeders to be in Brandon, Manitoba from October 31<sup>st</sup> to November 4<sup>th</sup>. The committee again has acquired sponsorship for a one year lease on a 7' by 20' Featherlite trailer to be presented to the 'National Limousin Exhibitor of the Year.' This year the trailer will be sponsored by SMARTag and the winner will again be based on a draw depending on the number of entries presented by an exhibitor at the National Show. SMARTag is the relatively new enterprise owned by the Canadian Limousin and Simmental Associations which all of us, both purebred and commercial producers, should be using because of the advantageous genetic markers that can be identified.

The committee has selected T Bar C to manage the National Sale. T Bar C will be selecting entries this summer and early fall. The show is scheduled for Saturday, November 3<sup>rd</sup> and will be judged by Jared Shipman. He is a well respected young cattleman from Texas, who has judged some of the most prestigious shows throughout the U.S.

The committee has again been able to attain the generous sponsorship of Novartis for the Show including Bull, Female, Sire and Dam of the Year Awards. This sub committee headed by Tim Matthews has had some initial discussions on how to create an Exhibitor of the Year Award. All the Novartis Awards have to be presented at Agribition after our final show.

Be sure to be in Brandon!

# CANADIAN BEEF BREEDS COUNCIL REPORT

*Herb McLane, CBBC Executive Vice-President*

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Ladies and Gentlemen;

I am pleased to report to your Board of Directors with respect to the activities of the Canadian Beef Breeds Council (Council, CBBC). The Council values the membership of the Canadian Limousin Association and appreciates your active participation. As you know, your representative to the Board of Directors is Rob Matthews.

As an integral part of the international market development program of the industry, the Canadian Beef Breeds Council is pleased to assist the Canadian Limousin Association in meeting its objectives with respect to global market development. We have had the opportunity to provide direct market development funding for an Outbound Mission to Australia in April, 2006 to participate in the International Limousin Congress. We are confident that missions such as these will continue to reflect positively on your Association and contribute to the development of global markets for Canadian Limousin genetics.

The role and focus of purebred cattle is the very foundation of the cattle industry. The contribution is significant to the value that is achieved in the quality and efficiency of the entire sector, and can be measured in economic and non-economic terms.

Canadian Beef Breeds Council (CBBC, Council) has been given the mandate by our membership to focus on issues of animal health, international market access, and global market development for the purebred beef cattle industry as well as other challenges. With regard to BSE, the Council has engaged other industry organizations and government departments and agencies on the many areas pertaining to the issues and impacts of BSE on the purebred beef cattle industry. In fulfilling the mandate given to the Council by member associations in meeting challenges of concern to all purebred producers, as well as those of our associate members (exporters and service providers), we feel that the Council has contributed significantly to the CCA and the national debate on many issues that have faced the industry and which had particular impact on the producers of breeding stock.

The challenges CBBC has contributed to have ranged from animal health and trade issues such as the eradication of brucellosis, revisions to Bluetongue regulations (and Anaplasmosis), compensation for animals ordered depopulated under the Health of Animals Act, global market access and development, and the many aspects entering into, and stemming from, BSE, to name a few. For a number of years, CBBC has enjoyed its affiliation with CCA and that relationship has been a positive one. It is our view that the Council and its members have contributed to positive outcomes and solutions in a fair-minded, thoughtful, balanced, constructive and professional manner.

CBBC is actively engaged in consultations, strategy development and lobbying at all government and industry levels to rationalize Canadian import policy and access conditions for Rule 2 in the US. We are encouraged by the positive indications since the rule was published for comment. CBBC has also participated in the process to rationalize import/export policy as it relates to Bluetongue, Anaplasmosis, Brucellosis and Tuberculosis. Participation by way of Beef Value Chain Round Table, Beef and Cattle Producers Advisory Council to the Canadian Food Inspection Agency and Beef and Cattle Trade Advisory Group are providing opportunities and avenues for further engagement on trade issues as they relate to the purebred cattle sector.

