



2017

Annual Report

*Canadian Limousin Association  
49th Annual General Meeting*

*Friday, August 3, 2018  
Great Village, Nova Scotia*

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## President's Report

Well, it's officially been a year that I have had the honour of serving this great association as President. It's a position I didn't take lightly when I agreed to let my name stand, and even though I had hesitations about my experience and ability to lead you, I was met with such support and respect, that the experience so far has been a great one. I had the opportunity to welcome Dan Darling, Mike Geddes, and Cody Miller to work along side me as newly elected directors. A big thank you to Terry Hepper for leading the association so capably these last two years, Jim Richmond for your time as director representing the province of Alberta, and Mark Angus for representing the province of Manitoba.

I have had the opportunity to help make some major decisions affecting the future of the CLA, and truly believe that my board and I have made them with you, the members', best interests at heart. Obviously one of the biggest additions was that of taking on the registry for the Canadian Shorthorn Association. This opportunity wouldn't have been possible without the countless hours that our General Manager,

Tessa Verbeek, put in to ensure this was going to be a profitable venture for the CLA. It hasn't come without its challenges, but our staff have persevered gracefully, and we will soon be seeing our first big installment from them, easing our minds and bank account. Thank you to all our members for your patience and understanding during this transition period.

There were several other decisions made to upgrade and improve DigitalBeef, Whole Herd Enrollment, voting procedures, and bylaws. But even more exciting are the upcoming changes to the Limousin Voice Magazine, and some very powerful new advertising campaigns. One of the mandates of your current board is to constantly and continually connect with the commercial producer and we are working on new and innovative ways to do this.

Thank you to my outgoing director, Tim Andrew, for your mentorship and guidance, it was very much appreciated. Your dedication to the association and your connection to the commercial cattleman was imperative to our successes in the past six years. Another huge thank you Tessa and her staff in the office. Without them our association would be lost. Not only do they work countless hours to tend to our members' needs with positivity and grace, but they ensure my job as President is as easy as possible.



*Erin Kishkan*  
**President**

*"I have had the opportunity to help make some major decisions affecting the future of the CLA, and truly believe that my board and I have made them with you, the members', best interests at heart."*

I am very much looking forward to leading you for this upcoming year as we head into the 50th Anniversary of Limousin in Canada in 2019. I believe there are only good things ahead for our breed as commercial producers are moving farther from the British base and looking for that natural genetic advantage that Limousin offers. Be proud of our breed and be proud of your program. Be proud of how far we have

come in the last 50 years. Consistent improvements on docility, fertility, soundness, and growth have positioned Limousin perfectly for this new evolving trend. Remember you are the advocates, you are the marketing team, you are the face of the Limousin breed in Canada, and you need to be constantly and consistently representing that. Your association is doing everything within its power to help you be successful, but ultimately, that success is up to you.

Respectfully Yours,  
Erin Kishkan  
CLA President

# Board of Directors

## Executive



*Erin Kishkan*

**President**

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 2020*



*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*



*Terry Hepper*

**Past-President**

General Delivery  
Zehner, SK S0G 5K0  
Tel: 306.781.4628  
Cell: 306.536.7075

tlhepper@gmail.com

## Directors



*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*



*Joe Cooper*

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

*Term Expires: AGM 2019*



*Dan Darling*

RR 1 4172 County Road 25  
Castleton, ON K0K 1M0

Cell: 905.375.4019

dmdarling13@gmail.com

*Term Expires: AGM 2020*



*Mike Geddes*

RR 1 21st Sideroad Fire 727502  
Clarksburg, ON N0H 1J0  
Cell: 519.375.6230  
Cell: 519.502.8864

mike@topmeadowfarms.com

*Term Expires: AGM 2018  
Eligible for re-election*



*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  
Eligible for re-election*



*Cody Miller*

RR 1 Site 5 Box 3  
Westlock, AB, T7P 2N9  
Tel.: 780.801.0849  
Cell: 780.349.0644

codymiller8@gmail.com

*Term Expires: AGM 2020*

## Thank You Retiring Director

The Canadian Limousin Association board of directors, staff, and membership thank the retiring Canadian Limousin Association director, **Tim Andrew**, who has completed two three year terms on the board. Tim's passion for the Limousin breed is unwavering and his dedication to the commercial side of our business has been highly valued by the CLA board. Tim, along with his wife Lois, have dedicated a great deal of time and effort to the Limousin breed and Tim's position as a CLA director. We appreciate the time Tim has taken away from his busy operation to contribute to the betterment of the Limousin breed in Canada and the Association.

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



*Shayla Chappell*  
Registry/Member  
Services



*Laura Ecklund*  
CJLA Coordinator  
& Registry/Member  
Services

### *Canadian Limousin Association*

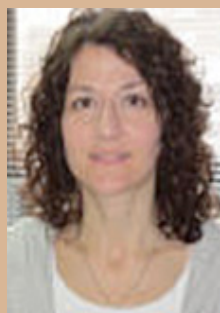
#13, 4101-19 Street NE  
Calgary, Alberta T2E 7C4  
Tel: 403.253.7309  
Toll-Free: 1.866.886.1605  
Fax: 403.253.1704  
Email: limousin@limousin.com  
www.limousin.com

### *Hours*

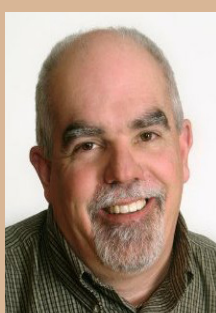
8:30 am - 4:30 pm Mountain Time  
Monday-Friday from September to March

