



2016

Annual Report



*Canadian Limousin Association
48th Annual General Meeting*

*Saturday, July 29, 2017
Portage la Prairie, Manitoba*

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President's Report

"Tomorrow hopes we have learned something from yesterday." - John Wayne

Is this the phrase for the last year in the cattle business? Last fall producers were dealing with low cattle prices compared to the previous year, but prices rose and cattle are at very strong prices again. This upward trend is good news and giving the cattle industry lots of positive optimism. Hopefully everyone can benefit from the increased value of the animals they are raising. The livestock industry has lost almost 20% of its national cattle herd and our breed is also losing members and cattle numbers. How do we change this? The Board of Directors have discussed this many times and solutions are hard to determine.

The breed is still very popular with cattle breeders, feedlots and packers but with shrinking cattle numbers the Limousin breed have lost enrollment numbers and this is our source of income to fund the office and continue providing services to our membership. Each year it gets difficult to try and maintain a positive income without

"Tomorrow hopes we have learned something from yesterday."
- John Wayne

cutting services or raising rates. The office staff continues to try and develop ideas on generating income for our breeders without reducing any services.

Our office continues to keep paperwork as current as possible and a big thank you goes out to Dallas, A J, Laura and Tessa.

Laura can be thanked for helping organize the CJLA Impact Show.



Terry Hepper
President

Our breed can benefit again this year from genomic testing at a reduced rate, so I encourage all breeders to take advantage of this. Genomics help put more information in a buyer's hands and will benefit breeders in future bull and female sales.

The time spent on the Board has been a chance to be involved in our breed on a different level. I would like to say thanks to all the people who served on the Board and I had the chance to meet during this time.

Tribute to Outgoing President Terry Hepper



Terry Hepper of Zehner, Saskatchewan was elected as President of the Canadian Limousin Association in August 2015. Prior to becoming President, Terry held the positions of Secretary, Treasurer, and Vice President, as well as previously being the Canadian Junior Limousin Association adult advisor.

He and his wife, Lynette, own and operate Eden Meadows Farm which is a mixed operation consisting of 50 breeding females. They have been breeding Limousin cattle since 1974. The Hepper's also farm 900 acres of hay and cereal grains. Terry and Lynette have two adult daughters, Sara and Erin, who are both still actively

involved with the farm and much of the showing and pre-show work, despite both of them living 9 hours away and having careers and businesses of their own.

Eden Meadows Farm has enjoyed many triumphs with the Limousin breed. However, the biggest reward of all for the Hepper's has been the people they have met, the long-time friends they have gained within the cattle business, and the lasting impression these people have made.

As his six years as a CLA Director and two years as CLA President come to a close his commitment to the Limousin breed remains strong and he will remain actively involved and progressive in the breed.

We sincerely thank Terry for his dedication to the CLA membership, Board of Directors and staff and his continued passion for the Limousin breed!

Board of Directors

Executive



Terry Hepper
President

General Delivery,
Zehner, SK S0G 5K0
Tel.: 306.781.4628
Cell: 306.536.7075
Fax: 306.781.4628
tlhepper@gmail.com

Term Expires: AGM 2017



Eric Boon
Vice-President

Box 181
Lucky Lake, SK S0L 1Z0
Tel.: 306.858.2130
Cell: 306.280.8795
Fax: 306.858.2130
bbarcattleco@gmail.com

Term Expires: AGM 2019



Bill Zwambag
Treasurer

181 Victoria St, P.O. Box 116
Glencoe, ON N0L 1M0
Tel.: 519.287.3219
Cell: 519.494.9613
Fax: 519.287.5248
bzwambag@execulink.com

Term Expires: AGM 2019

Directors



Jim Richmond

Box 58
Rumsey, AB T0J 2Y0
Tel.: 403.368.2103
Cell: 403.323.8433
Fax: 403.368.2139
bulls@richmond ranch.com

Term Expires: AGM 2017



Erin Kishkan

4312 Highway 97 S
Quesnel, BC V2J 6P4
Tel: 250.747.3836
Cell: 250.991.6654
Fax: 250.747.0436
kishkan@quesnelbc.com

Term Expires: AGM 2017
Eligible for re-election



Tim Andrew

Box 224 Youngstown, AB
T0J 3P0
Tel.: 403.779.2273
Cell: 403.854.6335
Fax: 403.779.2273
tlandrew@netago.ca

Term Expires: AGM 2018



Matthew Heleniak

11 Robson Street,
Norwich, ON N0J 1P0
Tel.: 519.468.3617
Cell: 519.537.1451
Fax: 519.468.2050
matth@norpacbeef.com

Term Expires: AGM 2018



Mark Angus

Box 1273
Beausejour, MB R0E 0C0
Cell: 204.281.5099
jaymarandy@gmail.com

Term Expires: AGM 2018



Joe Cooper

9036 HWY 2
Great Village, NS B0M 1L0
Tel.: 902.668.2004
Cell: 902.893.0744
Fax: 902.668.2025
j.cooper@balamore.com

Term Expires: AGM 2019

Thank You Retiring Directors

The Canadian Limousin Association board of directors, staff, and membership thank the retiring Canadian Limousin Association directors, **Jim Richmond** and current President, **Terry Hepper**, who have both completed two three year terms on the board and are therefore ineligible for re-election. We also thank **Mark Angus** who is resigning after completing two years on the CLA Board of Directors.

These outstanding Limousin breeders, along with their families, have dedicated a great deal of time and effort to their positions as directors. We appreciate the time they have taken away from their respective operations to contribute to the betterment of the Limousin breed in Canada and the Association.

In addition to serving as a director for the past six years, Terry Hepper has also served as President of the Canadian Limousin Association in the years 2015, 2016 and 2017. We thank him for going above and beyond in this role and the additional time and effort he contributed to the Association and membership in this role.

A dedicated board of directors is integral to a successful Association and we thank each of the directors for bringing their passion for the breed to the table.

Staff & Service Providers

Staff



Tessa Verbeek
General Manager
Cell: 403.636.1066
tverbeek@limousin.com



Dallas Wise
Registry/Member
Services



AJ Smith
Registry/Member
Services



Laura Ecklund
CJLA Coordinator

Canadian Limousin Association
#13, 4101-19 Street NE
Calgary, Alberta T2E 7C4
Tel: 403.253.7309
Toll-Free: 1.866.886.1605
Fax: 403.253.1704
Email: limousin@limousin.com
www.limousin.com

Hours

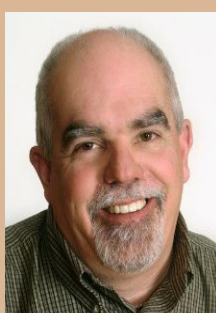
8:30 am - 4:30 pm Mountain Time
Monday-Friday from September to March

Closed Friday's from April to August

Service Providers



Rita Riccioppo
Book Keeper



Bernard Doré
French Member Liasion



Bob Weaber
Genetic Consultant



Limousin Voice Magazine
Today's Publishing: Bryan Kostiuk, editor



Registry System/I.T.
DigitalBeef: Jim Bulger, programmer



Official DNA Lab of the CLA
Delta Genomics



Advertising & Website
Five Gallon Creative: Katie Songer

Past Presidents of the Canadian Limousin Association

1970 - 71	Joe Hochhausen
1972	Walt Shatto
1973 - 74	Ted Godwin
1975 - 76	Alan Parke
1977	Jim Lore
1978	Jack Ward
1979 - 80	Dale Barclay
1981	Don Matthews
1982 - 83	Mel Gosling
1984	Stan Cochrane
1985	Clarence Ackert
1986 - 87	Gerry Good
1988 - 89	Mark Cressman
1990 - 91	William Scriven
1992	Rob Garner

1993 - 94	Don Stephenson
1995 - 96	Lonny McKague
1997	Harry Grant
1998 - 99	Lorne Bodell
2000	Jim Butt
2001 - 02	Martin Bohrson
2003	Tony Gosnell
2004 - 05	Rob Matthews
2006 - 07	Gary Anderson
2007 -09	Jason Brock
2009 - 10	Michael Geddes
2010 - 11	Mary Hertz
2011 - 13	Bill Campbell
2013 - 15	Brian Lee

2017 CLA Annual General Meeting Agenda

- Welcome, Call to Order – *Terry Hepper*, President
- Guest Introductions
 - CLA Past Presidents
 - CLA Board of Directors
 - CLA Staff
 - Other guests
- Approval of Agenda
- Appointment of Scrutineers and Parliamentarian
- Review and Approval of the 47th Annual General Meeting minutes (pages 7-11)
 - a) Business arising from minutes
- First call for Nominations
- President's Report (page 2) – *Terry Hepper*, President
- Financial Report (pages 12-21) – *Bill Zwambag*, Treasurer
 - a) Appointment of Auditors
- Canadian Junior Limousin Association Report (page 23) – *Laura Ecklund*, CJLA Coordinator
- Breed Improvement Committee Report (pages 25) – *Eric Boon*
- Commercial Committee Report (pages 26) – *Tim Andrew*
- National Show and Sale Committee Report (page 26) – *Mark Angus*
- Second call for Nominations
- General Manager's Report – *Tessa Verbeek*
- Greetings and update from the North American Limousin Foundation – *Joe Epperly*, Assistant Executive Director, NALF
- Third call for Nominations
- Election of Directors
- 2018 Annual General Meeting
- Adjournment

2017 CLA Special General Meeting Agenda

The items of business at the Special General Meeting will be the consideration of eight (8) special resolutions to:

- a) remove voting by proxy;
- b) have members vote by mail-in ballot for election of directors and to amend the CLA by-laws, amalgamate with another association, change the articles of association or dissolve the association;
- c) change the structure of the Board of Directors;
- d) make minor amendments to Articles relating to officers and staff;
- e) change the committees of the Board;
- f) make some miscellaneous amendments arising from this by-law review;
- g) amend various registry provisions set out in Schedule "A" of the By-laws: and
- h) authorize the Board of Directors to make housekeeping changes.

Voting Provisions

Eligibility to Vote

All Active Members and Junior Members over 18 years of age and in good standing are eligible to attend the Special General Meeting to vote on the Special Resolutions.

Form of Vote

Pursuant to Article 154 of the By-laws, these by-laws may be amended by a special resolution of the Voting Members at any Annual Meeting or Special Meeting of the Association by the affirmative vote of two-thirds (2/3) of members present.

Proxy

Active Members and Junior Members 18 years of age and older may vote by proxy. Both Active Members and Junior Members may act as a proxy for an Active Member or a Junior Member 18 years of age or older. No Member shall act as a proxy for more than 3 other members.

Quorum and Members Required for Approval

By Article 43 of the By-laws, the minimum number of members required to hold a Special General Meeting (the quorum) is 25 Active Members in good standing and Junior Members over 18 years of age and in good standing.

Minutes of the 2016 CLA Annual General Meeting



CANADIAN LIMOUSIN ASSOCIATION

DRAFT

MINUTES OF THE 47th ANNUAL GENERAL MEETING

Sunday, July 31, 2016

Lloydminster Alberta/Saskatchewan

CALL TO ORDER

Terry Hepper called the meeting to order at 9:07 am

GUESTS IN ATTENDANCE

CLA Past Presidents: Martin Bohrson, Bill Campbell, Brian Lee

CLA Board of Directors: Terry Hepper (President), Eric Boon (Vice-President), Bill Zwambag (Treasurer), Jim Richmond, Lynn Combest, Tim Andrew, Matthew Heleniak, Erin Kishkan

CLA Staff: Tessa Verbeek, Laura Ecklund

Other Guests: Joe Epperly (North American Limousin Foundation), Dan Darling (Canadian Cattlemen's Association), Anne Brunet-Burgess (Canadian Cattle Identification Agency), John Crowley (Canadian Beef Breeds Council)

APPROVAL OF AGENDA

Bill Campbell asked to add the fee schedule, BIXs, and DigitalBeef to new business on the agenda.

Bill Campbell moved to approve the agenda with the above additions as printed in the AGM booklet.

*Seconded by Anne Brunet-Burgess.
CARRIED*

VOTING PROCEDURES

- President Terry Hepper outlined the voting procedures as printed on page 4 of the AGM booklet and appointed Martin Bohrson as parliamentarian, and Lynette Hepper and Holli Lee as scrutineers.

APPROVAL OF THE 46TH ANNUAL GENERAL MEETING MINUTES

Lois Andrew moved to approve the 46th Annual General Meeting minutes as presented in the AGM booklet on pages 5-9.

*Seconded by Colin Verbeek.
CARRIED*

GREETINGS & UPDATE FROM THE NORTH AMERICAN LIMOUSIN ASSOCIATION – Joe Epperly, Assistant Executive Director, NALF

Minutes of the 2016 CLA Annual General Meeting

- International Genetic Solutions (IGS) is a partnership of 12 breed associations working together on a multi-breed genetic evaluation. This cooperation is of benefit to everyone, especially the commercial cattle industry.
- International Limousin Congress (ILC) 2018 will be held in Denver, Colorado July 19-28, 2018. Canadian exhibitors are invited to bring cattle for the show.

FIRST CALL FOR NOMINATIONS

There are three (3) vacant director positions this year: Lynn Combest has completed two full terms of three years, therefore is not eligible for nomination. Eric Boon has completed one full term of three years, therefore is eligible for nomination. Bill Zwambag has completed one full term of three years, therefore is eligible for nomination.

Nominations received:

- Joe Cooper, Great Village, Nova Scotia

Terry Hepper called for nominations from the floor.

- No nominations were presented for the first call.

PRESIDENT'S REPORT – Terry Hepper

President Terry Hepper read his report as printed on page 10 of the AGM booklet.

- The ALA Field Day, CLA Cattlemen's Evening, and CJLA Impact Show have been wonderful and thank you to the hosts of those events.
- Move to Delta Genomics was not easy but has been worthwhile
- The Limousin tag program was made available to Quebec members in 2015
- CLA staff have been working hard in the office and DigitalBeef has been challenging but will be beneficial to the breed
- Laura Ecklund was hired to assist in the office and as the CJLA Coordinator

Terry Hepper moved to adopt the President's report as presented.

Seconded by Stephanie Richmond.

CARRIED

FINANCIAL REVIEW ENGAGEMENT REPORT – Bill Zwambag

Complete report was included in the AGM booklet from page 11-20 for members to review.

- Once again this year the financial statements were reviewed not audited
- \$851,626 net assets in 2015 down from \$864,471 net assets in 2014.
- \$323,419 revenue in 2015 up from \$286,441 revenue in 2014.
- \$371,532 expenses in 2015 up from \$309,393 expenses in 2014.
- Deficiency in expenses over revenue was \$(33,770) compared to a revenue of \$8,267 in 2014.
- Cash at end of year was \$43,682 compared to \$38,168 in 2014.

Bill Zwambag moved to adopt the Reviewed Financial Statements as presented.

Seconded by Jim Symens.

CARRIED

APPOINTMENT OF AUDITORS

Bill Zwambag moved to appoint Kenway Mack Slusarchuk Stewart as auditors of the review engagement for the year ending December 31, 2016.