Significant gains have been made in restoring markets for Canadian genetics, most recently in Russia and Kazakhstan, but also in 77 countries for semen and embryos and 9 others for breeding cattle. Clearly our work has become exceedingly more challenging in nature. Canadian Beef Breeds Council continues to consult with the Canadian Cattlemen's Association in identifying the issues, establishing the priorities, and communicating the messages that will ensure a return to normal global marketing and in stabilizing the domestic environment. We are reaching out to Canadian, US and international decision-makers using innovative and alternative methods to complete our objectives.

CBBC is of the view that the safeguards inherent in our purebred system (eg. permanent identification, the ability to trace to farm of origin, and pedigree) as well as the similar mitigating factors in our integrated US/Canadian market, are scientifically justifiable reasons as to why the trade in youthful breeding cattle ought to be restored. These and other factors were included in the comments submitted with respect to USA Proposed Rule 2.

The announcement by the Federal Government of a contribution to the Legacy Fund and the Alberta Government's offering will provide much needed incentives to expand access to other markets. CBBC is pleased to be a participating organization in this funding and is participating in the consultations being conducted under the Global Marketing Advisory Group and Canadian Cattlemen Market Development Council.

The announced funding by Agriculture and Agri-Food Canada under a program called "Sustaining the Genetic Quality of Ruminants" is specifically geared to assist the purebred industry as requested under our "Genesis Fund" proposal, and is a valuable tool to assist breed associations in maintaining their existence and function. At the time of writing, we are advised that all strategies for funding have been approved and that claims are being processed.

A project currently being conducted by CBBC and in partnership with its members and their producers is the Assessment of Member-Producers "Risk Management Concerns" (Purebred Risk Assessment), which is an initiative totally supported by the Federal Government to identify various perils and risks associated with the production and marketing of purebred beef genetics and identify what solutions need to be taken to mitigate these risks. During Phase 1 of the PBRA project that included a member-producer survey, cow-calf customer survey, evaluations of sector communications, and industry focus groups—seven key risk areas to the purebred sector were identified.

In response, the CBBC Going Forward Working Group has determined areas for further research in order to identify and clarify key producer risks. These are:

- Purebred Value Proposition/Sector Relevance
- Flow of Genetic Information through the Beef Value Chain
- Purebred Product Pricing and Financial Services
- Framework for Purebred Sector Business Model and Sharing of Resources
- Inventory and Analysis of Producer Training Products and Services
- International Trade
- Communications and Messaging of Key Risk Activities

Our Annual General Meeting resulted in re-election of Bob Airth, President, Don Mackenzie, 1<sup>st</sup> Vice President, and Allan Marshall, 2<sup>nd</sup> Vice President, who in turn will continue to represent CBBC to the board of the Canadian Cattlemen's Association.

## GENERAL MANAGER'S REPORT

*D. A. (Dale) Kelly, DTM, P.Ag.*

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This has been another busy year in the CLA life and we see renewed interest in the breed with new memberships being sold, increase in enrolments, a new registry/transfer option, and bull sale averages this spring that were very strong. We have a great deal of work to accomplish; however, the efforts of many people; staff and volunteers continue to be the cornerstone of success for Limousin.

The CLA employee team is a tremendously dedicated staff who work tirelessly and without complaint to keep our office and magazine operating in a professional and friendly environment. Barb, Denise, Cheryl, and Teresa all need to be recognized for their on-going commitment and loyalty to the breed's membership. It would be challenging for us to meet our responsibilities without their knowledge and support. At the end of our fiscal year, Debbie Verbonac informed us of her decision to resign her marketing role as she wanted to pursue other interests. Deb dedicated over six years to the Limousin breed and we wish her well in her future endeavors. We applaud her work and it will not be forgotten as she has made a very positive difference to our breed and the industry in which we work.

In addition to our full time staff, we contract the services of Dr. Bob Kemp and Sean McGrath who work with the Breed improvement committee and Mike Brooks/Chris Sanford look after our IT requirements, through a contractual relationship with CSA. We also work closely with NALF in addressing breed improvement matters, especially through our relationship with Kent and Lauren of the NALF office, to whom we extend a heartfelt note of appreciation. We acknowledge the work of our breed improvement committee as it takes a great deal of dedication and time to advance our programs.