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
2015 - 17	Terry Hepper

# 2018 CLA Annual General Meeting Agenda

- Welcome, Call to Order – *Erin Kishkan*, President
- Guest Introductions
  - CLA Past Presidents
  - CLA Board of Directors
  - CLA Staff
  - Other guests
- Approval of Agenda
- Appointment of Parliamentarian
- Review and Approval of the 48<sup>th</sup> Annual General Meeting minutes (pages 6-12)
  - a) Business arising from minutes
- Announcement of Canadian Limousin Association directors elected by mail-in ballot
- President's Report (page 2) – *Erin Kishkan*, President
- Canadian Junior Limousin Association Report (page 24-25) – *Laura Ecklund*, CJLA Coordinator
- Financial Report (pages 13-22) – *Bill Zwambag*, Treasurer
  - a) Appointment of Auditors
- Breed Improvement Committee Report (pages 27) – *Eric Boon*
- Commercial Committee Report (pages 28) – *Tim Andrew*
- National Show and Sale Committee Report (page 28-29) – *Cody Miller*
- General Manager's Report – *Tessa Verbeek*
- 2019 Annual General Meeting
- Adjournment



# Minutes of the 2017 CLA Annual General Meeting



## CANADIAN LIMOUSIN ASSOCIATION

### DRAFT

### MINUTES OF THE 48th ANNUAL GENERAL MEETING

Saturday, July 29, 2017

Portage la Prairie, Manitoba

#### CALL TO ORDER

Terry Hepper called the meeting to order at 7:04 pm

#### MEMBERS IN ATTENDANCE

32 registered voting members in attendance. 41 registered voting member proxies.

#### GUESTS IN ATTENDANCE

*CLA past Presidents:* Bill Campbell

*Past CLA General Managers:* Harvey Tedford, Anne Brunet-Burgess

*CLA Board of Directors:* Terry Hepper (President), Eric Boon (Vice-President), Bill Zwambag (Treasurer), Tim Andrew, Joe Cooper, Matthew Heleniak, Erin Kishkan

*CLA Staff:* Tessa Verbeek, Laura Ecklund

*Other guests:* Bill Campbell (Manitoba Limousin Association President), Joe Epperly (Assistant Director, North American Limousin Foundation), Bryan Kostiuk (Editor, Limousin Voice), Herman Symens (NALF member from South Dakota)

**Greetings from Bill Campbell, Past CLA President & Current Manitoba Limousin Association President**

#### APPROVAL OF AGENDA

There were no amendments to the Agenda.

*Moved by Lois Andrew to approve the agenda as printed on page 5 of the AGM booklet.*

*Seconded by Jeff Yorga.*

**CARRIED**

#### APPOINTMENT OF SCRUTINEERS

Lynette Hepper and Lois Andrew were appointed as scrutineers.

#### VOTING PROCEDURES

- President Terry Hepper outlined the voting procedures as printed on page 5 of the Notice of Annual General Meeting and Special General Meeting handout.

# Minutes of the 2017 CLA Annual General Meeting

## APPROVAL OF THE 47TH ANNUAL GENERAL MEETING MINUTES

*Moved by Cody Miller to approve the 47th Annual General Meeting minutes as presented in the AGM booklet on pages 7-11.*

*Seconded by Jim Symens.*

**CARRIED**

## BUSINESS ARISING FROM THE MINUTES

- a) **Fee schedule for imports of out of breed bulls** – CLA board decided to leave the current fee of \$50 per bull imported in place due to the staff time required for this service.
- b) **BIXs** – CLA is signed up as a third-party provider of data. If members wish to provide data to BIXs please speak to the CLA General Manager.
- c) **Sire verification required for all National Sale cattle by-law change** – the by-law “All animals consigned to the National Limousin Sale must be sire verified in order to sell.” Was approved at the 2016 CLA AGM, however it has not yet been sent to the Minister of Agriculture and Agri-Food Canada for approval, therefore it is not effective until approved by the Minister. Therefore, this by-law will not be in effect for the 2017 National Limousin Sale.

## FIRST CALL FOR NOMINATIONS

There are four (4) vacant director positions this year: Terry Hepper has completed two full terms of three years, therefore is not eligible for nomination. Jim Richmond has completed two full terms of three years, therefore is not eligible for nomination. Mark Angus has completed two terms on the board of directors and is resigning. Erin Kishkan has completed one three-year term and therefore is eligible for nomination.

The individual elected with the least number of votes will serve for a one year term, with the other three individuals elected serving for three year terms.

Nominations received:

- Dan Darling, ON
- Mike Geddes, ON
- Erin Kishkan, BC
- Amanda Matthews-Haywood, AB
- Cody Miller, AB

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 2 of the AGM booklet.

*Moved by Terry Hepper to adopt the President’s report as presented.*

*Seconded by Amanda Matthews-Haywood.*

**CARRIED**

## FINANCIAL REVIEW ENGAGEMENT REPORT – Bill Zwambag

Complete report was included in the AGM booklet from page 12-21 for members to review.

- Kenway Mack Slusarchuk Stewart performed a review engagement once again for the year ending December 31, 2016.
- Current Assets \$837,861 in 2016 down from \$848,957 in 2015.
- Net Assets \$839,830 in 2016 down from \$851,626 in 2015.
- Revenue \$328,424 in 2016 up from \$323,419 in 2015.
- Expenses \$368,613 in 2016 down from \$371,532 in 2015.
- Excess (deficiency) of revenue over expenses (\$11,168) in 2016 down from (\$33,770) in 2015.



# Minutes of the 2017 CLA Annual General Meeting

- Balance, end of year \$802,834 in 2016 down from \$814,002 in 2015.
- Cash, end of year \$11,047 in 2016 down from \$43,682 in 2015.
- Limousin Voice excess (deficiency) of revenue over expenses \$4,661 in 2016 up from (\$916) in 2015.

Recommendation to the Board of Directors to include clearly in financial statements any amount which has been taken from the cash investment account (reserves) to be used as operational cash.