Seconded by Brian Lee.

CARRIED

Minutes of the 2016 CLA Annual General Meeting

JUNIOR COMMITTEE REPORT – Laura Ecklund, CJLA Coordinator

Complete report was included in the AGM booklet on pages 21-22 for members to review.

- Elected one new CJLA board member at annual meeting – Jackie Wismer, ON.
- Two \$500 and two \$250 scholarships are awarded annually
- Australian/Canadian Limousin Youth Exchange - \$1,000 (each) awarded to two delegates
- Canadian Beef Industry Conference CJLA Delegate – Carolyn Darling selected to attend this year
- CJLA store for Limousin merchandise coming as fundraising effort for CJLA
- CJLA donation heifer from Lynn Combest, donations from Venture Livestock and T Bar Invitational Golf Tournament have contributed to the success of the CJLA
- Next year the CJLA Board will be having a winter meeting once again as they did in 2015 at the CLA office in Calgary where they also went for supper and bowling the evening prior
- Raffle to have your name on the clothing at the 2017 CJLA Impact Show will be the CJLA's fundraising effort for the 2017 CJLA Impact Show in Manitoba

*Laura Ecklund moved to adopt the Junior Committee report as presented.
Seconded by Jim Symens.
CARRIED*

COMMERCIAL LIAISON COMMITTEE REPORT – Tim Andrew

Complete report was included in the AGM booklet on page 23 for members to review.

- The Limousin breed is doing well and are valuable cattle for the packer
- Sold over 13,000 Limousin tags since program inception – thank you to those who have support the program, we plan to work to recognize those supporting the tag program
- The CLA Cattlemen's Evening on Friday, July 29th was very well received, and we were honoured to have Matthew Heleniak and Dan Darling speak.

*Tim Andrew moved to adopt the Commercial Liaison Committee report as presented.
Seconded by Anne Brunet-Burgess
CARRIED*

NATIONAL SHOW & SALE COMMITTEE – Brian Lee (2015) & Mark Angus (2016)

Complete report was included in the AGM booklet on pages 24 for members to review.

- National Limousin Show will be held on Friday, October 28th at 10:00 am and the sale will be that evening at 6:00 pm. Blocks of hotels have been booked at the Canad Inn (attached to show building) and Royal Oak Inn. Details are available on the CLA website. Bohrsen Marketing will be managing the sale.

*Terry Hepper moved to adopt the National Show & Sale Committee report as presented.
Seconded by Jim Symens.
CARRIED*

SECOND CALL FOR NOMINATIONS

Terry Hepper made a second call for nominations

- There were no nominations presented at the second call
- There will be one more call for nominations

GENERAL MANAGER'S REPORT – Tessa Verbeek

Complete report was included in the AGM booklet from page 32 to 34 for members to review.

- a) Breed Improvement (page 29)
- b) Advertising & Promotion (page 30)
- c) Limousin Voice Magazine (page 31)
- d) International Travel & Visitors (page 31)
- WHE numbers are stabilizing as only 16 head have been lost this year

Minutes of the 2016 CLA Annual General Meeting

- Currently as of June 2016 the CLA has 337 active members, 114 junior members, 7,884 females on WHE, and 151 DigitalBeef users
- Memberships, registrations and transfers all increased fairly significantly in 2015
- Move to DigitalBeef was made as it is less expensive with better customer service, consistent with NALF, and more powerful system however there were very significant challenges for both staff and members at first. Most issues have been ironed out and now we are shifting our focus from getting the system working to educating membership on how to use it. Apologies that things had to be done in this order as the system bugs should have ideally been worked out and members educated beforehand.
- Move to Delta Genomics was necessary without much notice as CBBC secured funding on behalf of all beef breeds to do a one-time bulk transfer of samples from GenServe to Delta Genomics. Now Canadian Limousin can do genotyping on entire population, all testing can be done at one lab for all major breeds, Protoporphyrin testing can be done on demand at half the cost and all other testing costs are the same or less.
- CLA General Manager attends events in order to raise the profile of Canadian Limousin, maintain key industry contacts, and bring ideas and information back to the board of directors and membership. CBBC Agri-Marketing funding pays for a large portion of international travel.
- CLA's main advertising efforts include the Canadian Cattlemen magazine and Bull Buyer's Guide, advertising with provincial Limousin Associations, as much daily social media presence as possible, industry sponsorship and in person attendance by the General Manager at events such as bull sales.
- The Limousin Voice went to 3 issues in 2015 and all three issues were mailed to bull buyers from the past 3 years in addition to subscribers bringing the distribution to approximately 2,200 people which has increased advertising and the perceived "value" of the magazine. Efforts continue to be made to improve and increase content and Tessa is always open to suggestions for the Voice.
- 13,600 individual Limousin tags have been sold to date and the tags are now available in Quebec as well. Limousin RFID tags will be mandatory in all 2016 born calves at all shows in order to qualify for show cattle of the year points.

***Tessa Verbeek moved to adopt the General Manager's report as presented by Tessa Verbeek.
Seconded by Holli Lee.
CARRIED***

ADDRESSING ALBERTA LIMOUSIN ASSOCIATION LETTER TO CANADIAN LIMOUSIN ASSOCIATION – Terry Hepper

- Barb Miller and Jackie Payne responded that the General Manager's report had answered or addressed all of their concerns. Questioned as to what will be done with the survey results. Tessa Verbeek responded that the survey result graphs will be sent to the membership through the monthly newsletter as well as specific responses from CLA will be given to specific comments and questions from members anonymously.

CANADIAN BEEF BREEDS COUNCIL REPORT & GENOTYPING FUNDING UPDATE – John Crowley, Director, Scientific and Industry Advancement, CBBC

- John Crowley gave a presentation on various genotyping and funding programs that CBBC is working on with Canadian beef breeds.

PROVINCIAL REPORTS – published in Annual Report

Reports from provincial associations were included in the AGM booklet on pages 37-45 for members to review.

The provincial reports are for information only. Members are encouraged to read them and contact the provincial reporters with comments or questions.

Minutes of the 2016 CLA Annual General Meeting

THIRD AND FINAL CALL FOR NOMINATIONS

Terry Hepper made a 3rd call and final call for nominations.

- There were none presented.

Wayne Burgess moved to close nominations for the CLA Board of Directors.

Seconded by Jim Symens.

CARRIED

NEW BOARD MEMBERS

We have three directors appointed to office by acclamation:

- Eric Boon (second term of 3 years)
- Bill Zwambag (second term of 3 years)
- Joe Cooper (first term of 3 years)

NEW BUSINESS

- a) Parentage verification required for all National Sale cattle by-law change proposal

Dan Darling moved to add a bylaw to the Schedule "A" Registry Rules of the Canadian Limousin Association bylaws (Parentage Verification): All animals consigned to the National Limousin Sale must be sire verified in order to sell.

Seconded by Joe Cooper.

2 apposed.

CARRIED

- b) **Fee schedule for imports of out of breed bulls** – Bill Campbell asked that the CLA board of directors review the one-time \$50 import fee for out of breed/NALF bulls as it is inhibiting people from wanting to register Lim-Flex bulls out of Angus sires due to the cost of importing those sires into the herd book. Discussion ensued regarding the fact that the fee is in place to compensate for staff time that it takes to import an out of breed bull as it is a time consuming manual process. NALF animal imports are much easier and therefore the fee for a NALF import could potentially be addressed by the board. The board will further discuss this topic at their next meeting.
- c) **BIXs** – Bill Campbell asked if the CLA and BIXs are sharing data and the answer was currently no, they are not, however Tessa Verbeek is working with Deb Wilson at BIXs to work out a way to have data exchange between CLA and BIXs as was previously agreed upon.

2017 ANNUAL GENERAL MEETING

The 2017 AGM will take place in Manitoba with the Canadian Junior Limousin Conference. The exact place and dates will be announced shortly.

ADJOURNMENT

Lois Andrew moved to adjourn the AGM at 11:55 am

2016 Financial Report

As your executive director on the CLA board of directors I have been designated with the position of Treasurer for our board. As an off-site treasurer I along with our two other executive members Terry & Eric, look at the expenses that are brought forward by our General Manager and we question the expenses if there is a need for an expense to be explained and then we approve that these expenses be paid. I would like to thank our book keeper Rita and Tessa who work together to keep our invoices paid up.

Once again, our whole herd numbers have dropped and therefore our main source of income has gone down, we also pay DigitalBeef in

American funds which increases our expenses. We have drawn funds out of our investment reserves to keep our invoices current. As an Association and for the benefit of our members we are going to have to find ways to increase revenue or/and decrease expenditures so that our investment reserves are used for special board approved projects and not every day operating expenses.

I challenge our members to bring forth any ideas to help achieve having more revenue than expenses.



Bill Zwambag
Treasurer



**Kenway Mack
Slusarchuk Stewart LLP**
Chartered Professional Accountants,
Chartered Accountants



Review Engagement Report

To: The Members of Canadian Limousin Association

We have reviewed the statement of financial position of Canadian Limousin Association as at December 31, 2016 and the statements of operations, changes in net assets and cash flows for the year then ended. Our review was made in accordance with Canadian generally accepted standards for review engagements and accordingly consisted primarily of enquiry, analytical procedures and discussion related to information supplied to us by the Association.

A review does not constitute an audit and consequently we do not express an audit opinion on these financial statements.

Based on our review, nothing has come to our attention that causes us to believe that these financial statements are not, in all material respects, in accordance with Canadian accounting standards for not-for-profit organizations.



May 25, 2017
Calgary, Alberta

Chartered Professional Accountants
Chartered Accountants

2016 Financial Report

Statements of Financial Position (unaudited)

As at December 31,

2016

2015

Assets

Current assets

Cash	\$	11,047	\$	43,682
Accounts receivable		52,999		40,160
Marketable investments (note 4)		760,514		752,133
Prepaid expenses		13,301		12,982
		<u>837,861</u>		<u>848,957</u>

Equipment (note 5)

		<u>1,969</u>		<u>2,669</u>
	\$	839,830	\$	851,626

Liabilities and Net Assets

Current liabilities

Accounts payable and accrued liabilities (note 6)		33,097	\$	35,086
Members payable		3,899		2,538
		<u>36,996</u>		<u>37,624</u>

Net Assets

		<u>802,834</u>		<u>814,002</u>
	\$	839,830	\$	851,626

Approval on behalf of the Board:

_____ Director

_____ Director

2016 Financial Report

Canadian Limousin Association

Statements of Operations

(unaudited)

For the year ended December 31,	2016	2015
Revenue		
Whole herd enrollment	\$ 198,831	\$ 203,319
Lab services	37,349	18,409
Registrations	21,040	23,695
Grants	26,376	18,490
Memberships	26,215	26,125
Tag revenue	7,525	22,698
Other services	7,264	7,463
Transfers	3,824	3,220
	<u>328,424</u>	<u>323,419</u>
Expenses		
Salaries and employee benefits	123,074	125,912
Lab services	46,424	12,349
Breed improvement	30,277	34,962
Travel	27,456	23,198
Board	24,531	22,541
Advertising and promotion	23,613	25,287
Rent	20,000	21,212
Computer programming	19,047	30,090
Office and bank service charges	18,900	19,772
Tag expense	10,373	26,477
Postage and courier	6,366	4,445
Telephone	6,185	5,619
Industry memberships	5,911	5,550
Professional fees	4,500	3,000
Insurance	1,256	1,208
Amortization of equipment and publishing rights	700	987
Website costs	-	8,923
	<u>368,613</u>	<u>371,532</u>
	(40,189)	(48,113)
Other income (expenses)		
Investment income	20,907	20,154
Unrealized gain (loss) on investments	2,924	(4,895)
Realized gain/loss on sale of investments	529	-
Limousin Voice magazine, net (Schedule I)	<u>4,661</u>	<u>(916)</u>
Excess (deficiency) of revenues over expenses	<u>\$ (11,168)</u>	<u>\$ (33,770)</u>

2016 Financial Report

Canadian Limousin Association

Statements of Changes in Net Assets
(unaudited)

Year ended December 31,	2016	2015
Balance, beginning of year	\$ 814,002	\$ 847,772
Excess (deficiency) of revenues over expenses	(11,168)	(33,770)
Balance, end of year	\$ 802,834	\$ 814,002

Canadian Limousin Association

Statements of Cash Flow
(unaudited)

For the year ended December 31,	2016	2015
Operating activities		
Excess (deficiency) of revenues over expenses	\$ (11,168)	\$ (33,770)
Items not affecting cash		
Amortization	700	987
Interest reinvested	(2,590)	(3,950)
Realized gain (loss) on investments	(529)	-
Unrealized gain (loss) on investments	(2,925)	4,895
	(16,511)	(31,838)
Change in non-cash working capital balances		
Accounts receivable	(12,839)	(9,497)
Prepaid expenses	(319)	(1,584)
Accounts payable and accrued liabilities	(1,990)	23,865
Members payable	1,362	(2,940)
	(30,297)	(21,994)
Investing activities		
Purchases of marketable investments	(51,348)	(30,007)
Proceeds on disposal of marketable investments	49,010	58,500
Purchase of property and equipment	-	(985)
	(2,338)	27,508
Decrease in cash	(32,635)	5,514
Cash, beginning of year	43,682	38,168
Cash, end of year	\$ 11,047	\$ 43,682

2016 Financial Report

Schedule I

Canadian Limousin Association

Limousin Voice Magazine

Schedule of Operations

(unaudited)

Year ended December 31,	2016	2015
Revenue		
Advertising	\$ 86,070	\$ 91,690
Subscriptions	10,554	2,288
	<u>96,624</u>	<u>93,978</u>
Direct expenses		
Production	91,412	93,662
Editorial content	551	1,232
	<u>91,963</u>	<u>94,894</u>
Excess (deficiency) of revenue over expenses	<u>\$ 4,661</u>	<u>\$ (916)</u>

2016 Financial Report

Canadian Limousin Association

Notes to Financial Statements
(unaudited)

December 31, 2016

1. Nature of operations

The Canadian Limousin Association (the “Association”) is a not-for-profit organization incorporated under the Societies Act of Alberta. 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 dependent on its members to continue as a going concern. The Association is a not-for-profit organization under the Income Tax Act and as such is exempt from corporate income taxes.

2. Basis of presentation

These financial statements have been prepared in accordance with Canadian generally accepted accounting principles, specifically Canadian accounting standards for not-for-profit organizations (“ASNFPO”).

3. Significant accounting policies

(a) Measurement of financial instruments

The Association initially measures its financial assets and liabilities at fair value.

The Association subsequently measures all its financial assets and financial liabilities at amortized cost, except for marketable investments that are quoted in an active market, which are measured at fair value. Changes in fair value are recognized in the statement of operations in the period incurred.

Financial assets measured at amortized cost include cash and accounts receivable.

Financial liabilities measured at amortized cost include accounts payable and accrued liabilities and members payable.