We continue to invest resources into information technology areas as it continues to evolve in the office, on the web and the new on-line system. Approximately 40% of CLA data is now managed electronically. The IT area will continue to dominate the resources in the years ahead. Information technology will continue to be an area of investment for new systems, programs, reports and searches as the industry relies more and more on data gathered and managed by the Association.

Following the 2006 AGM we made the decision to embark upon a beef industry tagging program and we wanted to ensure it would appeal to a broad base of beef industry interest thereby the sales volumes would justify the investment proposed. SMARTag was given the go-ahead after a great deal of investigative work and then we sought the services of Katelin Wildeman to undertake the day-to-day challenge and she has been a great asset as this tagging program establishes its value to the industry. The program adopts the use of DNA technology as one of the foundation pieces and with the ever growing field of applied genomics the CLA will be in great shape to merge phenotypic and genotypic data together to enhance genetic selection decisions even better than in years past.

This year we also took up the onerous task of overhauling our by-laws with the leadership of our solicitor Adrienne Waller who worked for many hours with her committee of Barb Judd, Gary Anderson, Rob Matthews and myself. This was a daunting task and not the lightest of reading; however, these people have accomplished an amazing task. The members at this AGM will be considering their recommendations and we are hopeful to have them to Ottawa for approval in late August. We will also undertake to tackle part II of this assignment over the course of 2007/08 as we finish a review of all the registration rules.

The CBBC risk management project lead by Duncan Porteous continues on behalf of the purebred industry. Rob Matthews is our representative on Council. Information from CBBC provides the following background – “This perils/risks assessment project represents a step in the continued development of the purebred beef sector’s risk management process. The overriding goal of the risk assessment project is the growth and advancement of the use of Canadian purebred beef cattle genetics.

I always believe it is important for our members to realize how fortunate we are to have a willing and responsible Board of Directors. The CLA Board members work diligently to improve the breed within each aspect of our business. To that end, I want to thank them for their on-going commitment of time and energy to resolve issues and create solutions for their membership.

Gary Anderson became our leader following the last AGM and with his vast leadership experience from organizations such as Agribition, he has been breathing life into many CLA initiatives. Gary’s knowledge of the seedstock industry, the beef industry generally and with his vast network of contacts has proven to be very valuable in our on-going work. No matter what the task or the time involved Gary has been willing to put the effort forward and accomplish the goal. To Gary and his family we extend our appreciation for your leadership and support throughout the year.

As I close, allow me to express my appreciation to the Ontario Limousin Association members, our host for the 2007 annual meeting. All the events around an AGM take a great deal of volunteer hours and I know the commitment involved, so on behalf of all members, thank you for hosting the 39<sup>th</sup> Canadian Limousin annual meeting. In 2009, the CLA, the Limousin breed and the breeders (past, present and future) will all celebrate 40 years of serving the Canadian beef industry with superior seekstock genetics. We need to invest planning time throughout 2008 in preparation of this celebration.

It has been a pleasure to work with the CLA staff team, committee members and Directors on behalf of the Association to continue building for a stronger future. Thank-you.

## BRITISH COLUMBIA LIMOUSIN ASSOCIATION

*Rebecca McCord - Secretary*

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The Peace Country Limousin Breeders held their 18<sup>th</sup> Annual Bull Sale on April 3, 2007. The sale was held at the Willowview Auction Mart in Beaverlodge, AB. It was a chilly Tuesday morning in Beaverlodge with temperatures reaching a balmy -17 degrees. Luckily this didn't seem to dampen anyone's spirits much and the breeders were able to treat over 50 people to beef on a bun before the sale. Congratulations go to Jim and Donna Rowe of Lakeroad Limousin who had the top two People's Choice bulls. The five consignors had 25 bulls and 8 heifers on offer that sold to very respectable averages:

- 11 Yearlings average \$1854
- 10 2 Yr. olds average \$2945
- 21 Bulls average \$2374
- 8 Heifers average \$925

The Peace Country Limousin Breeders would like to thank all the bidders and buyers that helped to make the sale a success, especially the volume buyer - Trevor Gordon, of Valleyview, AB.