***Moved by Bill Zwambag, to adopt the Reviewed Financial Statements as presented.  
Seconded by Jim Symens.  
CARRIED***

## **APPOINTMENT OF AUDITORS**

***Moved by Bill Zwambag, to appoint Kenway Mack Slusarchuk Stewart as auditors of the review engagement for the year ending December 31, 2017.  
Seconded by Anne Brunet-Burgess.  
CARRIED***

## **CANADIAN JUNIOR LIMOUSIN ASSOCIATION REPORT – Laura Ecklund**

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

- 137 junior members
- 2016/17 and 2017/18 CJLA Board of Directors comprised of 10 board members from across Canada
- Kaitlyn Davey and Naomi Best joined CJLA board, Brittany Hirschfeld and Angus Smyth re-elected to board of directors
- 28 juniors and 38 head at 2017 CJLA Impact Show in Portage la Prairie, Manitoba
- 2018 CJLA Impact Show will be held in August 2018 in Great Village, Nova Scotia
- CJLA will once again do a raffle for having your name/logo on CJLA Impact Show clothing

***Moved by Terry Hepper to adopt the Canadian Junior Limousin Association report as presented by Laura Ecklund.  
Seconded by Carey Hirschfeld.  
CARRIED***

## **BREED IMPROVEMENT COMMITTEE REPORT – Eric Boon**

Complete report was included in the AGM booklet on page 25 for members to review.

- Committee: Tim Andrew, Eric Boon, Anne Brunet-Burgess, Bill Campbell, David Clark, Jeff Yorga
- Breeder Handbook revised and to be posted on CLA website along with links to further resources for breeders
- Planning webinars on various topics
- Looking at ways to promote Limousin commercially through Limousin field rep
- Genotype funding allows members to genotype animals at 50% discount

***Moved by Eric Boon to adopt the Breed Improvement Committee report as presented.  
Seconded by Anne Brunet-Burgess.  
CARRIED***

## **COMMERCIAL COMMITTEE REPORT – Tim Andrew**

Complete report was included in the AGM booklet on page 26 for members to review.

- Tessa attended LMAC Auctioneer Convention and will continue to in the future
- Improving Limousin feeder calf sale consignment
- Auction market result reporting competition in fall and spring

***Moved by Tim Andrew to adopt the commercial committee report as presented.  
Seconded by Jim Symens.  
CARRIED***

# Minutes of the 2017 CLA Annual General Meeting

## **NATIONAL SHOW & SALE COMMITTEE – Mark Angus**

Complete report was included in the AGM booklet on pages 26 for members to review.

- 80 head of cattle in Brandon for show and there was also a National sale managed by Bohrsen Marketing
- 2017 National Limousin Show & Sale will be held in Alberta with Farmfair International. Show to be judged by Billy Elmhurst.

***Moved by Mark Angus to adopt the National Show & Sale Committee report as presented.  
Seconded by Kyle Wright.  
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 General Manager's report was included in the AGM booklet on page 22 for members to review.

Tessa Verbeek gave General Manager's Presentation:

- Current numbers as of July 2017: 374 Active & Lifetime Members up from 337 in 2016, 129 Junior Members up from 114 in 2016, 7,830 Females on WHE down from 7,884 in 2016, 175 DigitalBeef online registry system users up from 151 in 2016
- CLA has lost a number of large herds, while membership grows our registrations and WHE continue to decline.
- Less than half of our paying membership actually registers calves – why is this?
- Majority of members only registered between 1-5 head in 2016. Only 3.7% of our membership registered over 100 calves in 2016.
- In general, it is the number of members, not the number of head that determines workload and office expenses. However, it is the number of head, not the number of members that determines our income.
- Detailed overview of increases and decreases in income and expenses.
- Overview of genetic improvement, advertising and promotion, Limousin Voice, and Limousin tag program.
- 9,155 individual tags sold since this time last year, 22,775 total individual tags sold to date
- Presently outselling all other breed tag programs with the exception of Angus
- Limousin tag program uptake lacking in Quebec
- Commercial Committee working on a program to connect Limousin tag buyers with commercial cattle buyers
- Limousin RFID tags mandatory in all 2016 and younger animals at all shows in order to qualify for show cattle of the year points

***Moved by Amanda Matthews-Haywood to adopt the General Manager's report as presented by  
Tessa Verbeek.  
Seconded by Lois Andrew.  
CARRIED***

## **GREETINGS AND UPDATE FROM THE NORTH AMERICAN LIMOUSIN FOUNDATION –**

### **Joe Epperly, Assistant Executive Director, NALF**

- Highlighted changes to LIMs program
- The NALF fee schedule increased
- Increased profile of Limousin due to Riverstone Charmed's success has resulted in big growth in junior memberships and show participants
- Approximately 65% purebred, 2% fullblood, and the rest Lim-Flex and percentage in herdbook, while 65% Lim-Flex, 35% purebred in shows



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- Invited Canadian members to attend the International Limousin Congress in Colorado, July 19-27, 2018 – video presentation watched

## THIRD AND FINAL CALL FOR NOMINATIONS

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

- There were none presented.

***Moved by Terry Hepper to close nominations for the CLA Board of Directors.  
Seconded by Marci Matthews.  
CARRIED***

Directors for nomination present at meeting, Erin Kishkan, Amanda Matthews-Haywood and Cody Miller, introduced themselves and spoke to their qualifications.

## NEW BUSINESS

By-law Amendments were included under the heading of Special General Meeting and not under the heading of Annual General Meeting. Membership present indicated they would like to instead add the By-Law Amendments as New Business under the Annual General Meeting.

***Don Scott moved to reconsider the agenda and add New Business of By-law Amendments to the agenda.  
Seconded by Jim Symens.  
CARRIED***

***Jim Symens moved to approve Special Resolution 1.  
Seconded by Don Scott.***

### Discussion:

- Mail-in voting only for director election and by-law amendments, all other matters will be voted on by show of hands at the AGM and results of vote will be taken for consideration by the board.
- Concern that removing proxy voting moves the discussion of the business of the Association away from the meeting and discussion will have to be done by members amongst themselves before they send in their mail-in ballot.
- Removing proxy voting gives every member across Canada equal opportunity to vote on directors and by-law amendments. Directors will not be able to be nominated from the floor, eliminating possibility of a regionally motivated vote.
- Everyone currently has the opportunity to vote in current by-laws, and changing to mail-in ballot voting gives more influence to people who don't feel the need to show up to have the conversation.
- All members, regardless of attendance at Annual General Meetings, are still paying members and deserve equal voice.
- Mail-in ballot disincentives attendance at the Annual General Meeting.
- Removing proxy voting and moving to voting by mail-in ballot allows all members equal opportunity to vote easier, and the vote is not in favour of those attending the Annual General Meeting or who know people attending that can carry their proxy.
- Board of Directors are available for discussion and answering of questions, membership needs to communicate with their Board.
- Suggestion of online forum for Canadian Limousin Association discussion by Canadian Limousin Association members.
- Members carrying proxies may not have actual direction from the person they are carrying proxy for as to how they wish to vote, and there is nothing stopping member carrying proxy from voting in the manner s/he decides.
- Clarification that as per current Canadian Limousin Association by-laws the registered voting members in attendance and those registered voting members voting by proxy are to be counted in the vote. 2/3 majority necessary to approve by-law amendments.