Impairment

Financial assets measured at amortized cost are tested for impairment when there are indicators of impairment. The amount of the write-down is recognized in the statement of operations. The previously recognized impairment loss may be reversed to the extent of the improvement, directly or by adjusting the allowance account, provided it is no greater than the amount that would have been reported at the date of the reversal had the impairment not been recognized previously. The amount of the reversal is recognized in the statement of operations.

(b) Cash equivalents

The Association considers all investments with maturities of three months to be cash equivalents.

Canadian Limousin Association

Notes to Financial Statements
(unaudited)

December 31, 2016

(c) Equipment

Equipment is recorded at cost. The Association provides for amortization using the following methods at rates designed to amortize the cost of the equipment over its estimated useful life. A full year amortization is recorded in the year of acquisition and no amortization is recorded in the year of disposal. The annual amortization rates are as follows:

Computer hardware	35% Declining balance
Computer software	20% Declining balance
Furniture and fixtures	20% Declining balance

The Association records a write-down when equipment no longer has any long-term service potential to the Association and its net carrying amount exceeds its residual value. The excess net carrying amount over residual value is recognized as an expense in the statement of operations. Previous write-downs are not reversed.

(d) Revenue recognition

Whole herd enrollment and membership fees are recognized in the year to which they pertain.

The international marketing reimbursement is recognized as revenue in the year in which the related expenses are incurred, unless the amount to be received cannot be reasonably estimated and collection is not assured.

Revenue for services is recognized when the services are rendered.

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.

Restricted contributions are recognized as revenue in the year in which the related expenses are incurred.

Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

(e) Contributed materials and services

The Association records the value of contributed materials and services when the fair value can be reasonably estimated and when the materials and services are used in the normal course of the Association's operations and would otherwise have been purchased.

2016 Financial Report

Canadian Limousin Association

Notes to Financial Statements
(unaudited)

December 31, 2016

(f) Measurement uncertainty

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent liabilities at the balance sheet date and the reported amounts of revenues and expenses during the year. Actual results could differ from those estimates.

4. Marketable investments

Marketable investments consists of provincial bonds, which earn interest at rates between 2.5% to 7.6% (2015 - 2.5% to 7.6%). These investments mature at various dates from January 2017 to February 2022 (2015 - June 2017 to December 2019).

5. Equipment

	2016		
	Cost	Accumulated Amortization	Net Book Value
Computer software	\$ 41,508	\$ 40,683	\$ 825
Computer hardware	36,929	36,207	722
Furniture and fixtures	16,226	15,804	422
	<u>\$ 94,663</u>	<u>\$ 92,694</u>	<u>\$ 1,969</u>

	2015		
	Cost	Accumulated Amortization	Net Book Value
Computer software	\$ 41,508	\$ 40,477	\$ 1,031
Computer hardware	36,929	35,818	1,111
Furniture and fixtures	16,226	15,699	527
	<u>\$ 94,663</u>	<u>\$ 91,994</u>	<u>\$ 2,669</u>

6. Accounts payable and accrued liabilities

Included in accounts payable are \$nil (2015 - \$8,841) of government remittances payable.

Canadian Limousin Association

Notes to Financial Statements
(unaudited)

December 31, 2016

7. Contractual obligations

The Association has an agreement with a publisher to publish its magazine and newsletter. Under this agreement, the Association collects all the revenue and is required to remit it to the publisher less a 5% management fee. The Association is required to pay for advertising space in the magazine. The contract expires on July 31, 2018.

The Association has an agreement with a genetic consulting company to provide research and analysis of genetic data related to the Limousin breed. Under this agreement, the Association is required to pay the company semiannual retainer payments of \$7,500 USD. The contract expires on April 30, 2017.

The Association has entered into a lease agreement for the use of the office space in which it operates. The lease has committed the Association to make monthly lease payments of \$1,667 and it expires on May 31, 2018.

8. Financial instruments

The Association's use of financial instruments and its exposure to risks associated with such instruments arises out of its normal course of operations and investing activities.

Credit risk

Credit risk is the risk that one party will cause a financial loss for the other party by failing to discharge an obligation. The Association is exposed to credit risk on the accounts receivable from its members. However, the Association has a significant number of members which minimizes concentration of credit risk. Its members are in the agricultural industry.

Market risk

The Association is exposed to the risk that the fair value of its marketable investments that bear interest at a fixed rate will fluctuate because of changes in the market rate of interest.

Liquidity risk

Liquidity Risk is the risk that the Association will encounter difficulty in meeting obligations associated with financial liabilities. This risk is mitigated by the significant amount of marketable investments held by the Association.

2016 Financial Report

Canadian Limousin Association

Notes to Financial Statements
(unaudited)

December 31, 2016

8. Financial instruments, continued

Financial assets

The carrying amounts of financial assets recognized in the financial statements consist of those:

	2016	2015
Measured at amortized cost	\$ 64,046	\$ 83,842
Measured at fair value	760,514	752,133
	<u>\$ 824,560</u>	<u>\$ 835,975</u>

9. Contributed materials and services

The Board of Directors volunteers their time to attend board meetings and represent the Association at events. Members also volunteer their time to organize and operate the provincial associations 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.

10. Comparative Figures

The financial statements for the prior year have been reclassified, where applicable, to conform to the presentation used in the current year. The changes do not affect prior year earnings.

General Manager's Report

2016 was a year of tremendous excitement in the Limousin breed! Limousin bull sales were strong as a result of the premiums Limousin influence calves have also been experiencing at market. The Limousin breed made waves in the show ring throughout the fall with many Supreme Champion titles being won by Limousin animals over all breeds. Now is the time to take your program to the next level as an involved, engaged and excited Limousin breeder! Your Canadian Limousin Association (CLA) Board of Directors and staff have endeavoured to provide you with the tools, services and knowledge to be successful – please take advantage of what the CLA offers you as a member and don't hesitate to contact the CLA with your questions or suggestions.

I would like to sincerely thank the CLA Board of Directors for their efforts over the past year. It is not an easy task serving as a director of a national organization and it is sometimes challenging to ensure regional interests don't overshadow the big picture. These individuals have taken time out of their own operations and personal lives to volunteer their time to providing direction to the Association, and it is appreciated. I would especially like to thank your outgoing President, Terry Hepper, who has provided steadfast leadership throughout the past two years.

The CLA membership is competently served by Dallas Wise and AJ Smith, who both work part time providing registry and member services as well as Laura Ecklund who is working part time as the Canadian Junior Limousin Association (CJLA) Coordinator. I thank these three dedicated women for their diligent work. I could not be more pleased with the team we have to serve you. You are our number one priority and the entire CLA staff take great pride in assisting you and your Limousin operation.

From a financial position, the CLA has seen a continual decline in Whole Herd Enrollment and registrations over the last two decades. Between the years 2000 and 2010 registrations per year went from just under 10,000 to just under 5,000. The decline between 2010 and today has continued at a slower rate, with occasional years of stabilization or slight increases, such as in 2015. The long-term trend, however, is one of decline. As a result, it is evident that the CLA's main sources of revenue are dwindling while we try to maintain the level of services, promotion, youth activities, and breed improvement

efforts for you, the CLA member. Your CLA Board of Directors undertook a strategic planning session as part of their December 2016 CLA board meeting. The 2016 CLA Membership Survey provided excellent feedback to the Board of Directors directly from members. The Board's strategic planning efforts will help guide the CLA in what is most important to focus our limited resources on for the benefit of members. At times, this requires thinking bigger picture than just cutting expenses but also driving more demand for Limousin cattle at market which will in turn drive Limousin bull sales and bolster registrations of Limousin cattle. There is no one "silver bullet" solution, however we can all agree that the sale of Limousin bulls is the fuel that makes the engine work and increased demand for Limousin bulls will have a snowball effect on all facets of the breed and Association. The CLA will always remain committed to putting our membership first and we are counting on our membership to remain committed to sharing in the betterment and promotion of the Limousin breed and spreading excitement and positivity around our breed!



Tessa Verbeek
General Manager

There is a great deal to be positive and excited about as a member of the CLA. While our cattle numbers may be decreasing, membership numbers have been slowly but steadily increasing over the last five years and we are truly pleased to be welcoming these new Limousin breeders into our Association. As efforts continue to be made to incentivize achieving carcasses that yield well there is a strong opportunity for the Limousin breed to position itself as the breed of choice for producers that are looking to raise cattle that will be profitable. The Canadian Limousin Association membership, Board of Directors and staff must all continue to work together to capitalize on everything we are doing well and also work to focus on the areas we can improve on whether that is in our own breeding and marketing programs, at the boardroom table or in the office.

Let's all work together to continue to promote, grow and strengthen the Limousin breed across this great country with the end goal of improving the Canadian beef industry!

Canadian Junior Limousin Association Report



Laura Ecklund

CJLA Coordinator

The CJLA has 123 registered junior members. Our membership consists of active members registering cattle and those that have registered to attend the Impact Show. The CJLA Board for 2016/2017 was made up of 10 juniors from across the country. At last year's Annual General Meeting it was decided to add a tenth member to the board.

This year there will be four vacant positions available. We would like to thank our President Curtis Bielecki, Secretary Nicole Bielecki and board member Brittany Hirschfeld for their time on the board. They will be stepping down at the end of their term this year. Board member, Angus Smyth, will be running for a second term. Board members may take a one or two year term on the board.



CJLA Board of Directors

Back Row L to R: Jackie Wismer, Cheyenne Porter, Nicole Bielecki, Brittany Hirschfeld, Carolyn Darling
Seated L to R: Angus Smyth, Curtis Bielecki, William Cooper, Connor Rodger
Absent: Samantha Kennedy

The CJLA Donation Heifer Program is an exciting initiative that is gaining attention from those outside of our breed. CLF 520C had a heifer calf this year, CJLA 1E. This is the first calf to be tattooed with the CJLA prefix. The heifer calf will be sold this fall and proceeds will go directly to our juniors or scholarships and travel opportunities. Thank you to Lynn and Tyra Combest for donating this heifer, thank you to the sixteen CLA members (Anchor B Limousin, Andrew Ranches, B Bar Cattle, Bee Zee Acres, Carpenter Cattle Co., Eden

Meadows Farm, Greenwood Limousin, Hillview Farms, Hollee Limousin, Jaymarandy Livestock, Jones Cattle Co., J. Yorga Farms, Payne Livestock, Pinnacle View Limousin, Richmond Ranch, and Venture Livestock) who purchased the heifer and thank you to B Bar Cattle for managing the pair this past year.

The Canadian Junior Limousin Impact Show is excited to be in Portage la Prairie, Manitoba this year. There are 28 juniors entered and 38 head. I would like to thank the show committee for this year for their hours of hard work and dedication towards making this a successful event. The 2017 Show Committee is Jay-Dean Smyth, Angus Smyth, Jules Smyth, Jackie Davey and Kaitlyn Davey. This past fall the CJLA Board held a Clothing Raffle. They sold tickets for \$20 each with the winning ticket being award sponsorship rights to the Impact Show Clothing. Congratulations to J. Yorga Farms who had the winning ticket! The clothing raffle raised an impressive \$10,000 which went directly to the show clothing and prizes for this year's show. Watch for details this fall as the board looks to hold this raffle once again at the National Show and Sale. Thank you to everyone who purchased a ticket! We are looking forward to another great Impact Show this year! Please plan to join us next year July 26-29, 2018 in Great Village, Nova Scotia. Thank you to our juniors, parents, friends and sponsors for your enthusiasm and dedication to the Limousin breed!



CLF 520C
donated
to the
CJLA as a
heifer calf
by Lynn
& Tyra
Combest
in their
dispersal
sale.

CJLA 1E
the first calf
to carry the
CJLA tattoo
was born
and is being
managed at B
Bar Cattle for
the CJLA.



Genetic Consultant Report

The 2016 fiscal year was one of change and progress for the Canadian Limousin Association in the area of data recording, genetic evaluation and breed improvement. The association's data recording software, DigitalBeef, continued its evolution during the year to further improve an industry leading performance data tool. The software enables convenient registration and data submission for CLA members. In addition to data recording, the software offers unprecedented data reporting and analysis. These features make it easy not only to report the data on your whole herd's calf crop, but also review updated in-herd ratios, contemporary group rankings of sires, and updated EPDs. The software enables quick access to summary data and EPDs for your herd or with a few clicks quick drill down access for animal level details. Additionally, the software allows you to plot your herd genetic trends to keep tabs on your herd progress. CLA staff has worked closely with the software vendor to make DigitalBeef a powerful tool for breeders.

On the genetic evaluation front, 2016 offered challenge and opportunity. The Fall 2016 evaluation went off without a hitch. The efforts of association staff, the genetic consultant and DigitalBeef software staff made the cleanest extract and EPD run with International Genetic Solutions that's been achieved to date. Much of the success came through coding standard data extract routines for the genetic evaluation and an extensive cross-referencing of animals in the NALF, CLA and other breed association pedigrees. This work eliminated many duplicate animal entries and streamlined the massive exercise. Work continued through the fall with expectation of a faultless winter run. Unfortunately a few software glitches and some issues at IGS with revised operating procedures resulted in some problems in the weight trait evaluation. CLA and NALF staff, along with the genetic consultant and IGS staff worked tirelessly through mid-December, the holidays and the first days of January to sort out the issues. By mid-January, a couple reruns were completed with revised data sets from several breeds and the issues appear to be resolved. While breeders experienced a slight, yet regrettable, delay in release of new EPDs for the 2017 bull sale season, staff felt it imperative to complete review and reanalysis to assure the data reported was as correct as possible. Following the release, a number of modifications were made to code and procedures to prevent the challenges moving forward. One substantial development that will

dramatically assist with future extract issues is a new IGS data reporting and upload portal. This centralized system helps insure data reporting consistency across all the IGS breed partners. As you can imagine, the process of combining nearly 16 million animal records from a dozen breed organizations is a real challenge. Your CLA and IGS teams are committed to implementing processes and automated systems to remove the chance for errors and thus adding value and reliability to the genetic evaluation systems that we all depend upon.



Dr. Robert Weaver
Genetic Consultant

The coming year will offer new opportunities for CLA members in the area of genomics and genetic evaluation. Through collaborative relations in Canada and the US, the CLA has implemented a successful and robust system for producing genomically enhanced EPDs (GE-EPDs). GE-EPD are currently produced through a blending procedure that weights the information contained in the EPD (weighted by accuracy) and the information contained in the DNA based genetic predictions. These GE-EPD have the ability to improve accuracy and reliability over traditional interim EPD. Breeders and commercial bull buyers benefit directly from this added information through more reliable selection decisions. In many cases the genomic information added to an GE-EPD is equivalent to the information a young sire would gain through recording of its first calf crop. Difficult, hard to measure and traits observed later in life benefit the most from the accelerated time-line of accuracy improved provided by genomics.

The utility of the genomic information is set to make a quantum leap forward. The already useful data will take on new value as the methods of incorporating the information into EPD calculations moves to a system called BOLT (Biometric Open Language Toolkit). BOLT is a set of software programs that leverage the massive computing capability available in high-end graphics computing cards. Instead of single computer processor working on a job, tens of thousands of processors will tackle the optimized system of equations. The result is a massively improved compute capability that takes jobs that run in a week down to minutes.