The BCLA would like to extend an invitation to Limousin breeders everywhere to attend this year's Interior Provincial Exhibition in Armstrong, B.C August 29-September 2, 2007. Limousin as a breed has been exhibited at this fair for the last three years in a row without prize money, and if we can get 24 head and three breeders there, Limousin is now eligible for prize money. Even better would be if we could get 30 head and 3 breeders to make this a show eligible not only for prize money, but for the Novartis Show Bull and Show Female of the year awards. IPE also, as some of you know, is a qualifying show for the RBC Beef Supreme Challenge at Canadian Western Agribition. It would be great to get all the support we can and make this show one to be remembered. Please contact the IPE office for a prize book if you are interested at 250-546-9406 or [www.ipeandstampede.com](http://www.ipeandstampede.com).

Also, the official location for the British Columbia Provincial Classic Limousin Show this year is Dawson Creek Fall Fair & Rodeo, Aug 9-12, 2007. It's a big Junior's show, and we'd love to have anyone join the Limousin show too. For more information please to go [www.dawsoncreekfair.com](http://www.dawsoncreekfair.com) Big steer prize money too!

That is about it from this corner of the world. Take care and have a great summer.

## ALBERTA LIMOUSIN ASSOCIATION

*Wanda Labiuk - Secretary*

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Greetings to the 2007 CLA Annual Meeting.

On behalf of the Alberta Limousin Association, I bring this update to you, fellow breeders from across Canada. The attitude of the farming communities continues to be on the upswing with Limousin Breeders being encouraged to go forward in promoting the great "Carcass Breed"...Limousin.

The goals of the association this year have been to channel our efforts to the marketing and promotion of the Limousin Breed. We are committed to increasing the Limousin Breed in Alberta by the way of education, advertising and promotion. Our goal is to add value to the commercial beef industry through the introduction of Limousin genetics into the progressive crossbreeding programs. This can be achieved with the dedication and commitment from a strong active membership. Bull sales were strong this spring.

The ALA is also an active supporter of the 4-H program in Alberta, sponsoring awards for each child who shows a Limousin influenced project.

The ALA also participates or sponsors the following shows:

- Lloydminster Stockade Round-up
- Edmonton Farmfair – Limousin Bonanza Show
- Regina Agribition Carcass Competition
- Camrose Bull Congreee & Steak Challenge
- Calgary Stampede Steer Classic

The ALA participated in the Camrose Steak challenge having a great time and winning the "People's Choice" and the "Most Sportsmanlike" awards.

The ALA is also proud to recognize a Commercial and Purebred Breeder of the Year award. These awards are presented at our Annual General Meeting banquet.

The ALA's main fundraiser, the Golf Tournament/Calendar Advertising auction was held again this summer at the Olds Highland Golf Club. These events were held in conjunction with an ALA Field Day and the Alberta Junior Limousin Show. The events were all well attended and the fundraiser was very successful. A special "Thank You" to the dedicated and committed members who took the time out of their busy schedules to help us all have such a wonderful time. The Calendar Advertising auction was a huge success and the sale of these advertising spaces is a great marketing tool for all the successful bidders. We will mail out 3500 copies with the remaining being placed at auction marts across Alberta.

The ALA recognizes the need for ongoing programs to ensure growth. The ALA wishes to invite all of you who are involved with the great Limousin Breed to join us and have a voice in making the breed stronger in your provinces and in doing so making the breed stronger across Canada.

## SASKATCHEWAN LIMOUSIN ASSOCIATION

*Beverly Bohrson - Secretary*

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The Saskatchewan Limousin Association has been very active since the recent 2006 CLA Annual Meeting which was held at the National Event in Regina, during Agribition. We would like to thank everyone for making 2006 a success and plan to continue this through the remainder of 2007.

We continue to look for opportunities to promote Limousin in Saskatchewan. This has been primarily focused on providing value for our provincial members & fellow breeders who are active with our partners at the CLA.

We believe that this was accomplished on Wednesday, February 28 when over 60 people from across Saskatchewan braved the snow to attend an information seminar and supper in Moose Jaw focused on a presentation from Laura's Lean Beef Company. Jeff Russo gave us a very informative presentation on the history and future of Laura's Lean and the opportunities to improve profitability for cattlemen. This is an excellent marketing tool for both purebred & commercial producers alike and was a tremendous meal hosted solely by the SLA. We also had a short presentation regarding the Smartag Program offered through the CLA which continues to interest many.