***VOTE REGARDING APPROVAL OF Special Resolution 1:  
70 in favour.***

# Minutes of the 2017 CLA Annual General Meeting

**3 opposed.  
CARRIED**

***Jim Symens moved to approve Special Resolution 2.  
Seconded by Lawrence Daniels.***

***No discussion.***

***VOTE REGARDING APPROVAL OF Special Resolution 2:  
73 in favour.  
0 opposed.  
CARRIED***

***Carey Hirschfeld moved to approve Special Resolution 3.  
Seconded by Don Scott.***

***Discussion:***

- Question whether intent of Special Resolution 3 was to have specific number of directors by region. Answer: No, intention is to change board structure from a mandatory 9 directors to a range of minimum 7 to maximum 9 directors which allows for flexibility should there be a lack of suitable director candidates in a given year or if a director resigns and his/her seat on the board is not replaced in that year.

***VOTE REGARDING APPROVAL OF Special Resolution 3:  
73 in favour.  
0 opposed.  
CARRIED***

***Wayne Burgess moved to approve Special Resolution 4.  
Seconded by Marci Matthews.***

***Discussion:***

- Question if a director becomes Past President but also remains on the board as a director (ie. Is elected President in Year 1 and becomes past President in Year 3 of term, possibly also re-elected for second 3 year term) then can that director no longer vote because they are Past President (who cannot vote)? Answer: This question was asked of CLA's legal counsel and their role as Director takes precedence over them being Past President so they would continue to have the right to vote as a Director for the remainder of their term as a Director.
- Question if there is a by-law pertaining to if a Past President can return as President again. Answer: The term of President is two years, after which there would need to be a minimum of one year pass before the Past President could be elected President again. This could only happen if Director in question was first elected by membership for a second three year term on the Board.

***VOTE REGARDING APPROVAL OF Special Resolution 4:  
73 in favour.  
0 opposed.  
CARRIED***

***Amanda Matthews-Haywood moved to approve Special Resolution 5.  
Seconded by Jim Symens.***

***No discussion.***

***VOTE REGARDING APPROVAL OF Special Resolution 5:  
73 in favour.  
0 opposed.  
CARRIED***



# Minutes of the 2017 CLA Annual General Meeting

*Jim Symens moved to approve Special Resolution 6.  
Seconded by Marci Matthews.  
No discussion.*

**VOTE REGARDING APPROVAL OF Special Resolution 6:**  
*73 in favour.  
0 opposed.  
CARRIED*

*Jim Symens moved to approve Special Resolution 7.  
Seconded by Len Angus.*

## **Discussion:**

- Question should Special Resolution 7 Schedule "A" Registry f.1 (i) specify that it must be registered Angus or Red Angus blood, as calculated by the Association. Answer: No, as (i) deals with percentage of breed, while (ii) deals with the fact that both Limousin and Angus parents must be registered.

**VOTE REGARDING APPROVAL OF Special Resolution 7:**  
*73 in favour.  
0 opposed.  
CARRIED*

*Jim Symens moved to approve Special Resolution 8.  
Seconded by Tiffany Richmond.  
No discussion.*

**VOTE REGARDING APPROVAL OF Special Resolution 8:**  
*73 in favour.  
0 opposed.  
CARRIED*

## **PRESENTATIONS**

**Terry Hepper** – Tessa Verbeek presented Terry Hepper with a print and thank you card for his years of dedication as CLA President and as a director on the CLA Board.

**Mark Angus & Jim Richmond** – Mark Angus and Jim Richmond will receive CLA knife sets and thank you cards for their years of dedication as CLA Directors.

## **NEW BOARD MEMBERS**

We have four directors appointed to office. The one year term is assigned to the director with the least number of votes of the four elected to the Board:

- Dan Darling (3 year term)
- Erin Kishkan (3 year term)
- Cody Miller (3 year term)
- Mike Geddes (1 year term)

*Moved by Ian Hamilton to destroy the ballots.  
Seconded by Bill Campbell.  
CARRIED*

## **2018 ANNUAL GENERAL MEETING**

The 2018 AGM will take place in Nova Scotia with the Canadian Junior Limousin Conference in August 2018.

## **ADJOURNMENT.**

*Moved by Jeff Yorga to adjourn the AGM at 9:17 pm*

# 2017 Financial Report



To: The Members of  
**Canadian Limousin Association**

We have reviewed the accompanying financial statements of **Canadian Limousin Association** that comprise the statements of financial position as at **December 31, 2017**, and the statements of operations, changes in net assets and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

## Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

## Practitioner's Responsibility

Our responsibility is to express a conclusion on the accompanying financial statements based on our review. We conducted our review in accordance with Canadian generally accepted standards for review engagements, which require us to comply with relevant ethical requirements.

A review of financial statements in accordance with Canadian generally accepted standards for review engagements is a limited assurance engagement. The practitioners perform procedures, primarily consisting of making inquiries of management and others within the entity, as appropriate, and applying analytical procedures, and evaluate the evidence obtained.

The procedures performed in a review are substantially less in extent than, and vary in nature from, those performed in an audit conducted in accordance with Canadian generally accepted auditing standards. Accordingly, we do not express an audit opinion on these financial statements.

## Conclusion

Based on our review, nothing has come to our attention that causes us to believe that these financial statements do not present fairly, in all material respects, the financial position of Canadian Limousin Association as at December 31, 2017, and the results of its operations for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

A handwritten signature in black ink that reads 'Kenway Mack Slusarchuk Stewart LLP'.