This improved throughput will allow direct incorporation of the DNA marker information into the genetic evaluation and allow the genomics information to affect the EPDs of parents, offspring, half-sibs, full-sibs and other relatives up and down the pedigree. The current method only adjusts EPD of genotyped animals. The new single step process of using genomics, pedigree and performance data should hasten the rate of genetic improvement across the breed.

The genomics era is one that offers both threat and opportunity. Opportunity to use the tool to make better selection decisions through identification of superior animals earlier in life. A seedstock producers dream! The threat comes through not adopting the technology. Close observation of the dairy industry points to a widening gap between the average genetic merit (and value) of animals produced in herds using genomics technology and herds selected with conventional pedigree and performance based EPD. The genomics tools in the dairy business have quadrupled the rate of progress in the selection indexes by some estimates. Aside from the widening gap between breeders adopting or not-adopting the technology, there's also a widening gap in the merit and rate of improvement across breeds that have or haven't adopted the technology. The question to breeders is will you adopt and use the technology to drive your business to a more competitive position or will you lag behind with adoption. Which side of the gap you'll be on is up to you! Mind the gap!

The genomics tools bring us full circle to need for performance data submission. The genomics based tools are very powerful, but depend on performance records to help train or identify the markers associated with favorable or unfavorable performance. An effective genetic evaluations system that provides reliable and robust genetic predictions is based on a broad sampling of the population (DNA samples) and broad phenotypic record collection. Genotypes by themselves tell us almost nothing about the animals genetic potential. Combined with the performance data, however, yields an incredibly powerful tool. Submission of complete contemporary groups (the best and worst calves in your herd) help sort out the successful or desirable genotypes from the poor ones. Reporting a broad range of data from calving ease, to carcass to cow longevity (via calf records) provides valuable information on the merit of potentials sire and dam candidates.

As we dally off the 2016 fiscal year, let us each commit to redoubling our efforts to expand our knowledge of performance data reporting, genetic evaluation, the use of genomics tools and the implementation of profitable selection systems in the coming year. Let's each commit to using the technology available and our own ingenuity and determination to make Limousin cattle the best they can be!

Breed Improvement Committee Report

Submitted by Eric Boon

Committee Chair: Eric Boon (SK)

Committee: Anne Brunet-Burgess (AB), Jeff Yorga (SK), Bill Campbell (MB), David Clark (ON)

Over the years the Canadian Limousin Association has been progressive in staying current with genetic trends, scientific trends and marketing trends to provide our membership with the tools to succeed as Limousin breeders. The goal of the new Breed Improvement Committee is to help our membership become more engaged and to help them utilize these tools. Over the last six months we have put together a more formal Breed Improvement Committee. The biggest thing keep hearing from membership at meetings, events, or one on one is how can we sell more Limousin bulls to the commercial cattleman.

Some of the items the Breed Improvement Committee is going over are:

- Working on a more comprehensive CLA Member Handbook
- Speakers on different topics (marketing, data collection, genomics, and management) at Provincial Field Days, Provincial AGM's or Webinars
- National Limousin Fieldman
- Limousin Pre-Sort Sales
- Genotype Funding
- Elite Dam Program

Breed Improvement can cover a large area of topics. If you ever have any questions or ideas please feel free to call myself, one of the committee members or the CLA office. Let's become engaged in our breed to help ourselves succeed!

Submitted by Tim Andrew

Commercial Committee Report

2016-2017 has been another steady year of progress for the CLA Commercial Committee. The cornerstone program, our RFID tag program continues to grow with over 22,775 individual tags sold to date making it the most popular “other” breed tag program in Canada. Thanks to our supporters who value the opportunity to identify the Limousin genetic base in their stock. It has been brought to our attention that the contact list of tag buyers is a powerful opportunity to connect with our commercial breed supporters. With this feedback our Association can further develop programs to enhance their Limousin experience.

This past year our General Manager Tessa Verbeek attended the Livestock Markets Association of Canada (LMAC) Convention in Lethbridge, Alberta. Auction markets are an important hinge point in the cattle industry and this liaison is vital. A project we are piloting is a Limousin sale result reporting contest. Because it is typical for groups of Limousin sired cattle to top markets, we would like to reward the market who reports to us these exceptional results. To this end at the end of the fall and spring “runs” we will determine the highest selling lot for that period. That market will be “rewarded” by the Canadian Limousin Association with a gift basket that can be shared by the staff. In this small way, we can celebrate the success of our breed. Watch for our social media channels as results come in.

Plans are being made for a tour of the Ontario cattle feeding industry for 2018. Centered around the Ontario Cattle Feeders 20th Annual Convention in London, Ontario in early January, Limousin enthusiasts will tour Ontario feeding, cow/calf operations, and feed and packing plants who value the Limousin advantage in their production. Watch the fall Limousin Voice for complete details.

In a constantly evolving industry where the value of Limousin genetics in terms of increasing carcass yield are steadily being recognized, there has never been a greater time for this breed. As this value spreads throughout the industry the market for docile, functional, high yielding cattle will never be satisfied. It is with great pride I represent the commercial sector at the board and look forward to more success.



**2017 LMAC
Champion
Auctioneer
Darren
Rebalkin
with
sponsors
including
CLA General
Manager
Tessa
Verbeek.**

Submitted by Mark Angus

National Show & Sale Committee Report

As the National Show and Sale Committee Chairman it is my pleasure to update you with the happenings of the last year in National events.

The 2016 National Show was hosted by the Manitoba Limousin Association, which occurred at Manitoba's Ag-Ex in Brandon. The show was well attended by Western Canadian representation whether it be showing or spectating. The sale was also well attended with great support from exhibitors and local buyers. The 2016 National Show Judge was Garth Rancier. Judge Rancier did an excellent job with his selections in both the Lim-Flex and Purebred shows. Payne Livestock and B Bar Cattle had the National and Reserve National Champion bulls respectively with Greenwood Limousin and Boss Lake Genetics teaming up on both top females. The National Champion female Greenwood Pld Zoom Bloom

went on to be selected as the Supreme Champion Female of the 2016 Manitoba's Ag-Ex. Champion Lim-Flex female honours went to Ashele Mitchell, with Reserve female exhibited by Jaymarandy Livestock. Champion bull honors also going to Jaymarandy Livestock. I would like to express my thanks to the Manitoba Limousin Association and all of the sponsors for putting on a great event.

Congratulations to all of these exhibitors and a special mention goes to all exhibitors that make a point of furthering the representation of the breed via the show ring. This year's National Show will be hosted by the Alberta Limousin Association at Edmonton's Farmfair International, so look forward to an excellent event in 2017.



**RPY Paynes
Diesel**

**Exhibited by
Payne Livestock**



**B Bar Austin
Healey 4D ET**

**Exhibited by B
Bar Cattle**



**Greenwood Pld
Zoom Bloom**

**Exhibited by
Greenwood
Limousin, owned
with Boss Lake
Genetics**



**Cottage Lake
Code Blue**

**Exhibited by
Boss Lake
Genetics, owned
with Greenwood
Limousin**

Thank you to Manitoba for hosting!

C
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Masterfeeds Show Cattle of the Year Awards



The Canadian Limousin Association is pleased to partner with Masterfeeds in administering the Masterfeeds Limousin Show Cattle of the Year awards, which are determined based on a points system. *The Canadian Limousin Association and it's members thank Masterfeeds for their sponsorship!*

Canadian Limousin Show Bull of the Year



COTTAGE LAKE BIG STAR
Owned by Boss Lake Genetics & Skull Creek Ranches

Canadian Limousin Show Female of the Year



GREENWOOD PLD ZOOM BLOOM
Owned by Greenwood Limousin & Angus & Boss Lake Genetics

Canadian Limousin Show Sire of the Year



COLE ARCHITECT 08A
Canadian semen rights owned by Payne Livestock

Canadian Limousin Show Dam of the Year



GREENWOOD WISTERIALANE
Owned by Jayden Payne (Greenwood Limousin)

Award of Distinction

Mary Hertz & Family



Mary Hertz alongside husband Rick, and sons Brandon and Tyson (missing: Danny) presented with the CLA Award of Distinction by Tessa Verbeek at Canadian Western Agribition.

A second-generation Limousin operation, Ivy Livestock was the result of countless hours of dedicated time and effort by Rick and Mary Hertz and their sons Danny, Tyson and Brandon. Based out of Duchess, Alberta, Rick and Mary are now enjoying semi-retirement and working on building a new home near Sundre, Alberta.

The Ivy Livestock name has been involved in the Limousin breed since the early imports were brought into Canada. Always a strong force in the show or sale ring, Rick and Mary have shown and sold cattle in most regions of Canada and many a champion has been crowned from the Ivy herd at shows such as Calgary Stampede, Farmfair International and Canadian Western Agribition. Ivy Livestock has also exported genetics to numerous foreign countries and today there are tremendous Limousin cattle working in many herds that carry those sought-after Ivy Livestock genetics in their pedigree. For the Hertz's breeding, raising, showing and marketing their cattle was a family affair. Rick and Mary raised three fine young men who were not only avid participants in junior shows but also each played a vital role in the operation as a whole. Today, all three have gone on to do exceptionally well in each of their chosen paths.

Mary's investment in the Limousin breed extended well beyond her own operation. She served on the Canadian Limousin Board of Directors and was the first, and to this date only, female President in the years 2010 to

2011. She also acted as board liaison to the Canadian Junior Limousin Association and has been a true mentor to many junior members, and other breeders getting their start in Limousin cattle. Most recently, Mary was selected to be on the panel of five judges who judged the Alberta Supreme at this year's Farmfair International show in Edmonton, Alberta – a very deserving honour for an accomplished cattlegirl with an eye for the great ones!

Rick and Mary have now turned the page into the next chapter of their lives, and have sold the well-respected Ivy Livestock herd. Although we truly miss them as one of our premier breeders of Limousin genetics, we are very proud and grateful to have them as continued promoters and friends of the Limousin breed.

On behalf of the Canadian Limousin Association we are honoured to present Mary Hertz and her family with the 2016 CLA Award of Distinction.

Bill Campbell & Family



Bill Campbell alongside wife Lauren, daughters Courtney and Kaitlin, son in-law Cameron Nykoli, and grand daughters Madison and Rylee presented with the CLA Award of Distinction by Terry Hepper at the National Show & Sale in Brandon, MB.

It was during a visit to the Brandon Research Station where Bill and his father Glen were first introduced to the Limousin Breed. They were impressed by the six 'D' bulls which possessed more muscling than was available with the British breeds available at the time. They had been following the trend of AI-ing to various new continental breeds to improve their small Angus

Award of Distinction

commercial herd. They had been feeding all their calves to slaughter weight and sold them in Brandon at the local auction mart. The Limousin cross steers and heifers fit their program the best, topping the market on many occasions. The Limousin cross calves proved to make the most money of all the various breeds they had experimented with, so the decision was made to focus solely on Limousin genetics. The first Limousin purchase was in the fall of 1975 from Clement's Bar C at Russell, a satellite herd of the Brandon Research Station program. Dandin C CCA IE proved to be a wise decision as she produced many champions. Bill's sisters were involved in 4-H and with Bill's passion for showing, the late 1970s provided many opportunities to exhibit their percentage Limousin cattle at various shows and 4-H achievements. It was a popular time for fat steer classes and Bill had success in both live and carcasses classes with their home-grown steers. The highlights being Grand Champion Carcass Steer at the Royal Manitoba Winter Fair and of course Gretzky, a purebred steer who had won many jackpot classes and won the \$10,000 Carcass Class at the Canadian Western Agribition. Thus, the stage was set and the program continued with AI and herd improvement.

Ron Sangster approached Bill to become involved in the Manitoba Limousin Association and in the fall of 1976 Bill became a director on the MLA; a position he has held for 41 years holding the office of President numerous times. This involvement led to his appointment to the CLA Board of Directors in 1994. He served two six year terms and was Vice President twice and served as President for 2011-12. Bill was also the Breed Improvement Chairman attending three Beef Improvement Federation Conventions in the USA, the Limousin breed rep for Manitoba Livestock Expo and attended the International Limousin Congress in both Denmark and Ireland. Early on the bulls were marketed mostly by private treaty and the heifers were retained for building herd numbers. In the early 1990s bulls were consigned to the RMWF Bull Sale. Many breed champions were received and a highlight was being awarded Supreme Champion Bull in 1996. This was the only Limousin bull to win and was awarded this title to a full house of over 5,000 spectators. Joint bull sales with Diamond T Limousin, Cochrane Stock Farms and Hidden Valley Limousin were held in the early 2000s with females marketed through Progressions, Treasure

Chest and Agribition sales. The HomeGrown Bull Sale began in 2004 and was held for 10 consecutive years and again in 2017. The farm was honored to receive the Grand Champion Bull at the 1997 Polled Congress held in Regina. Cattle have been marketed throughout Canada (8 provinces), the USA and Mexico.

Showing has been an integral part of the Limousin herd. Many champion awards have been received but the greatest satisfaction is the breeder fellowship, the discussions after an intensive competitive show and the personal satisfaction of being part of something to help promote the Limousin breed. Bill has participated numerous times in the RBC Supreme at Agribition and is especially proud of these accomplishments as it is an opportunity to compete against his peers and some of the best cattle in the world. Bill has exhibited at every Manitoba Ag-Ex but one and regularly at CWA. Bill and Lauren along with daughters Courtney and Kaitlin spent many summers showing cattle at local fairs, field days and Junior shows. The girls were active in 4-H as well as the provincial and national Junior Limousin programs. Bill and Lauren continued to support the Junior Limousin events after the girls graduated as they truly believe these programs are instrumental in developing the youth for their future careers. Kaitlin married Cameron Nykoliati and they currently have their own livestock operation known as NYK Cattle Company. Courtney recently completed her Masters and lives and works in Manitoba.

Bill and Lauren are active in the community serving on various volunteer committees. Since retiring from the CLA Bill has become more active in the provincial lobby group Keystone Agricultural Producers (KAP). He serves on the Board of Directors, is Chair of the Livestock Committee, is Nominations Chairman and was recently appointed Vice-President. They are also kept busy and entertained loving two beautiful grand daughters Madison and Rylee Nykoliati. It is through Bill's involvement with the provincial and national Limousin boards that he has seen the merit and value of the programs that these associations provide. He has been a strong advocate of data collection and submission to the Limousin gene pool. Bill is very proud to be the oldest membership of the CLA with Platinum Herd status and have three females in the Elite Dam program. He stands by the statement, "The most beneficial way to make genetic improvements is to 'measure the traits'."