Some of the other events supported by the SLA in 2006 were as follows:

- Champion Sponsorship, Prince Albert Exhibition
- \$1,000 Club (Grand Champion Bull), Saskatoon Fall Fair
- Steak Out Promotions, Saskatoon Fall Fair
- Membership in Saskatchewan Stock Growers' Association
- Membership in Saskatchewan Cattle Feeders' Association
- Carcass Competition Sponsorship, Canadian Western Agribition
- Commercial Cattle Show Sponsorship, Canadian Western Agribition

As we continue to develop and always look for support and advice, please feel free to contact any one of the SLA Directors to voice your opinions and give us further ideas on the direction of your provincial association.

We would like to thank our SLA Queen, Dana Carpenter from Hanley, SK who did a tremendous job through the fall of 2006. We thank her for her interest in the promotion of the breed and are excited to be working with her for another year.

Good luck to all Junior participants and congratulations to all the hard working volunteers who made it happen.

## MANITOBA LIMOUSIN ASSOCIATION

*Travis Hunter - President*

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Thanks to the Ontario Association for hosting the Annual Meetings and Canadian Junior Limousin Conference. I feel having the AGM with the Junior show is a great idea and shows support for our youth.

The MLA held our annual meeting in January to discuss direction for the upcoming year and presented awards to our Commercial Breeder of the Year and the Junior Ambassador award.

Our annual summer picnic was hosted by Triple R Limousin in June. It was a relaxing day to view Limousin cattle and visit with fellow cattlemen. Thanks to the Rodgers.

The summer show takes place in conjunction with the Carman Fair in early July. There will be a strong group of cattle on display to promote the breed.

The MLA is hosting the National Show and Sale at Brandon's Manitoba Livestock Expo this fall. The dates are October 31 to November 3, 2007. If you are interested in consigning to the sale or just taking part in the show, contact myself or chairperson Bill Campbell and we will get you more information.

The MLA promotes the breed throughout the province by attending beef seminars, ag days, summer fairs; sponsoring 4-H clinics and providing promotional items for 4-H members exhibiting Limousin genetics. Any funds the CLA can rebate to our Association helps in paying for this promotion. Please keep this in mind when doing the budget.

## ONTARIO LIMOUSIN ASSOCIATION

*Bryon Black - President*

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It is with great pleasure that I extend a hardy welcome and best wishes to the Canadian Limousin Association, its Board of Directors and staff, and all the other attendees to the Canadian Limousin Association Annual General Meeting hosted by the Ontario Association in conjunction with the National Junior Association Conference.

We are excited that the National Junior Association has selected London, Ontario for their Junior Conference and wish each and every participant well in their respective competition classes, and trust they will have an enjoyable and rewarding experience at the "Blast from the Past".

The Ontario Limousin Association activities and future endeavours continue to be restricted due to budget restraints, but strict management practices by the Executive and support from its membership the Ontario Limousin Association is confident it can accomplish its goals for 2007.

Activities that have been planned by the Ontario Limousin Association for 2007 include:

- Ontario Limousin Association Provincial Show - to be held once again at Brampton Fair Grounds on September 16, 2007.
- Golden Opportunity Sale - plans are in the final stages at the time of the report to have a stocker sale for Limousin influenced calves, and a breeder sale on the same day. Anticipated dates include late September or first part of October.

There will be no Limousin Sale at the Royal Agriculture Winter Fair in 2007 but plans are to have a Limousin Sale at the North American Beef Congress to be held in conjunction with the breed show in October, 2007.

While in Ontario take advantage of your opportunity to win fantastic prizes and support the Ontario Limousin Association with their fund raising efforts by purchasing a ticket from any Ontario Limousin Association Executive. For \$10.00 you could win an all expense paid trip for two (2) to Denver with \$500.00 spending money. What a deal!

As a result of the success and enthusiasm shown at the 2007 Ontario Limousin Association Annual Meeting held in conjunction with the Ontario Cattle Feeders Association and Ontario Corn Fed Beef the 2008 Ontario Limousin Association Annual Meeting will return to this venue.