June 4, 2018  
Calgary, Alberta

Chartered Professional Accountants  
Chartered Accountants

# 2017 Financial Report

## Canadian Limousin Association

### Statements of Financial Position

As at December 31,

**2017**

**2016**

#### Assets

##### Current assets

Cash	\$	38,603	\$	11,047
Accounts receivable		42,013		52,999
Prepaid expenses		14,948		13,301
Marketable investments (note 4)		745,258		760,514
		<u>840,822</u>		<u>837,861</u>

##### Equipment (note 5)

	2,117	1,969
\$	<u>842,939</u>	<u>\$ 839,830</u>

#### Liabilities and Net Assets

##### Current liabilities

Accounts payable and accrued liabilities (note 6)	37,347	33,097
Member deposits	5,003	3,899
Deferred revenue	14,332	-
	<u>56,682</u>	<u>36,996</u>

##### Net Assets

	<u>786,256</u>	<u>802,834</u>
\$	<u>842,938</u>	<u>\$ 839,830</u>

Approval on behalf of the Board:

\_\_\_\_\_  
Director

\_\_\_\_\_  
Director



# 2017 Financial Report

## Canadian Limousin Association

### Statements of Operations

For the year ended December 31,	2017	2016
<b>Revenue</b>		
Whole herd enrollment	\$ 197,453	\$ 198,831
Lab services	57,221	37,349
Grants	32,000	26,376
Memberships	24,700	26,215
Registrations	16,275	21,040
Other services	6,050	7,264
Transfers	2,997	3,824
Tag	1,301	7,525
	<hr/> 337,997	<hr/> 328,424
<b>Expenses</b>		
Salaries and employee benefits	123,118	123,074
Lab services	55,283	46,424
Travel	29,767	27,456
Board	22,784	24,531
Advertising and promotion	20,007	23,613
Rent	20,000	20,000
Office and bank service charges	18,958	18,900
Computer programming	18,875	19,047
Breed improvement	18,416	30,277
Professional fees	12,050	4,500
Industry memberships	6,705	5,911
Telephone	6,700	6,185
Postage and courier	5,139	6,366
Insurance	1,368	1,256
Amortization	850	700
Tag	100	10,373
	<hr/> 360,120	<hr/> 368,613
<b>Other income (expenses)</b>		
Investment income	23,692	20,907
Unrealized gain (loss) on investments	(9,760)	2,924
Realized gain (loss) on sale of investments	(22)	529
<b>Limousin Voice magazine, net (Schedule I)</b>	<hr/> (8,364)	<hr/> 4,661
	<hr/> 5,546	<hr/> 29,021
<b>Deficiency of revenues over expenses</b>	<hr/> \$ (16,577)	<hr/> \$ (11,168)

# 2017 Financial Report

## Canadian Limousin Association

### Statements of Changes in Net Assets

Year ended December 31,	2017	2016
<b>Balance, beginning of year</b>	\$ 802,834	\$ 814,002
Deficiency of revenues over expenses	(16,577)	(11,168)
<b>Balance, end of year</b>	\$ 786,256	\$ 802,834

## Canadian Limousin Association

### Statements of Cash Flow

For the year ended December 31,	2017	2016
<b>Operating activities</b>		
Deficiency of revenues over expenses	\$ (16,577)	\$ (11,168)
Items not affecting cash		
Amortization	850	700
Interest reinvested	(2,055)	(2,590)
Realized (gain) loss on investments	22	(529)
Unrealized (gain) loss on investments	9,760	(2,924)
	(8,000)	(16,511)
Change in non-cash working capital balances		
Accounts receivable	10,986	(12,839)
Prepaid expenses	(1,647)	(319)
Accounts payable and accrued liabilities	4,251	(1,990)
Members payable	1,104	1,362
Deferred revenue	14,332	-
	21,026	(30,297)
<b>Investing activities</b>		
Purchases of marketable investments	(196,471)	(51,348)
Proceeds on disposal of marketable investments	204,000	49,010
Purchase of equipment	(999)	-
	6,530	(2,338)
<b>Increase (decrease) in cash</b>	27,556	(32,635)
<b>Cash, beginning of year</b>	11,047	43,682
<b>Cash, end of year</b>	\$ 38,603	\$ 11,047

# 2017 Financial Report

## Schedule I

### Canadian Limousin Association

### Limousin Voice Magazine

### Schedule of Operations

Year ended December 31,	2017	2016
<b>Revenue</b>		
Advertising	\$ 75,405	\$ 86,070
Subscriptions	8,835	10,554
	<u>84,240</u>	<u>96,624</u>
<b>Direct expenses</b>		
Production	92,254	91,412
Editorial content	350	551
	<u>92,604</u>	<u>91,963</u>
<b>Excess (deficiency) of revenue over expenses</b>	<u>\$ (8,364)</u>	<u>\$ 4,661</u>



## Canadian Limousin Association

### Notes to Financial Statements

December 31, 2017

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#### 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 (“ASNFP”).

#### 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.

# 2017 Financial Report

## Canadian Limousin Association

### Notes to Financial Statements

December 31, 2017

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#### 3. Significant accounting policies, continued

##### (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 consulting and services are 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) Deferred revenue

Contest fees received from the Canadian Limousin Fed Steer Challenge prior to the contest completion are recorded as a liability.

##### (f) 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.

## Canadian Limousin Association

Notes to Financial Statements

December 31, 2017

### 4. Significant accounting policies, continued

#### (g) 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.

### 5. Marketable investments

Marketable investments consists of provincial bonds, which earn interest at rates between 2.5% to 7.6% (2016 - 2.5% to 7.6%). These investments mature at various dates from March 2018 to February 2024 (2016 – January 2017 to February 2022).

During the year, the Association withdrew \$20,000 (2016 - \$15,000) from marketable investments to fund operations. As at December 31, 2017, \$10,000 was deposited back into the marketable investment account.