Past Award of Distinction Honorees

1990: Lloyd Atchison (CLA Distinguished Service Award)	2000: Ron † & Marg Sangster Mark Cressman & Simone Peta	2007: Roger † & Anne Mawer Hugh Filson
1996: Allan † & Sammy Parke Walter Shatto † Ernie † & Wilma Tedford Christina Baumann Massie Jim & Ruth McBride Norm & Joyce McNally	2001: Angus Campbell Frank & Darlene Edwards	Alton & Shirley McKay
1997: Glen Powell † Harald Gunderson † Bill Perry	2002: Don Matthews † Stan & Pat Cochrane	2008: Andre Lussier Rob & Marci Matthews
1998: Mickey Collins † Jeanne & Ray Locke † Wilbur & Melva † Stewart	2003: Ben & Kathryn Plumer † Bill & Marg † Karwandy Jack & Eleanor Ward	2009: Kym & Carole Anthony Lorne & Flossie Bodell Don & Lorna Downie
1999: Marvin & Mary Latimer Dave † & Sherrie McNally Bernard & Mona Payne	2004: Clarence & Shirley Ackert Bob Garner † Louis de Neuville †	2011: Wayne & Anne McPhail 2013: Leone Karwandy-Hagel † 2014: Martin & Donna Bohrsen 2015: Lynn Combest
	2005: Dale † & Carole Barclay John & Doreen Knight	2016: Mary Hertz & family Bill Campell & family
	2006: Gordon Meadon	

† Denotes Deceased

Elite Dams

The Elite Limousin Dam Program identifies the very top Limousin cows in the Canadian population. The ideal female is described as one that calves every year without assistance, weans a big calf thanks to her high milk production and possesses a temperament that makes her pleasant to work with.

All Fullblood, purebred, or percentage registered Limousin females on Whole Herd Enrolment, the year of Elite designation, are eligible. Once a Limousin cow is designed Elite or Super Elite, that recognition stays with her forever. Only registered progeny will be taken for account.

Criteria: Must have raised at least 4 registered calves in the last 6 consecutive years. If the female raised 6 registered calves in 6 years, she receives Super Elite status. Must have above breed average EPD for weaning weight, milk and docility. Must have below breed average EPD for birth weight.

Limousin Cows Designated Elite Dams in 2016

Owners	Elite Dam	Tattoo	Super Elite Designation
Bar 3R Limousin, Marengo, SK	Bar 3R Yacketty Yak	ZKR 51Y	
Bee Zee Acres, Glencoe, ON	Belldoon Dawson 139S	MLY 139S	
Clark Cattle, Port Hope, ON	DKC Wild Lavender	CDC 100W	
Fritz & Sandra Othberg, Summer Field, NB	Othbergs Xcell	FFP 14X	
Ken-Doc Limousin, Saskatoon, SK	Ken-Doc Sweet Pea	KGS 2S	
Murphy Ranch, Altario, AB	Murphy's 39X	FCM 39X	
Pinnacle View Limousin, Quesnel, BC	TMF Miss 2X	TMF 2X	
R & R Acres, Airdrie, AB	R & R Milkmaid 9X	RRA 9X	
Rail Line Farms, Lucknow, ON	RLF 409W	RLF 409W	
Rail Line Farms, Lucknow, ON	TMF 708T	TMF 708T	
Richmond Ranch Ltd., Rumsey, AB	Richmond Yuki SRD 36Y	SRD 36Y	
Top Meadow Farms, Clarksburg, ON	TMF Miss 122U	TMF 122U	
Top Meadow Farms, Clarksburg, ON	TMF Miss 721W	TMF 721W	
Top Meadow Farms, Clarksburg, ON	TMF 525T	TMF 525T	2016

Elite Herds

2016 Platinum Elite Herds

24174	ALLAN & DOROTHY MARTIN	LISTOWEL	ON
7429	AMAGLEN LIMOUSIN	DARLINGFORD	MB
134389	AMANDA HAMILTON-SEWARD	DARLINGFORD	MB
7456	B BAR CATTLE	LUCKY LAKE	SK
28756	BENVILLE FARM	HAGERSVILLE	ON
3723	CAMPBELL LAND & CATTLE INC.	MINTO	MB
136560	CARPENTER CATTLE CO.	HANLEY	SK
25558	CLARK CATTLE	PORT HOPE	ON
8445	JAYMARANDY LIMOUSIN	ROBLIN	MB
26451	JAYMARANDY LIVESTOCK	BEAUSEJOUR	MB
5689	J. YORGA FARMS LTD	FLINTOFT	SK
5370	MARK SUGIMOTO	LETHBRIDGE	AB
16772	POSTHAVEN LIMOUSIN	ALMA	ON
23132	R & R ACRES	AIRDRIE	AB
5102	SOUTHBRIDGE LIMOUSINS	LETHBRIDGE	AB
26513	TOP MEADOW FARMS	CLARKSBURG	ON
138642	WINDY GABLES LIMOUSIN	WARKWORTH	ON

2016 Gold Elite Herds

6592	AFTER HOURS LIMOUSINS	TARA	ON
28119	AMANDA MATTHEWS	BRAGG CREEK	AB
141157	ARCON CATTLE COMPANY	ALLISTON	ON
7912	ARLEY CATTLE CO.	ALLISTON	ON
91447	BALAMORE FARM LIMITED	GREAT VILLAGE	NS
18424	BEE ZEE ACRES	GLENCOE	ON
138328	CARLSRUHE CATTLE COMPANY	CARLSRUHE	ON
140042	CHASE HIGH	AIRDRIE	AB
140934	CROWN HILL ACRES	OMEMEE	ON
10177	D C FARMS	BARRHEAD	AB
133408	DIAMOND C RANCH	PONOKA	AB
136650	EMILY GIBSON	RIPLEY	ON
134157	ERIN KISHKAN	QUESNEL	BC
13535	EXCEL RANCHES	WESTLOCK	AB
139978	FERME SDJ POLLED LIMO	NAPIERVILLE	QC
137929	FORT ELLICE LIMOUSIN	ST-LAZARE	MB
17863	FOUILLARD LIMOUSIN	THORSBY	AB
7928	FRITZ & SANDRA OTHBERG	SUMMER FIELD	NB
20365	GIBSON FARMS	RIPLEY	ON
140196	HAYSTACK ACRES	HARROW	ON
4435	HIGH CATTLE COMPANY	AIRDRIE	AB
1087	HIGHLAND STOCK FARMS	BRAGG CREEK	AB
5594	HILLVIEW FARMS	STURGEON COUNTY	AB
16187	HI-VALLEY LIMOUSIN	100 MILE HOUSE	BC
15023	HI-WAY LIMOUSIN	BETHUNE	SK
18678	HOLLEE LIMOUSIN	JANETVILLE	ON
140252	LAZY A LIMOUSIN	CANDO	SK
133748	LAZY A LIMOUSIN	CANDO	SK
140253	LAZY A LIMOUSIN	CANDO	SK
135055	LINGLEY LIMOUSIN	IRMA	AB
26211	LOYAL LINE LIMOUSIN	GODERICH	ON
4318	L&S LIMOUSIN ACRES	KENTON	MB
139032	MARTENS LIVESTOCK	STRASBOURG	SK
28896	NEW LIFE LIMOUSIN	HANOVER	ON
4009	NORDAL LIMOUSIN	SIMPSON	SK
140993	NORFOLK CATTLE	TILLSONBURG	ON
141378	NYK CATTLE COMPANY	DOUGLAS	MB
4749	PAYNE LIVESTOCK	LLOYDMINSTER	SK
19557	PINNACLE VIEW LIMOUSIN	QUESNEL	BC
139907	REVOLUTION CATTLE CO.	HANOVER	ON
5941	RICHMOND RANCH LTD	RUMSEY	AB
14484	ROBERT C. MATTHEWS	BRAGG CREEK	AB
28960	RUNAWAY RANCH	BENTLEY	AB
3438	RUNNYMEDE FARMS	MATAPEDIA	QC
10103	SHORT GRASS LIMOUSIN	SWIFT CURRENT	SK
140577	SKULL CREEK RANCHES	EASTEND	SK
140325	SPARE TIME LIVESTOCK	OXFORD MILLS	ON
141022	TRUE NORTH LIMOUSIN	SUNDRE	AB
6467	TWIN OAK STABLES	TREHERNE	MB
20270	VENTURE LIVESTOCK ENTERPRISES	CARSTAIRS	AB
29019	WRIGHT WAY LIMOUSIN	BOISSEvain	MB
138499	ZWAMBAG CATTLE COMPANY	GLENCOE	ON

2016 Silver Elite Herds

22759	3 RIDGE FARMS	OWEN SOUND	ON
25311	ADELE & SHAUN WALSH	BON ACCORD	AB
12094	ANCHOR B LIMOUSIN	HANLEY	SK
6661	BAR 3R LIMOUSIN	MARENGO	SK
11583	BLUE DIAMOND LIMOUSIN	MCKAY SIDING	NS
8571	BOSS LAKE GENETICS	PARKLAND COUNTY	AB
1848	CAROLE BARCLAY	ERSKINE	AB
139502	CASSIDY MATTHEWS	OLDS	AB
2413	COMBEST LIMOUSIN FARM	ERSKINE	AB
141130	CRINAN FARMS	WEST LORNE	ON
140874	CROSSING CREEK CATTLE	STURGEON COUNTY	AB
8056	DALE E. TURNER	SASKATOON	SK
140007	DARLING FARMS	CASTLETON	ON
138846	DE JAGER LIMOUSIN CATTLE CO	ROLLING HILLS	AB
24350	DENISON LIMOUSIN	KINGSTON	ON
141422	DOUBLE B CATTLE CO.	UNITY	SK
4660	DOUBLE N RANCH	VETERAN	AB
3617	EDEN MEADOWS FARM	ZEHNER	SK
1079	E M TEDFORD & SONS	ESTEVAN	SK
9473	FERME A.T.J.C.L.A.	ST-HYACINTHE	QC
6432	FERME DES PEUPLIERS SENC	ST-GABRIEL	QC
19192	FERME D.M. SIMARD S.E.N.C.	STE-SOPHIE-DE-LEVRAR	QC
7052	FERME MCDUFF ET FILS SENC	MANSONVILLE	QC
138198	HAWKEYE LAND AND CATTLE	NORWICH	ON
7383	HOCKRIDGE FARMS	DAUPHIN	MB
141396	HOLT N. HAYWOOD	BRAGG CREEK	AB
19197	JEFFREY GUTEK	HENDON	SK
141352	JONATHAN BELL	OWEN SOUND	ON
139708	KAITLYN DAVEY	WESTBOURNE	MB
27531	KASH FARMS	VALLEYVIEW	AB
135117	MITCHELL FARMS	VIRDEN	MB
138764	NEW FRONTIER LIMOUSIN	AILSA CRAIG	ON
10518	NOR-ALTA LIMOUSIN	KINUSO	AB
139423	NORTH PLAINS LIMOUSIN	BETHUNE	SK
1756	NORTH SLOPE FARMS INC.	BAWLf	AB
7390	PINE CREEK LIMOUSIN	KENTON	MB
6156	RICKY BARCLAY	ERSKINE	AB
141177	RILEY BOHRSON	HANLEY	SK
28135	RIVERSTONE CATTLE COMPANY	OLDS	AB
23785	ROCK CREEK LIMOUSIN	RENFREW	ON
141388	ROCKY RIDGE LIMOUSIN	WINFIELD	AB
20356	SPRING ROCK FARMS	HAGERSVILLE	ON
1083	STEWART FARMING LTD	STETTTLER	AB
6168	STONEVIEW FARM	LOCKWOOD	SK
5493	TERRY BARCLAY	ERSKINE	AB
5327	TRIPLE D FARM ENTERPRISE	THORNDALE	ON
140581	TRIPLE HERD LIMOUSIN	BENTLEY	AB
7668	YOUNG LIMO FARMS	ENNISMORE	ON

2016 Bronze Elite Herds

141796	777 CATTLE LTD.	STETTTLER	AB
6847	ALBERTVIEW LIMOUSIN FARMS	MOUNT ALBERT	ON
24190	ALEXANDER DAVENPORT	MELBOURNE	ON
25285	ALEXIS BARR	VERMILION	AB
24738	ALLAN & LORRIE MATTIE	MIRROR	AB
8829	ALLEN R. DOUGLAS	PETROLIA	ON
7716	ALTABARR FARMS	VERMILION	AB
1452	ANDREW RANCHES	YOUNGSTOWN	AB
141671	ANDREW RANCHING LTD.	TILLEY	AB
139920	ANGUS SMYTH	ROBLIN	MB
139987	ANNAMARIE & ELISABET STUDER	CLIFFORD	ON
13962	ANNE DYCK	SWIFT CURRENT	SK
141224	ASHLEIGH LOWE	FLESHERTON	ON
21934	BEAR CREEK FARM	MOORETOWN	ON
139717	BENJAMIN MCCORD	FT ST-JOHN	BC
133623	BFL CATTLE CO.	GRAND VALLEY	ON
135217	BILL ARTHUR	INVERARY	ON
139603	BIT BY BIT FARM	INVERARY	ON
5328	BLUEBERRY FARMS TRUST	FORT ST. JOHN	BC
9720	BOOTHVILLE FARMS	MARKDALE	ON
28253	BRANDON HERTZ	DUCHES	AB