In conclusion I hope the Canadian Limousin Association has a successful meeting and everyone will take the opportunity following the Canadian Limousin Association Annual General Meeting to visit and support our Juniors at their National Conference, thanks again for visiting Ontario.

## QUEBEC LIMOUSIN ASSOCIATION

*Claude Lavallée – Secretary*

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The Québec Limousin Association Several regular meetings were held by the Quebec Limousin Association in 2006 including last January's Annual Meeting where we welcomed our new secretary Mr. Claude Lavallée. We would like to take the opportunity once again to thank Mr. Jérôme Poirier for volunteering for many years as secretary for the Quebec Limousin Association.

Last October 2006 during Expo-Boeuf the participating was very low so we are hoping for a better turn out this year and we want to thank the main participants which were: André Lussier of Ferme ATJCLA, Jason Brock of Ferme BMB and Daniel Enright.

Our September 2007 annual picnic will be held at Mr. Robert Vaillancourt's farm.

To market our Breed we invested in "Bovins du Québec" de l'UPA and in "Québec Agricole" with an article about the Limousin "a different breed". Thank you to "Ferme Caux for its participation in our Limousin tasting during the Victoriaville and St-Agapit's Expo-boeuf. We also were part of the "Bovin de l'Estrie" day in November 2006 and we will be there again in 2007.

We continue working on the superior genetic for bulls at the Limousin Station for Limousin only. Consequently, we held sales in February and April.

2007 is going well so far and many projects were born such as the "Informateur Limousin", our picnic which will be held in September, our new "Bottin des Éleveurs" is in the works and we will organize a female sale in September as well.

Hoping that the year 2007 will bring the Association and its members the answers to their expectations.

## NOUVELLES DE L'ASSOCIATION DES ELEVEURS LIMOUSIN DU QUEBEC

*Claude Lavallée – Secrétaire*

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L'association des Éleveurs Limousin du Québec a tenue plusieurs réunions régulières pour l'année 2006, dont l'assemblée annuelle en janvier dernier. Lors de cette assemblée, il nous a fait plaisir d'accueillir notre nouveau secrétaire Monsieur Claude Lavallée. De plus, nous tenons encore une fois à remercier Monsieur Jérôme Poirier pour les nombreuses années comme secrétaire au sein de notre association.

Certains éleveurs ont participé avec leurs exébits lors des foires agricoles du Québec, cependant, et il est malheureux du faible taux de participation pour la compétition. Récemment à l'expo-Bœuf en octobre 2006, seulement 21 têtes furent inscrites (le taux le plus faible)...alors que plusieurs autres races participaient avec 80-90 et au-delà de 110 têtes...En espérant un meilleur taux de participation l'an prochain, nous tenons à remercier et à féliciter les participants lors de l'évènement : Ferme ATJCLA d'André Lussier, Ferme BMB de Jason Brock et la ferme de Daniel Enright.

Malheureusement en 2006 nous n'avons pas réussi à tenir notre pique-nique annuelle, et ce, étant donné que nous n'avons pas été en mesure d'avoir un éleveur volontaire...Ne vous en faite pas, ce n'était que partie remise...puisque qu'en septembre 2007 nous allons faire l'évènement chez Monsieur Robert Vaillancourt!

Côté développement et reconnaissance de notre race, nous avons investi davantage dans le secteur publicité et marketing, à savoir les parutions dans bovins du Québec de l'UPA. Le dossier publi-reportage du 'Québec Agricole' avec 'le Limousin, une race a part!' Lors de l'expo-bœuf de Victoriaville et de l'expo de St-Agapit, nous avons participé au salon des viandes afin de faire dégusté les qualités de notre viande. Merci à la Ferme Caux pour son implication. Une facette très importante pour notre développement...on ne vend pas de la viande ou du boeuf...mais bien du Limousin! Nous avons participé à la journée bovine de l'Estrie en novembre 2006. Nous allons répéter en 2007 !

Évidemment, nous poursuivons la réalisation de notre station d'épreuve unique Limousin de taureaux génétique supérieurs. Nous avons effectués nos deux ventes en février et avril dernier.