### 6. Equipment

	2017		
	Cost	Accumulated Amortization	Net Book Value
Computer hardware	\$ 37,927	\$ 36,809	\$ 1,118
Computer software	41,508	40,848	660
Furniture and fixtures	16,227	15,888	339
	<u>\$ 95,662</u>	<u>\$ 93,545</u>	<u>\$ 2,117</u>

	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>

### 7. Accounts payable and accrued liabilities

Included in accounts payable is \$8,450 (2016 - \$nil) of administrative expenses to a member of management. The amount is non-interest bearing, in the normal course of operations, and measured at the carrying amount.



# 2017 Financial Report

## Canadian Limousin Association

Notes to Financial Statements

December 31, 2017

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### 8. Contractual obligations

The Association has an agreement with a publisher to publish the magazine. 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. During the year, the Association signed a new agreement which expires on April 30, 2019. Under this agreement, the Association is required to pay the company semi-annual retainer payments of \$7,500 CDN.

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.

On November 1, 2017, the Association entered into an agreement with another association to provide consulting, member and registry services on their cattle. Under this agreement, the Association will receive an annual fee of \$30,000 in 2018 and \$25,000 in 2019 and 2020. The Association will also receive a \$7 per head fee and associated travel costs. This agreement has committed the Association to providing these services until the contract expires on December 31, 2020.

## Canadian Limousin Association

### Notes to Financial Statements

December 31, 2017

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#### 9. 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

The Association is exposed to the risk that it 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.

##### Financial assets

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

	2017	2016
Measured at amortized cost	\$ 80,616	\$ 64,046
Measured at fair value	745,258	760,514
	<u>\$ 825,874</u>	<u>\$ 824,560</u>

#### 10. 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.

# General Manager's Report



*Tessa Verbeek*  
**General Manager**

2017 was a big year for the Limousin breed! Limousin bulls were in demand, as were Limousin influence females and Limousin cross feeder calves. Astute cattlemen across the country know the value Limousin genetics can bring to their bottom line. The primary mandate of your Canadian Limousin Association continues to be your breed registry, however, through the direction of your Board of Directors the CLA has focused efforts on putting Limousin

in the forefront of producer's sites. We rely on each of you, as Limousin breeders, to play a key role in the promotion of our breed. We also appreciate the efforts of each of the provincial associations for the work they have done this year for the betterment of the Limousin breed.

This past year marked a new highlight in Limousin history with a Limousin bull winning the Supreme Champion Bull title at both Farmfair International and Canadian Western Agribition. Whether it be through the showing, in a commercial setting, support of junior members, or promotion of our breed in other ways, know that your efforts are valuable and imperative to the future success of the Limousin breed.

Sincere thanks to President Kishkan and the CLA Board of Directors for their time and effort this past year. Each Director provides a unique perspective and contribution to our collective and their commitment to the Limousin breed and serving the membership is evident. Your Board of Directors has assisted in guiding a number of major decisions and changes in recent years and have done so with you, the CLA membership in mind. I would like to make special recognition of Tim Andrew, who will be leaving the CLA Board of Directors this year after serving for two 3-year terms. Tim provided the Board with the very valuable viewpoint of a large commercial operator who also has a stake in the purebred end of the business. Tim was never short on ambition and ideas, and always had the betterment of the breed at heart. Tim, thank you for your dedication to our breed and the many contributions you made during your time on the CLA Board.

It takes an exceptional staff team to have a truly first-rate Association and our membership is privileged to have

the very best in Dallas Wise, Laura Ecklund and most recently, the addition of Shayla Chappell to primarily serve Canadian Shorthorn members. The decision to contract our registry and member services to the Canadian Shorthorn Association was made in order to bring a new revenue stream into our Association, without having to increase fees or cut services. Your CLA Board of Directors is very cognisant of the fact that our Association cannot continue on a road of financial losses and feels that this decision will improve our cashflow and bottom line at year end. Please know that you are the number one priority of our staff and the entire CLA staff take great pride in assisting you and your operation.

Membership numbers continue to increase with 536 members (2016 – 476). Of those, 169 are junior members (2016 – 117). The junior program has gained great momentum under the coordination of Laura Ecklund and leadership of the CJLA Board of Directors. A strong, engaged and growing junior membership will be key to our breed's future success.

We have seen a pattern in Whole Herd Enrollment stabilization overall since 2015, with WHE numbers holding between 7,922 - 7,991. These numbers are lower than years prior to 2015, but we should be pleased that we have reached a level of stability instead of decline. In 2017, registrations were slightly up at 4,593 (2016 – 4,404). Of those, Fullblood accounted for 57 (2016 – 59), Purebred for 4,204 (2016 – 4,020), Lim-Flex and Percentage for 332 (2016 – 325). The collection and reporting of phenotypic performance data to the CLA continues to be imperative for both your own operation and CLA's collective benefit. Genotyping technology is of great benefit to your operation but is of little use without phenotypic records being submitted to the Association as well.

In closing, I would like to sincerely thank the Cooper family, Maritime Limousin Association, and additional helpers for hosting us in Nova Scotia for this year's AGM and CJLA Impact Show. We have a great opportunity ahead of us to work together to further elevate the position of the breed through the decisions you make in your operation and the promotion you do of the breed – starting right in your own community. As always, please don't hesitate to contact any of the CLA Directors, myself or the CLA office with your questions or suggestions.



# Canadian Junior Limousin Association Report

Excitement for our junior program is building and our membership is growing. It's a great time to be a junior in the Limousin breed!

The 2017/2018 CJLA Board consisted of 10 members from across the country; Samantha Kennedy (President), Jackie Wismer (Vice President), Connor Rodger (Treasurer), Cheyenne Porter (Secretary) and directors Brittany Hirschfeld, Angus Smyth, Carolyn Darling, William Cooper, Naomi Best and Kaitlyn Davey. The CJLA board meets in the summer and winter in person and as needed throughout the year through teleconference. Between school, work and farm commitments these junior's find the time to call into meetings and to take on leadership roles. I would sincerely like to thank each and every one of the CJLA Board members for lending their time, talent and most importantly their leadership to make our junior program successful!