Elite Herds

140093	BRENDAN ROFFEY	MOUNT ALBERT	ON	133940	LAIRD EDWARDS	CRAIK	SK
133371	BRIAN MURPHY	CAROLINE	AB	8192	LAKE ROAD LIMOUSIN	WORSLEY	AB
137208	BRODIE HUNTER	KENTON	MB	139604	LAKESIDE FARMS	DURHAM	ON
7061	BUCK CREEK LIMOUSIN	DRAYTON VALLEY	AB	8577	LAKESIDE LIMOUSIN	YELLOW HEAD COUNTY	AB
22603	CARLTON TRAIL LIMOUSIN	DUCK LAKE	SK	21130	LANARK LIMOUSIN	LANARK	ON
2773	CEDAR PATCH ACRES	LISTOWEL	ON	141613	LAURAL LIMOUSIN	FERGUS	ON
25367	CHAD HUNT	PAKENHAM	ON	4697	LAURKEL LIMOUSIN	PRINCE GEORGE	BC
15179	CHERWAY LIMOUSIN	SANFORD	MB	13116	LAZY S LIMOUSIN	RIMBEY	AB
7990	CINDY & ROBBIE GARNER	SIMPSON	SK	24678	LAZY T BAR RANCH	BAY TREE	AB
135862	CJC CATTLE COMPANY	CARP	ON	11704	LESLIE & DEB FALCONER	CLINTON	ON
139803	COLBY JAMES GERALD LABIUK	KITSCOTY	AB	135305	LG LIMOUSIN	VIRDEN	MB
9267	CORAD FARMS	PAKENHAM	ON	23029	LOST POINT LIMOUSIN	GIBBONS	AB
27292	CORY & GLENNA HUNT	PAKENHAM	ON	13421	L. & S. CRAIG & FAMILY	NORTH TYRON	PE
140857	CREEK SIDE FARMS	ATWOOD	ON	141197	MADISON FARMS N	ORTH AUGUSTA	ON
133832	CRESTHILL CATTLE CO.	PROVOST	AB	5250	MAPLEHURST FARMS	WESTBOURNE	MB
141257	C W VALLEY FARM	INVERARY	ON	18659	MCNEIL LIMOUSINST-MARC	FIGURY	QC
137807	DANA CARPENTER	HANLEY	SK	4384	MERLIN J. REDMOND	HARTINGTON	ON
8530	DAVID HAGEL	CABRI	SK	23229	MERV & DIANE SPRINGER	FOAM LAKE	SK
15475	DAWN VALLEY CATTLE CO	GUNN	AB	139716	MICHEALA MCCORD	FT ST-JOHN	BC
138884	DENVER CASSIDY	TWEED	ON	9694	M & M RANCH	QUESNEL	BC
5615	DIAMOND T LIMOUSIN	KENTON	MB	133596	MURPHY RANCH	ALTARIO	AB
137209	DILLON HUNTER	KENTON	MB	25630	NEIL BROWN	LITTLE BRITAIN	ON
3039	DOUBLE D FARMS LTD.	WATERLOO	ON	140446	NITH VALLEY LIMOUSIN	AIRDRIE	AB
8518	DRY CREEK RANCH	CECIL LAKE	BC	27495	NOBLE LIMOUSIN	ST-BASILE DE PORTNEU	QC
139286	DRY CREEK RANCH	CECIL LAKE	BC	18299	NORMAND GARNEAU	BOUCHETTE	QC
139287	DRY CREEK RANCH	CECIL LAKE	BC	140006	NORTHERN LIGHTS LIMOUSIN	WILLINGDON	AB
140264	DRY CREEK RANCH	CECIL LAKE	BC	10402	NORTH SLOPE FARMS	CZAR	AB
140838	EAST COAST LIMOUSIN	GREAT VILLAGE	NS	21825	OAK RIDGE LIMOUSIN	MORDEN	MB
5792	EDWARDS LIMOUSIN	CRAIK	SK	23096	ORBIT VALLEY LIMOUSIN	INVERARY	ON
141090	ELEVAGES DENCY	STE-ANNE DU SAULT	QC	138675	PEPINIERE JANELLE & FILS INC.	ST-GERMAIN GRANTHAM	QC
15643	ELIAN LIMOUSIN	ARELEE	SK	8556	PINCH HILL LIMOUSIN	STITTSVILLE	ON
27889	ELM GROVE LIMOUSIN	ELORA	ON	16891	PINE HAVEN FARM	CARP	ON
9640	EMPIRE LIMOUSIN	BLUFFTON	AB	139275	PLAINS LIMOUSIN	WAINWRIGHT	AB
29018	FERMES BLB S.E.N.C.	DANVILLE	QC	133399	PLAINS LIMOUSIN	WAINWRIGHT	AB
25391	FERME TI-NOEL	MACAMIC	QC	140732	PLAINS LIMOUSIN	WAINWRIGHT	AB
139654	FRANCISCO FARMS	ERAMOSA	ON	16948	PRAIRIE PRIDE STOCK FARM	VEGREVILLE	AB
29253	GERARD CLAIR	ELGIN	ON	136050	PRESTON ACRES LIMOUSIN	PONTYPOOL	ON
23329	GERRY VILLENEAU	KELLIHER	SK	18741	QUALLY-T LIMOUSIN	ROSE VALLEY	SK
6028	GLEN IRVINE	SMITHS FALLS	ON	137792	RAIL LINE FARMS	LUCKNOW	ON
1577	GOOD LIMOUSIN RANCH LTD	CARSTAIRS	AB	138623	RAILWAY CREEK FARMS	MADOC	ON
140807	GRANT LIVESTOCK COMPANY	MARKDALE	ON	6102	RAYMOND AND KATHLEEN SMART	MEAFORD	ON
3526	GREENWOOD LIMOUSIN	LLOYDMINSTER	SK	140672	RCN LIVESTOCK	PARADISE HILL	SK
13747	G.SMART & T. ALEXANDER	MEAFORD	ON	138312	RED MAPLE FARMS	ORONO	ON
141544	HABSBURG FARM	CURRAN	ON	133337	RED WING CATTLE COMPANY	ARNPRIOR	ON
3880	HANSEN'S LIMOUSIN	ENTWISTLE	AB	12135	RICHARD PLANTE	ST-BARTHELEMY	QC
139826	HEWSON LAND & CATTLE	EUTKNIFE	SK	13865	RILLA HUNTER	KENTON	MB
7343	HEWSON LIMOUSIN	LASHBURN	SK	140961	RIVER PINE CATTLE CO.	VITA	MB
7577	HIGHWAY LIMOUSIN	PARKBEG	SK	136441	ROARING RIVER LIMOUSIN	SWAN RIVER	MB
28892	HOCHHAUSEN LIVESTOCK ENT.	EDMONTON	AB	139240	ROCKY VIEW LIVESTOCK	ROCKY VIEW	AB
138272	HORIZON LIMOUSIN	ROCKYVIEW	AB	141610	ROMAIN-BERTHELOT	MARIA	QC
2854	IMPERIAL RANCH LTD.	STETTLER	AB	141315	SAMANTHA KENNEDY	OMEMEE	ON
135779	JADE LIMOUSIN	GUELPH	ON	16455	SCOTT BARR	VERMILLION	AB
13868	JAMES & WANDA LABIUK	KITSCOTY	AB	5497	SCOTT & JACQUELINE PAYNE	LLOYDMINSTER	SK
27193	JANELLE E. LABIUK	KITSCOTY	AB	134362	SELBY GENETICS	SELBY	ON
138772	JAXON PAYNE	LLOYDMINSTER	SK	4847	SMART LIMOUSIN	MEAFORD	ON
28338	JAY-DEAN & TODD SMYTH	ROBLIN	MB	140361	SQUIRREL CREEK LIMOUSIN	MACGREGOR	MB
138531	JAYDEN PAYNE	LLOYDMINSTER	SK	8310	STONERIDGE MEADOW	ORO-MEDONTE	ON
133978	JEAN-PIERRE CHARLEBOIS	MONTEBELLO	QC	139052	SUNSET FARMS	PICTON	ON
140608	JEAN POIRIER	SALABERRY DE VALLEYF	QC	140925	SYMENS LAND & CATTLE	CLARESHOLM	AB
140619	JL LIMOUSIN	MACKLIN	SK	140916	SYMENS LAND & CATTLE CO.	CLARESHOLM	AB
26620	JOEY & MARCI LABIUK	KITSCOTY	AB	141666	TGJ CATTLE CO.	SINCLAIR	MB
3138	JOHN F. MCKEE & SONS	LISTOWEL	ON	10112	THREE WAY LIMOUSINS	LAKE FRANCIS	MB
26623	JONES CATTLE CO	MORSE	SK	138282	TIM DAVEY	WESTBOURNE	MB
14834	JR'S LIMOUSIN	PLYMPTON-WYOMING	ON	27452	TOP OF THE HILL FARM	SOUTHAMPTON	NS
139925	JULES SMYTH	ROBLIN	MB	16151	TRIPLE A FARMS	CARLETON PLACE	ON
141441	JUSTIN MCCORD	FORT ST-JOHN	BC	12144	TRIPLE R LIMOUSIN	MACGREGOR	MB
138538	KAREN & BETHANY STOREY	NAPANEE	ON	27413	VERBEEK'S LIMOLEAN FARM	STURGEON COUNTY	AB
141427	KEILER CHERRY	LLOYDMINTER	AB	139564	VYKKI JOHNS	RIMBEY	AB
13561	KEN-DOC LIMOUSIN	SASKATOON	SK	29272	WAGNER LIVESTOCK	CHERRILL	AB
139608	KEVLON LAND & CATTLE	TABER	AB	15864	WILLOWCREST LIMOUSINS	LAC LA BICHE	AB
136586	KODY ROWE	WORSLEY	AB	138381	YVES TREMBLAY	ST-CHRYSTOSTOME	QC
7200	KOYLE FARMS	IONA STATION	ON	139362	ZACKARY A BINTZ	KITSCOTY	AB
133412	KRISTINE PAUL-BARCLAY	ERSKINE	AB	26375	ZAMORA RANCH	ROCK CREEK	BC
135971	KURT & ERIN ROSSMANN	QUESNEL	BC				

Advertising & Promotion

The Canadian Limousin Association focused our 2016 advertising and promotion endeavours on the following to maximize exposure for the breed and add value for our membership:

Canadian Cattlemen Magazine: A card ad is in every issue and a double page spread is in four issues with space for CLA members to list their operation for \$400 (limited spots available).

TODAY'S LIMOUSIN THE BREED FOR TODAY'S CATTLEMEN

“Being involved in all aspects of the beef business has taught me that there are many valuable traits that are needed in order to produce healthy, profitable and profitable beef. No breed satisfies as many of these requirements as today's Canadian Limousin, who have now managed to bring us the best of both worlds. I believe in the most profitable breed in the world.”
Matthew Webster, Webster's Cattle Co.

ATTENTION CATTLEMEN Marketing Limousin influences demand. Let them know how the CLA members and their operations are Limousin breed today!

AMALIE LIMOUSIN
Donna & Bruce Hamilton
Box 100, Highway 101
Saskatoon, SK S7N 1A1
Tel: 306-975-1234
www.amalieslimousin.ca

ANDREW BARNES
Box 100, Highway 101
Saskatoon, SK S7N 1A1
Tel: 306-975-1234
www.andrewbarnes.ca

BEILIE ACES
Box 100, Highway 101
Saskatoon, SK S7N 1A1
Tel: 306-975-1234
www.beilieaces.ca

CLARE CATTLE
Donna & Bruce Hamilton
Box 100, Highway 101
Saskatoon, SK S7N 1A1
Tel: 306-975-1234
www.clarecattle.ca

ELIZABETH BARNES
Box 100, Highway 101
Saskatoon, SK S7N 1A1
Tel: 306-975-1234
www.elizabethbarnes.ca

FRANKIE LIMOUSIN
Box 100, Highway 101
Saskatoon, SK S7N 1A1
Tel: 306-975-1234
www.frankielimousin.ca

ROBERTA LIMOUSIN
Box 100, Highway 101
Saskatoon, SK S7N 1A1
Tel: 306-975-1234
www.robertalimousin.ca

STANLEY LIMOUSIN
Box 100, Highway 101
Saskatoon, SK S7N 1A1
Tel: 306-975-1234
www.stanleylimousin.ca

THE LIMOUSIN ASSOCIATION
Box 100, Highway 101
Saskatoon, SK S7N 1A1
Tel: 306-975-1234
www.canadianlimousin.ca

Canadian Cattlemen Bull Buyer's Guide (distributed to over 103,000 people): a one page advertisement is in both the mid-January and late February issues with space for CLA members to list their operation for \$100 per issue (limited spots available).

Take advantage of free money in your pocket — Boost your hybrid vigour

USE A LIMOUSIN BULL

“No breed can make my cow as much money as the Limousin breed.”
Greg Appleyard, STRATFORD, ON

AMALIE LIMOUSIN
Donna & Bruce Hamilton
Box 100, Highway 101
Saskatoon, SK S7N 1A1
Tel: 306-975-1234
www.amalieslimousin.ca

ANDREW BARNES
Box 100, Highway 101
Saskatoon, SK S7N 1A1
Tel: 306-975-1234
www.andrewbarnes.ca

BEILIE ACES
Box 100, Highway 101
Saskatoon, SK S7N 1A1
Tel: 306-975-1234
www.beilieaces.ca

CLARE CATTLE
Donna & Bruce Hamilton
Box 100, Highway 101
Saskatoon, SK S7N 1A1
Tel: 306-975-1234
www.clarecattle.ca

ELIZABETH BARNES
Box 100, Highway 101
Saskatoon, SK S7N 1A1
Tel: 306-975-1234
www.elizabethbarnes.ca

FRANKIE LIMOUSIN
Box 100, Highway 101
Saskatoon, SK S7N 1A1
Tel: 306-975-1234
www.frankielimousin.ca

ROBERTA LIMOUSIN
Box 100, Highway 101
Saskatoon, SK S7N 1A1
Tel: 306-975-1234
www.robertalimousin.ca

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Box 100, Highway 101
Saskatoon, SK S7N 1A1
Tel: 306-975-1234
www.stanleylimousin.ca

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www.canadianlimousin.ca

Provincial Limousin Association Advertising: The CLA supports many provincial Limousin associations through advertising in their material such as the ALA calendar, Manitoba Beef Producers Cattle Country Newspaper (co-op ad with MLA), OLA dayplanner, etc. Contact the CLA for more information on how we will support your provincial advertising and promotion efforts.

CLA Website, Facebook & Twitter: Information on website such as upcoming events, blog posts, etc. updated regularly. Daily posts on Facebook and/or Twitter to promote/showcase Limousin, advertise upcoming member and industry events, share information relevant to Limousin breeders and cattle industry, promote and encourage junior participation, etc.

In person attendance at events: CLA General Manager Tessa Verbeek attended member's bull and female sales as well as numerous shows such as Olds Fall Classic, Farmfair International, and Canadian Western Agribition to promote the Limousin breed. Attendance at industry conferences and events is also an important aspect of keeping our breed in the forefront. Limousin promotional material was at the CBBC booth at events such as the Alberta Beef Industry Conference, Calgary Stampede Cattle Trail and Canadian Beef Industry Conference. The CLA has also provided numerous industry events and shows with CLA promotional items to include in registration packages, hand out as prizes, etc.

Sponsorship: In 2016 the CLA sponsored the T Bar Invitational Golf Tournament, Livestock Markets Association of Canada (LMAC) Convention/Auctioneer Competition, Livestock Gentec Field Day and Livestock Gentec Annual Conference. Corporate international memberships were taken out at Farmfair International and Canadian Western Agribition, allowing Canadian Limousin to be promoted to international visitors at these shows.

The CLA is striving to maximize positive exposure of the Limousin breed by utilizing a variety of marketing avenues and endeavouring to do so in the most cost effective way. We must ensure our presence is there alongside other major Canadian beef breeds in the appropriate publications and at key events while finding ways to set ourselves apart.

Limousin Voice Magazine

The Limousin Voice Magazine is the official publication of the Canadian Limousin Association. It is published three times per year; late winter (herd bull issue), fall (show and sale issue) and Christmas (herd bull & early bull sale issue). Approximately 2,000 households across Canada as well as international subscribers receive each of the three issues. All commercial bull buyers from the past three years also receive a complimentary copy provided the bull they purchased was transferred to them (otherwise the CLA doesn't know who they are or their mailing address!).

Advertising in the Limousin Voice magazine remains as an integral part of the marketing programs of many of the most successful Limousin operations in Canada. If you are already advertising in the Limousin Voice – thank you, we value our advertisers greatly! If you do not advertise in the Limousin Voice I would urge you to consider supporting your breed publication by taking out an advertisement in an issue, or better yet contract for the entire year and save yourself some money on a contract discount!