En résumé, l'année 2006 aura été une année de transition et de réorganisation en partie à cause de notre nouveau secrétaire. Déjà 2007 va bon train et plusieurs projets ont commencé à voir le jour tel que l'informateur Limousin, le pique-nique en septembre, nous élaborons le nouveau Bottin des éleveurs et nous préparons une vente de femelles pour septembre !

Espérons que 2007 apportera à L'Association et à ses membres toute la sollicitude requise et espère qu'elle répondra aux différentes attentes de ses membres.

## MARITIME LIMOUSIN ASSOCIATION

*Manfred Zillig - President*

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The Maritime Limousin Association is proud of the accomplishments of our breed. The Maritime Beef Testing Society Bull sale held April 7, 2007 saw all previous records smashed when a polled Stillmeadow Judge son sold for \$6500 to Pine Grove Farms from New Brunswick. The 1430 lb. bull was consigned by Lester Craig from Prince Edward Island. The Limousin average was \$2100 in this annual all breeds sale, up from last year's average of \$2087, a steady increase.

Maritime Limousin breeders took part in the 1<sup>st</sup> Eastern Fall Classic Breeding Sale, held in Nappan, N.S. on October 15, 2006. A Redman heifer calf consigned by Othberg Limousin was high selling single female lot and sold to King Limousin and Blue Diamond Limousin for \$1525.

The 2006 annual meeting for the Maritime Limousin Association was held October 28 at the Nappan Bull Test Station.

The Maritime Limousin Association is looking forward to a busy summer and fall season. We wish the Canadian Limousin Association a successful annual meeting in London, Ontario. We also hope the Canadian Juniors have a successful, fun-filled weekend at their Canadian Junior Limousin Conference.

<b>2004 - 2007</b> <b>Active Members</b> <i>As of May 31, 2007</i> <i>based on # of herds enrolled</i>				
<b>Province</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>
British Columbia	19	18	14	16
Alberta	149	135	124	122
Saskatchewan	82	73	69	61
Manitoba	38	34	33	34
Ontario	180	162	139	139
Quebec	68	61	46	36
Maritimes	20	14	12	10
<b>Total</b>	<b>556</b>	<b>497</b>	<b>437</b>	<b>418</b>

<b>2004- 2007</b> <b>WHE</b>				
<b>Province</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>
British Columbia	404	373	438	437
Alberta	4858	4571	4651	4263
Saskatchewan	2862	2817	2615	2259
Manitoba	1721	1646	1646	1598
Ontario	3286	2508	2829	2894
Quebec	1629	1456	1243	1077
Maritimes	246	194	239	156
Other	2	2	1	3
<b>Total</b>	<b>15008</b>	<b>13567</b>	<b>13662</b>	<b>12687</b>

2003 - 2006 REGISTRATIONS								
(at May 31 '07)								
	2003		2004		2005		2006	
Province	Male	Female	Male	Female	Male	Female	Male	Female
British Columbia	83	127	58	70	49	80	50	43
Alberta	1129	1404	660	904	1214	1453	1163	1264
Saskatchewan	727	856	648	714	659	707	822	844
Manitoba	266	416	204	375	244	349	289	434
Ontario	545	961	449	894	381	703	563	951
Quebec	445	506	389	467	358	413	290	307
Maritimes	67	78	37	91	58	73	42	70
<b>Total</b>	<b>3262</b>	<b>4348</b>	<b>2445</b>	<b>3515</b>	<b>2963</b>	<b>3778</b>	<b>3219</b>	<b>3913</b>

2003 - 2006 TRANSFERS								
(at May 31 '07)								
	2003		2004		2005		2006	
Province	Male	Female	Male	Female	Male	Female	Male	Female
British Columbia	25	14	27	3	31	20	21	16
Alberta	609	500	379	260	421	230	541	457
Saskatchewan	426	274	343	88	314	226	380	422
Manitoba	169	87	106	72	146	76	129	52
Ontario	278	433	173	555	189	447	267	601
Quebec	283	375	215	175	183	166	196	112
Maritimes	34	48	22	23	24	21	31	40
<b>Total</b>	<b>1824</b>	<b>1731</b>	<b>1265</b>	<b>1176</b>	<b>1308</b>	<b>1186</b>	<b>1565</b>	<b>1700</b>