**CJLA Board of Directors**

**Laura Ecklund (CJLA Coordinator), Jackie Wismer, Connor Rodger, Samantha Kennedy, Angus Smyth, Kaitlyn Davey**  
**Absent: William Cooper, Carolyn Darling, Brittany Hirschfeld, Cheyenne Porter**

We had a very successful first year with the donation female program. Limolyn Collette was donated to the CJLA and was purchased by a group 16 CLA members in 2016. She had to her first heifer calf in January. The CJLA held a Facebook contest to name the heifer with the winning name being CJLA Echo 1E. She was sold in the B Bar Bull & Female Sale for \$3000 to Bohrsen Marketing Services and Haystack Acres of Harrow, Ontario. The CJLA would like to thank Bohrsen Marketing Services, Haystack Acres and runner up bidder

Rocky Payne for their support of our juniors. Watch for Taylor Brush and Echo on the 2018 show road including the Impact Show. The income from this sale has been set aside in a separate account should the CJLA need it for expenses that arise related to this new endeavour. Proceeds from future sales will go directly towards travel opportunities and scholarships for CJLA members. I would like to sincerely thank Eric Boon of B Bar Cattle for the work he has done to get this program going and for the time he puts into managing the pair. Eric is a tremendous asset to our junior program and I am grateful for the mentorship he provides to the Donation Female Committee in making decisions related to the cow and calf.



*Laura Ecklund*  
**CJLA Coordinator**



**The first animal to receive the CJLA tattoo was CJLA Echo 1E.**

We had a great time in July at the Canadian Junior

Limousin Impact Show in Portage la Prairie, Manitoba with 28 juniors and 38 head of cattle. It was a hot four days at the fairgrounds but fun was had by all and juniors went home with some great prizes. Jules Smyth took home Supreme Female with JL Honeybee LNA 603D. Supreme Bull went to Levi Best with EMF Dueces Wild 2D. I would like to thank both the Smyth and Davey families for the countless hours they put in to make that show a success!



# Canadian Junior Limousin Association Report

The CJLA once again held a clothing raffle to raise funds for the clothing and prizes for the 2018 Impact Show. We would like to thank everyone who purchased a ticket in support of the show. All contributors to the raffle are listed in the 2018 show program and on the CJLA Facebook page. Additionally, we would like to thank Chris Poley and T Bar C Cattle Company for auctioning off the tickets at the National Sale at Farmfair. The CJLA congratulates Tony's Meats from Antigonish, Nova Scotia - their logo will be featured on the 2018 show shirts and wind pants.

The 2018 Canadian Junior Limousin Impact Show is off to Nova Scotia for the first time in the show's history. Joe and Carolyn Cooper, their family and staff along with the Maritime Junior Limousin Association have been hard at work preparing to host our largest show to date with over 80 juniors and 100 head expected. I would like to thank the Cooper family and the Maritime Limousin members for the amount of time and thought they are putting into every detail of the show. They are an amazing group of people who are invested in our juniors and their future in the Limousin breed. Looking ahead, make plans to join us in Saskatchewan for the 2019 Canadian Junior Limousin Show.

In closing I would like to thank everyone in the Limousin breed for supporting our juniors. Through financial donations, mentoring new juniors in the breed, hauling cattle to shows and halter breaking Limousin calves for the neighbour kid you are making a difference. Thank you to everyone for welcoming me in this new role as Junior Association Coordinator, I look forward to working along with each of you for years to come to ensure the success of the CJLA!



## Genetic Consultant Report



*Dr. Robert Weber*  
**Genetic Consultant**

The 2017-2018 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 have worked closely with the software vendor to make DigitalBeef a powerful tool for breeders.

Several processing improvements were made behind the scenes by DigitalBeef staff to improve the connections between CLA and North American Limousin Foundation pedigrees by more completely cross-referencing animals included in both pedigree structures. Also, DigitalBeef staff have worked extensively with partners at the CLA genetic evaluation service provider, International Genetic Solutions (IGS), to automate weekly data extracts of performance and pedigree data to enable weekly genetic evaluations. Those code modifications were completed, tested and deployed this spring and provide the foundation for CLA's engagement in the weekly IGS evaluations.



# Genetic Consultant Report

Work over summer will complete an automated upload and quality control check system to load new EPDs in the database system and make them available online to producers/members. The new database for EPDs at DigitalBeef provides a single repository and look up feature for all DigitalBeef subscribers dramatically reducing upload times for new EPDs.

2017-2018 will go down as a year of transition on the genetic evaluation front. One substantial development in the Fall of 2017 was full deployment of the IGS data portal that dramatically assists with the reduction of data extract issues. This centralized system helps ensure 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 data integrity check 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.

Late summer should usher in the long-awaited release of single step EPDs from the IGS deployment of BOLT. The improved data processing algorithms and models 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 BOLT system at IGS has been producing weekly evaluations and has completed beta testing. American Simmental released BOLT produced EPDs in late Spring. Other breed partners in IGS will release EPDs as their data processing system testing is completed.

The single step methodology deployed in the IGS BOLT evaluation is the most technically advanced genetic evaluation system in the world. It utilizes either actual or imputed genotypes for all animals (~16 million head) in the evaluation to augment the pedigree relationship structures. It also fits a marker effects model for each trait using a subset markers from the 50K marker panel selected for their association with variation in each trait. In addition to the inclusion of single step genomics, a

number of trait model improvements have been made. Breeders will notice some changes in animal EPDs and rank due to these changes. In general, the rank correlations between the legacy system and BOLT derived EPDs are high and CLA and NALF animals experienced the least change in EPD among the various breeds. However, there will still be changes. Part of these movements are due to changes in model heritabilities and genetic correlations.

For growth traits, a slight narrowing of the distributions was observed, so high and low outlier animals are pulled back slightly towards the means. Means of breed groups adjusted slightly. Limousin breed mean for Milk saw a decrease, but it was thought that these were overestimated in the legacy system as compared to the relative differences suggested by the US-MARC breed contrasts. The carcass weight model saw substantial changes in methodology. In addition, the US-MARC carcass breed contrasts are utilized to appropriately set the relative breed mean differences. This resulted in some reranking of breeds compared to the legacy multibreed system. For Limousin cattle, the resulted in a decrease in CW and Marbling EPDs and a substantial increase in Ribeye Area. Yield grade also improved substantially as a result of the changes in CW and REA.