We are continually working to provide our readership with interesting, relevant editorial, complete show and sale results, and a variety of other content in addition to advertising. We feel that this makes the Limousin Voice magazine a “must read” for all Limousin breeders! As with all publications, the amount of quality editorial goes hand in hand with the amount of advertising – without advertising to pay for the magazine, we are financially limited in what we can include for content in

the magazine. Therefore, your support of the magazine, via advertising and your annual subscription of \$35, is essential to the continued success of the Limousin Voice. In 2016, Today's Publishing was asked to give the Limousin Voice a bit of a facelift in terms of a more consistent, professional layout and design. We hope you are happy with this slight update to the look of your breed publication. We appreciate the team at Today's Publishing and editor Bryan Kostiuk for the work they do in coordinating with advertisers and putting our magazine together.

DEADLINES

Fall Sale & Show Issue

Booking	September 20
Material	September 30
Camera Ready	October 5

Christmas Herd Bull & Early Bull Sale Issue

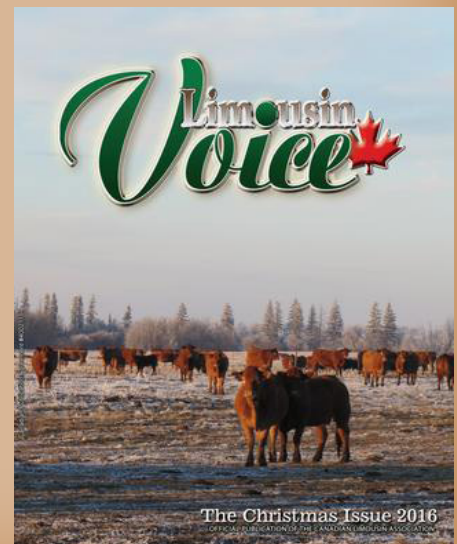
Booking	November 20
Material	December 1
Camera Ready	December 6

Winter Herd Bull Issue

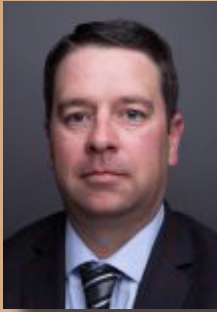
Booking	January 15
Material	January 25
Camera Ready	February 2

RATES

Outside Back Cover	\$1,250.00
Inside covers	\$1,150.00
Full Page	\$1,000.00
1/2 Page	\$650.00
1/4 Page	\$375.00
Card Ads	\$250.00
Contract Rate 10% off (with signed yearly contracts)	
15% off on multiple pages taken by contract advertisers in any issue	



Canadian Beef Breeds Council Report



Michael Latimer
CBBC Executive Director

On behalf of the membership, board and staff at the Canadian Beef Breeds Council, we are pleased to present our 2017 briefing report to the Canadian Limousin Association (CLA). Our mandate is to ensure representation for the Canadian purebred beef cattle sector both domestically and internationally. The Canadian Beef Breeds Council will continue to engage and work with industry groups, government agencies and other valued partners in an effort to increase the profitability of the industry.

A focus on the connecting the industry...

A continuation of our efforts surrounding the National Beef Strategic Plan has been the development of the Canadian Beef Industry Conference, which will be held once again in Calgary from August 15-17, 2017. This conference consolidated a number of events and sessions that were previously held independently of each other as industry groups have identified value in working together. The CBBC is proud to be a partner in the event and encourage purebred breeders to attend. It was a great opportunity to network with commercial cattle producers, feedlot owners, packers, retailers and more. There will be several sessions geared toward beef cattle production that were relevant to both purebred and commercial producers. We are all looking forward to the 2017 conference.

A focus on growing our markets...

International markets are essential to long term



CBBC Board of Directors and Staff 2017-2018

*David Sibbald, Rob Smith, Rod Remin, Jay Cross, Stephen Scott,
Bruce Holmquist, Reed Rigney, Roger Peters, John Crowley,
Garner Deobald, Tessa Verbeek, Doris Rempel, Mel Reekie, Michael Latimer*

profitability in the purebred sector and as such the CBBC will continue to develop new opportunities and maintain current markets. In 2016, we had the distinct pleasure of hosting the Honorable Lawrence MacAulay, the Canadian Minister of Agriculture, and formally announced \$2.588 million through the AgriMarketing program for the promotion of Canadian beef cattle genetics around the world. This funding will be utilized over 3 years in a combined effort from breed associations, livestock export companies and livestock exhibitions. This operational plan will focus our efforts in key markets where there is the greatest opportunity to market our world leading genetics.

A focus on continual genetic improvement...

One of the components of the National Beef Strategic Plan is continual genetic improvement of the national beef herd. The industry has looked to the purebred sector to deliver results as any true genetic change will start with its seedstock. The CBBC received funding from Agriculture Agri-Food Canada under the CAAP program for \$1.0 million dollars that will be used to encourage producers to adopt genomic technology. Breed Associations have developed specialized programs that suit the needs of their breeders with most offering a reduced cost for genomic testing.

A focus on the domestic market...

The importance of the domestic cattle market is often overlooked. The majority of purebred genetics are sold within Canada to purebred and commercial cow/calf producers. The purebred industry needs to not only ensure that our pedigree and performance data is accurate, but that we incorporate world leading scientific information into our evaluation systems. This is a significant part of our image or 'brand' and is why the majority of bulls used in commercial operations are registered purebreds. The CBBC will work to ensure that we have a strong domestic market through collaborative efforts with government agencies, breed associations and other stakeholders in the beef cattle industry.

A focus on collaboration...

A consistent theme through our activities is collaboration. We believe that the purebred industry and its breeders are best represented through strategic alliances with other sectors in agriculture both in Canada and globally.

The CLA enjoyed hosting a number of international visitors in 2016. The majority of international guests were from Australia, however there were also individuals from the United States of America, Mexico, and other countries who toured operations and/or attended fall shows. Canadian Limousin breeders have greatly enjoyed visiting with these guests and appreciate the interest they

We recently announced the signing of an MOU with the China Agriculture University- Beef Cattle Research Center in which we will collaborate on genetic and technology transfer. The signing of this agreement was witnessed by both Minister MacAulay and China Agriculture Minister, Han Changfu during a recent trade mission to Beijing China. In June 2017, CBBC President Garner Deobald was named Co-Chair of the China-Canada Beef Industry Alliance. This further demonstrates the value the beef industry continues to have with our federal government and future growth potential in China for both Canadian genetics and beef products.

International Visitors

have shown in their genetics. Many international visitors were able to utilize the Inbound Buyer Programs offered by both Farmfair International and Canadian Western Agribition to be reimbursed for a portion of their travel costs and receive special privileges as an international guest. We thank all international visitors for taking the time to come to Canada!



Nano and Lauren Moody of Australia outside the CLA office ready to head out for a day of touring Limousin operations.



Monique Estrada, Corey McKinnon, Mason Galpin and Brenden Lydford - all young Limousin enthusiasts from Australia.

Alberta Limousin Association Report

Submitted by Amy Miller

Greetings from Alberta! The beginning of summer has seen a lot of wet weather with many farmers still trying to harvest after an equally wet fall. On the bright side the cattle have an abundance of grass and lush hay crops if we get them up and out of the fields. The ALA held its Annual Field Day on June 17, 2017, in Claresholm, AB, hosted by Symens Land & Cattle. A big thanks to the Symens for hosting with great hospitality and an exceptional tour. Here, we also held a very productive Annual General Meeting with lots of great discussion and excitement for the year to come. We said goodbye and many thanks to retiring Directors, Carla deJager, Colin Verbeek and Steve Lingley and welcomed new directors Lois Andrew, Jackie Payne and Carriann Johnson.

The newly elected board is as follows:

President: Chris Haywood

Vice President: Tiffany Richmond

Treasurer: Lois Andrew

Secretary: Amy Miller

Past President – Steve Lingley

Directors: Anne Brunet-Burgess, Brad Annett, Carriann Johnson, Jackie Payne & Jim Symens

on their Limousin Bull purchase up to \$1,000. This incentive will also continue in 2018. We also have an ongoing Junior Cash Incentive in hopes to get some new Alberta Junior Limousin Association members as well as Limousin and Limousin sired animals out to all breed shows and the CJLA National Show this summer. If you know a junior who might be interested or would like more information please contact albertajuniorlimousinassoc@gmail.com.



**Limousin beef wins
Crossroads
Beef Expo People's
Choice Steak
Challenge on
February 18, 2017
in Oyen, Alberta.**



**Retiring ALA directors
Colin Verbeek, Carla de Jager & Steve Lingley**

Although we have monthly conference meetings the directors are currently planning a face-to-face directors meeting for this summer to set out a road map and budget for the next year.

We saw many successful bull sales in Alberta in 2017, and the ALA had a very popular Bull Buyer Incentive program where three bull buyers received cash back

The province saw many Limousin 4-H projects come to the top and the ALA gave out 45 4-H prizes for showing Limousin animals and hope with a push to juniors this summer, we will see even more in 2018. In April we had three of our directors head to Australia for the Limousin Feature Show at the Sydney Royal to promote Canadian genetics and make some meaningful connections. Our 2018 ALA calendar is currently in production, watch for your copy in the mail, or to make sure you're on the mailing list, please contact albertalimousin@gmail.com.

The ALA along with a show committee is very proud to host and is busy planning the 2017 National Limousin Show, to be held in conjunction with our Bonanza Gold Show at Farmfair International in Edmonton on November 9, 2017. Ontario cattleman Billy Elmhirst will be doing us the honours of judging the show with a National Sale managed by T Bar C to take place after the show. Stay tuned for more information and announcements to follow!

Wishing everyone a fantastic summer and we look forward to seeing everyone at the National Show.

Submitted by Erin Kishkan

Wow! Another year come and gone, I can't believe I am already reporting on the past year. 2016 presented its challenges with some unstable markets, but what we did see was a consistent trend towards terminal sired calves and more specifically Limousin. I really feel we are in a perfect position in this ever-evolving market and we certainly have some of the most sought-after terminal traits in the industry. BC is very proud to offer some of those elite genetics and had a great year representing them to our province.

In early April, the Peace Country Limousin Breeders held their 27th Annual Bull Sale in Dawson Creek, BC. It is the only all Limo bull sale in BC and bulls averaged over \$4900! They would like to thank their volume buyer Halcourt Land and Cattle for purchasing 4 bulls! Also, a big thank you to Richmond Ranch for purchasing the high selling bull for \$8750!

Limousin was once again well represented at some of BC's premier agriculture exhibitions. North Peace Fall Fair, Dawson Creek Exhibition, Bulkley Valley Exhibition, and Interior Provincial Exhibitions all saw Limousin entries in 2016. Some of our provincial 4-H shows also had Limousin animals receiving champion banners.



**A full house for the 2016
Pinnacle View Limousin Open House.**

Pinnacle View Limousin held their Open House and BC Limousin field day on September 10, 2016. It was well attended including breeders from BC, AB, SK, and ON as well as CLA General Manager Tessa Verbeek. A big

British Columbia Report

thank you to their guest speaker, Matthew Hleniak from Hawkeye Land and Cattle for being the guest speaker.

That's all I have to report from this side of the Rockies. I hope this report finds you all well and all the best in 2017!



**Pinnacle View Limousin wins
Champion Pen of Bulls with Limousin
at Pen Show in Prince George, BC.**



**Stewart & Diane Hopkins were the lucky
winners of the pick of the calves at the
Pinnacle View Limousin Open House!**

Maritime Limousin Association Report

Submitted by Barb McLaughlin

2017 Maritime Limousin Assoc. Board of Directors

President: John-Calvin Siddle

Secretary/Vice President: Barb McLaughlin

Past President: Mike Horsnell

CLA National Director: Joe Cooper

Directors: Manfred Zillig, Fritz Othberg, Fred Porter

The last year was a positive one for the Limousin breed in the Maritimes. Two good bull sales, continued interest in the Junior show, good turn outs at the breed shows plus interest from new breeders looking for females.



Maritime Junior Limousin Show participants. The Maritime group looks forward to welcoming everyone to Nova Scotia for the 2018 CJLA Impact Show next summer!

Since our last annual report, our Junior Show was hosted for the second time by Balamore Farms. The September 2016 event had an outstanding 34 juniors competing with 36 animals. Judged by Eric Boon and Terra Chalack from Lucky Lake, Saskatchewan, in the end, the high point aggregate went to Taylor Stewart, with the reserve aggregate going to William Cooper. The Cooper family has turned the junior show into a smooth, well run event in a spectacular setting. Our thanks go out to them.

The Annual Meeting was held at the Junior show and we were pleased to welcome Fred Porter to the board of directors. We also were pleased and excited to decide to place a bid to host the National Junior Limousin Show 2018. We are hoping many Limousin breeders will use this as an opportunity to visit the East Coast. Plans for this event are already underway and it promises to be a great event.

Balamore's Fifth Thickness Sells surpassed its record breaking 2016 sale average to average out at \$7,429 on 14 Limousin bulls. The top seller, BLM 531C sold to Rail Line Farms in Ontario for \$12,500. Females were added to this year's sale, with the six purebred heifers being extremely well received. Selling for an average of \$3,717 the top seller, also moved to Ontario, going to Darling Farms. Two of the heifers sold to new breeders.

The Nappan Bull sale saw 4 Limousin bulls on offer. All breeds saw lower prices compared to the previous year, with the Limousin averaging \$2,875. The top seller offered by Othberg Limousin sold for \$3,400 to Daryl Schmidt.

Limousin breeders participated in three shows in the fall of 2016. First was the Nova Scotia Provincial Exhibition, where 21 head from two herds were shown in Truro, Nova Scotia. Grand Champion Female went to RLF 802A with her son, Balamore Dark Knight, picking up the Grand Champion Male award. Judge for this two day, 5 breed show was Martin Bohrsen of Hanley, Saskatchewan. The New Brunswick Beef Expo in Sussex was a month later with three exhibitors and nine head. Grand Champion Female there was Richmond Dallas and the bull nod went to Othberg's Dez, both exhibited by Othberg Limousin. At the end of September was the Heritage Beef Show at the Hants County Exhibition, who at 251 fairs, is the oldest running exhibition in North America. The grand champion female was once again Balamore's RLF 802A and her son, Balamore Dark Knight was again the grand champion male.

If you plan on being in the Maritimes this fall, please feel free to attend our Maritime Limousin Junior Show on September 10th at Balamore Farms in Great Village, Nova Scotia. We would look forward to meeting you.

Submitted by Bill Campbell

Manitoba Limousin Association Report

2017 Manitoba Limousin Assoc. Board of Directors

President: Bill Campbell Treasurer: Sherry Daniel
Secretary: Jay-Dean Smyth
Directors: Mark Angus, Kyle Wright, Travis Hunter,
Leonard Gertz, Art Rodgers, Bob Davey, Scott Stewart,
Tim Davey



Welcome to the CLA 48th Annual General Meeting. It is indeed an honour for the Manitoba Limousin Association to host this annual event.

It has been a busy year for the Manitoba Limousin Association and its members. After the last AGM in Lloydminster the Manitoba Limousin Association hosted the CLA National Show & Sale in Brandon, MB. There were exhibitors and sale consignors from Alberta, Saskatchewan and Manitoba. For enhanced coverage and exposure, the National Show was broadcasted on the internet via DLMS. The MLA appreciates the support of all exhibitors, sponsors, guests and fellow cattlepersons who took the opportunity to attend and support this national event.



Our Manitoba AGM was held in Brandon on January 3, 2017. The board of directors remains the same. Their dedication and commitment for the betterment of the Limousin breed is outstanding. The MLA Ambassador Award was presented to Kyle Wright of Wright Way Limousin for his contributions to the 2016 National Show & Sale and his involvement with the MLA Board of Directors. The annual Douglas Bull Test Sale was held on April 1, 2017. The High Indexing Award was presented to Triple R Limousin of MacGregor, MB. The high selling bull belonged to Amaglen Limousin of Darlingford, MB. Congratulations to these individuals and all the consignors of Limousin bulls at Douglas.



There were numerous Limousin bull sales and private treaty sales in Manitoba in the spring of 2017. All indications are most sales were satisfactory with continued demand for Limousin genetics. As livestock prices continue to climb let's hope that the fall 2017 calf prices will be strong and create demand for more Limousin herd sires in 2018.

The MLA has decided to have an Open Pen Show at the 2107 CLA AGM instead of our Annual Summer Show. This will give breeders from across Canada an opportunity to view Manitoba Limousin genetics on this great weekend.

On behalf of the MLA I would like to thank everyone for their support and attendance at the 48th AGM. On a personal note, I would like to express my gratitude for being presented one of the CLA's Awards of Distinction at the 2016 National Show. Thank you to the CLA and those responsible for nominating me for this award. I am truly honoured.

Ontario Limousin Association Report

Submitted by Murray Shaw

2017 Ontario Limousin Association Board of Directors

President: Murray Shaw

Vice-President: Shaun Grant

Treasurer: Brent Black

Secretary: Nancy Lawrence

Executive Director: Wayne Lawrence

Directors: Mike Geddes, Brandon Hollingsworth, Rob Wepler, Justin Burgess, Jonathan Bell, Chad Homer, Dan Darling

The Ontario Limousin Association has had a busy year in 2016/2017. The OLA has promoted Limousin Cattle in Ontario at various events such as the Beef Farmers of Ontario annual meeting in Toronto with a display, and in the BFO magazine "Ontario Beef" with a full page advertisement in the 5 issues published. The CLA has been a great help in providing marketing information for our magazine ads. Several breeders promote their farms in our full-page ad and this makes it a great marketing tool for the breeders as commercial cattlemen contact them for Limousin genetics to use in their own breeding program. The OLA has also continued with our day planner for the 2017 year which has proven to be a very successful fundraiser of a professional publication to promote Limousin cattle and events to both purebred and commercial breeders in Ontario and beyond.

The Ontario Junior Limousin Association continues to be a very active group and have just recently had their logo re-designed. We have a few members going to Manitoba to represent Ontario for the CJLA show. The Juniors had two shows in conjunction with the OLA shows with good numbers at our Provincial Show in Markham and at the RAWF in Toronto. The OJLA raises money to give out Limousin awards to Ontario 4-H beef clubs with anyone showing a Limousin or Limousin influence 4-H beef calf as their project.

The Show Committee has worked hard and had two successful shows with over 100 head of top quality cattle shown. Ontario has the largest show of Limousin cattle in North America. Markham Fair has been excellent to host this event for us and is fairly central for our Provincial Show. The RAWF is the grand finale for the show season and showcases the best top quality cattle in Eastern Canada.

Our Membership Committee has worked diligently to develop a brochure to highlight the Limousin breed. This brochure and day planner is given to every person in Ontario who purchased a registered Limousin animal along with a complimentary membership for the calendar year. A big thank you to Bryce Allen for initiating this.

Nancy Lawrence has agreed to be our Association Secretary and look after our website. This is a job that our Association has lacked for a few years, and we look forward to working with Nancy.

Ontario will be hosting the CLA 50th Anniversary Show and Sale in 2019. The OLA looks forward to hosting this event and working with the CLA to reflect on the past 50 years of Limousin cattle, people and events in Canada and also the future.

The OLA just had a successful Field Day hosted by Garry and Sheila Smart on their farm near Meaford, Ontario on July 23, 2017. The Smart's have been in the Limousin business for many years and hosted a Field Day 30 years ago in 1987.



Ontario Junior Limousin Association members proudly exhibiting Limousin at the 2016 Markham Fair.

Quebec Limousin Association Report

2016 Quebec Limousin Association Board of Directors

President: Serge Dethier

Vice-President: Marcel McDuff

Directors: Réjean Bédard, Claude Lavallée, André

Lussier, Éric Ratelle, Richard Renaud, Mario

Simard

Mrs Diane Joly is the Association Secretary. All directors are responsible for doing promotional activities.



2016 Quebec Limousin Association Board of Directors

Number of Meetings

The Quebec Limousin Association Annual General Meeting was held on April 17th, 2016, followed by the General Annual Meeting of the Quebec Limousin Test Station. The test station directors have also held two conference calls during the year. Mr Serge Dethier, Mr Claude Lavallée and Mrs Diane Joly have represented the Association through 2016 to the Quebec Joint Beef Breeds Committee meetings.

Participation to Livestock Shows and Other Industry Events

- Expo-Boeuf, Victoriaville (October 7-9th, 2016)
 - Some Association Directors attended the show on Friday, October 7th.
 - Participation to the 2016 Beef Congress, annual event organized through the CRAAQ
 - Participation to the Expo-Boeuf opening supper
- Quebec Farmer's Union (UPA) open houses:
For the fifth year in row, representatives of SDJ Farm and JPER Farm had Limousin cows, calves and heifers on

display, to present the Limousin to all Montreal citizens. This event was held in 2016 at the Olympic Stadium in Montreal.

Sales

Limousin bulls were evaluated and offered for sale at the following Quebec bull test stations:

Saint-Martin Test Station on February 20th, 2016:
21 bulls sold with an average price of \$3533

Quebec Limousin Test Station on April 9th, 2016:
7 bulls sold with an average price of \$3521



Auction St-Martin in 2016

Publicity and Marketing

- Our website offers information to members and is updated on a regular basis. It offers references and information on the Limousin breed, as well as Association activities, member directory, classified ads, and photos taken at various Limousin events held in Quebec are always posted on the site.
- We do continue to offer our three seasons promotional material, such as Limousin caps, toques, etc.

Rapport de l'Association Québec Limousin

Nom des administrateurs

Le conseil d'administration 2016 de l'Association des Éleveurs de Limousin du Québec est formé par :

Serge Dethier	Président
Marcel McDuff	Vice-président
Réjean Bédard	Administrateur
Claude Lavallée	Administrateur
André Lussier	Administrateur
Éric Ratelle	Administrateur
Richard Renaud	Administrateur
Mario Simard	Administrateur

La secrétaire est madame Diane Joly.

Le poste de propagandiste reste ouvert à tous les administrateurs.

Nombre d'assemblées

En 2016, l'Association des Éleveurs de Limousin du Québec tenait son assemblée générale annuelle le 17 avril 2016, suivi de l'AGA de la Station Unique Limousin. Cette dernière a tenu deux réunions régulières par conférence téléphonique. MM. Dethier, Lavallée et Mme Joly ont participé aux assemblées tenues par le Comité Conjoint des races de boucherie au courant de l'année 2016.

Rapport des activités 2016

Participation aux expositions et activités connexes

- Expo-Boeuf, Victoriaville (7 au 9 octobre 2016)
Présence d'administrateurs de l'Association pour la journée du vendredi
- Participation à la conférence Congrès Boeuf 2016 organisé par le CRAAQ
- Participation au souper d'ouverture de l'Expo-Boeuf.
- Journée Portes Ouvertes de l'U.P.A. :
Pour la cinquième année consécutive, la Ferme SDJ, accompagnée par la Ferme JPER présentait la race bovine Limousin aux citoyens Montréalais en exhibant des vaches avec leurs veaux ainsi que de jeunes génisses. Cette année, cet événement s'est tenu au Stade Olympique.



Journée Portes Ouvertes de l'U.P.A.

Ventes

Les taureaux Limousin étaient présents dans les encans des centres d'élevage bovin (CEB)-multisources du Québec :

Le 20 février 2016,
CEB Saint-Martin :
21 taureaux vendus
pour un prix moyen
de 3533\$



Le 9 avril 2016, CEB Station Unique :
7 taureaux vendus pour un prix moyen de 3521\$

Publicité et promotion

- Notre site internet est fonctionnel et mis à jour de façon régulière. Il sert autant comme source de références sur la race Limousin, les activités de l'Association, la parution de petites annonces, le répertoire des membres et il est agrémenté de photos de toutes les activités connexes à la race Limousin au Québec.
- Nous continuons à offrir divers articles promotionnels comme nos manteaux trois saisons, casquettes, tuques, etc.

2016/2017 SLA Board of Directors

President: Rhett Jones

Vice-President: Eric Martens

Secretary: Eric Boon

Treasurer: Janet Hale

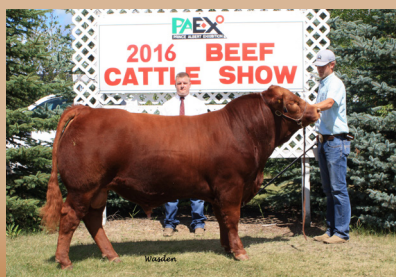
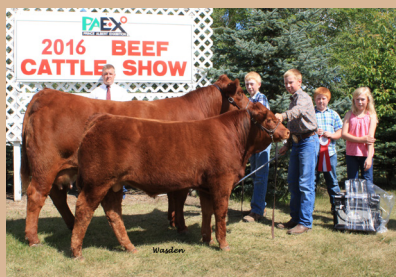
Past President: Kevin Rea

Directors: Jeff Yorga, Jay Bohrsen, Ryley Bielecki, Lee Carpenter & Carey Hirschfeld

As this booklet is being compiled and printed the SLA has been planning for their 2017 SLA AGM in conjunction with the Prince Albert Exhibition August 1st - August 5th, 2017. We hope to have a strong Limousin representation at the show and look forward to seeing everyone there. Depending who you talk to in Saskatchewan some of us are wanting rain and others dread the thought of anymore, but one thing remains the same, the excitement of the current calf crop developing. Limousin bull sales both public and private were strong this past spring which helped build enthusiasm as operations made breeding plans. Enjoy having the cowherd out on grass this summer but as you near weaning time be sure to submit those weaning weights and docility scores to the CLA.

2016 AGM and Show

The SLA Annual Meeting took place in July during the Prince Albert Exhibition Summer Fair. During the Fair is a Beef Show where Limousin made a strong appearance in all jackpot shows and were highly competitive in the all breeds show where Champion Female was exhibited by Anchor B Limousin; Champion Bull & Supreme Champion Bull was exhibited by Boss Lake Genetics and Reserve Champion Bull exhibited by B Bar Cattle.



SLA Commercial Producer of the Year Award Winners
Gordie and Lorelee Zyznomirski and family

Canadian Western Agribition is the major event the SLA plans for every year.

- SLA Commercial Producer of the Year Award was presented Gordie and Lorelee Zyznomirski and family.
- Judge Marlin LeBlanc of Estevan, SK sorted through the deep set of Limousin cattle.
- Bohrsen Marketing Services managed the Solid Gold Limousin Sale once again. With a tremendous line up of live and frozen genetics that averaged \$7,396

- Congratulations to Hewson Land & Cattle for receiving the Herdsman Award!
- The Limousin juniors had a strong showing in the Junior Beef Extreme!
- We could not put on this event without our tremendous banner/pizza party sponsors: Bohrsen Marketing Services, Saskatoon Livestock Sales, Hale Stock Farms, Emtech Genetics, Masterfeeds, Greenwood Limousin, Jones Cattle Co., Martens Livestock, Pinnacle View Limousin, B Bar Cattle, Edwards Limousin, Eden Meadows Farm, RCN Livestock, Karwandy Limousin, Ken-Doc Limousin, Hi-Way Limousin, Cochrane Stock Farm, Lazy A Limousin, Boss Lake Genetics, J. Yorga Farms, Red Coat Cattle Station, Circle T Limousin, Carpenter Cattle Co. Prairie Gold Sale Group, Payne Livestock.

- Thank you to Terry Bedard, Colette Carpenter and Dana Carpenter for volunteering along with our SLA directors to help during the Limousin Show!



SLA Herdsman of the Year Award
Winners Hewson Land & Cattle

2016 Registry Statistics

Canadian Limousin Association Active Members by State for Fiscal Year 2016 Dues Paid Through 12/31/2016

State	Lifetime	Annual	Junior	Total
AB	57	33	30	120
BC	14	3	9	26
MB	20	17	8	45
NB	1	0	0	1
NS	3	4	3	10
ON	70	58	51	179
PE	1	1	0	2
QC	15	10	0	25
SK	40	12	16	68
Total	221	138	117	476

Canadian Limousin Association Fiscal Year 2016

By Number of Animals by Registered

Rank	State	Registrations
1	AB	1576
2	ON	961
3	SK	950
4	MB	333
5	BC	244
6	QC	183
7	NS	106
8	PE	29
9	NB	22
		4404

By Number of Members Who Registered

Rank	State	Members
1	ON	78
2	AB	59
3	SK	35
4	MB	20
5	QC	14
6	BC	6
7	NS	5
8	NB	1
8	PE	1
		219

2016 Registry Statistics

Canadian Limousin Association Fiscal Year 2016

Number of Breeders by Registration Category		
Number of Registrations	Number of Breeders	% of Breeders in Category
1-5	78	35.6%
6-10	34	15.5%
11-20	48	21.9%
21-50	35	16.0%
51-100	16	7.3%
101-200	8	3.7%
201-300	0	0.0%
301-400	0	0.0%
401-500	0	0.0%
501-1000	0	0.0%
1001 or more	0	0.0%
219		100.0%

Whole Herd Enrollment Statistics					
	2012	2013	2014	2015	2016
Cows Assessed per Member	32.7	32.6	31.7	28.8	27.3
Cow Classification					
Fullblood	1005	747	597	468	407
Purebred	7455	7504	7306	7037	6981
Other	1379	1162	1005	886	983
TOTAL COWS ASSESSED	8834	8666	8311	7923	7964

Members (242)					
	2012	2013	2014	2015	2016
Assessed over 250 head	1	2	0	0	0
Assessed between 100 and 249 head	20	20	19	17	15
Assessed between 50 and 99 head	30	27	35	27	29
Assessed under 50 head	204	201	185	209	220
TOTAL ASSESSMENT	8378	8301	7975	7709	7699

Junior Members (30)					
	2012	2013	2014	2015	2016
Assessed over 250 head	0	0	0	0	0
Assessed between 100 and 249 head	0	0	0	0	0
Assessed between 50 and 99 head	0	0	0	1	0
Assessed under 50 head	15	16	23	22	27
TOTAL ASSESSMENT	40	65	89	114	178



Canadian Limousin Association Mission Statement

To be the #1 terminal breed of choice and a provider of superior genetics that allows our members to be profitable leaders in the beef industry.