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 identify the markers associated with favorable or unfavorable performance. An effective genetic evaluation 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 potential sire and dam candidates.

As we look forward to the remainder of the 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)

I am a firm believer that the responsibility of Breed Improvement should largely be on the shoulders of our membership. The CLA has provided our members with the tools to have success. It is how we as members utilize these tools to advance our operations; whether it is locally, provincially, nationally or internationally!

Many of these tools can be found on the CLA website under the different tabs. A CLA Member Handbook is available and covers a lot of the basics and provides an overview of what the CLA provides to you as a member. If you have any recommendations for additional information to be added to the handbook, please contact Tessa Verbeek or myself.

A topic of discussion last year was the idea to have speakers on different topics (such as marketing, data collection, genomics and management) at Provincial Field Days, Provincial Annual Meetings or as webinars. Tessa took it to Canadian Beef Breeds Council (CBBC) to see if there would be interest from other breed associations/CBBC to work together on non-breed specific webinars and potentially apply for government funding for some of these projects. A series of videos are being developed by Summer Synergy, with CBBC support on some topics. Once completed, links to these videos will be made available on the CLA website.

A National Limousin Fieldman to help promote Limousin pre-sort sales was another topic of discussion for our BIC. The BIC and Commercial Committee had a conference call with a potential Fieldman to discuss some of the pros and cons of the idea. The consensus between the committees and CLA board is that at this time there are a few too many hurdles to overcome to make this a nationally viable program.

Government funding continues to be available to discount the cost of genotyping by 50% for all members. The 50% discount applies to low-density (GGP-LD) and high-density (GGP-HD, 50K) genotyping. Both LD and HD genotyping include parentage verification and will result in genomically enhanced EPDs and increased EPD accuracy. Once our allocation of funding is used up, genotyping will go back to full price, so take advantage of this discount sooner than later.

Dr. Robert Weaber is the genetic consultant for both the CLA and NALF and we work very closely with him in regards to our genetic evaluation. His expertise and efforts have been imperative in the move to the BOLT evaluation. Please read his write-up to better understand what the CLA is working on and involved with in terms of our genetic evaluation.

We as an association are only as strong as our members, so I challenge you as CLA members and producers of Limousin Seedstock to take the initiative and work at new ways to promote your program and the breed; locally, provincially, nationally and internationally!



*Submitted by Tim Andrew*

This year has been another of expansion in terms of the commercial committee activities. Our mainstay programs - the feeder calf listing and Limousin endorsed - CCIA pink tag initiative continued to offer our commercial producers the ability to describe and elevate the awareness of their premium feeder cattle as they reach the marketplace. While there is always room for expansion in both these programs, the producers that commit to these are always rewarded by being at the top of the market.

The commercial tour was deemed successful. Over twenty Limousin cattle people (including some of our Junior board) toured several packing plants, auction markets and feeding operations in Southern Ontario allowing themselves to personally see the exceptional returns that Limousin genetics offer the beef industry in terms of conversion, cutability and quality. As a side note - one packer who has not procured Limousin cattle for decades made a significant purchase of one of the tour participants feeder cattle as a trial of "today's" Limousin.

While this allotment has not reached harvest weight and future purchases have not been made, these opportunities to the breed as a result of these initiatives are very real and cannot be ignored. The group would like to thank St Helens Meats, OLEX, Ontario Cattle Feeders Association, Chaffe Beef Farms, Legge Beef, Smart Limousin, Schaus Land and Cattle, and Norpac as well as Ewart and Beth McLaughlin

## Commercial Committee Report

for their most generous hospitality.

The Canadian Limousin Fed Steer Challenge is up and running. To date the entries are beginning to be harvested as they approach market weight. While we all realize this has been one of the hardest winters on record, especially in the Calgary region, we appreciate the efforts the Kunz family has put forth in order to grow and finish these excellent steer entries from 14 contributors. While individual results and bragging rights to the top calves in terms of carcass merit and profitability are nice, the real value to the breed is in the "real world" data in terms of the carcass quality and feeding economics that our breed excels in. These are talking points for all of us to use as we develop new clients. In today's progressive cattle operate where vertical integration and value based marketing are becoming real the advantages that Limousin genetics bring when backed by current data will help our seed stock producers become part of these exciting opportunities.

As I personally see my term as a CLA director come to a close, I cannot thank enough both initially Anne Burgess and now Tessa Verbeek for their continued encouragement and support of all the ideas that they have so tirelessly brought to reality. As well it has been an honour to be part of a board that is always looking forward to make Limousin stronger and more competitive in the Canadian cattle industry.

## National Show & Sale Committee Report

*Submitted by Cody Miller*

### National Show

The 2017 National Show and Sale took place November 9th, 2017 during Farmfair International in Edmonton, Alberta. The Limousin breed was well represented with 80 head from 16 breeders in British Columbia, Alberta & Saskatchewan. 69 were entered in the Purebred Division and 11 in the Percentage Division, the quality was exceptional from top to bottom. The Percentage and Open shows were judge by Billy Elmhirst of Indian River, ON.

### Open Champions

Grand Champion Bull – Greenwood Canadian Impact, exhibited by Greenwood Limousin & Nordal Limousin, SK  
Reserve Champion Bull – B Bar/Martens Kilo 60E ET, exhibited by B Bar Cattle & Martens Livestock, SK  
Grand Champion Female – Boss Lake Day Dreamer, exhibited by Boss Lake Genetics, AB  
Reserve Champion Female – RPY Paynes Cristy 23C, exhibited by Payne Livestock & B Bar Cattle, SK

### National Sale

Thursday evening the ALA hosted the National Sale ran by T Bar C Cattle Co. from Saskatoon. The sale included 12 2/3 live lots, 9 embryos and 1 flush with a gross of \$84,900 and the live lots averaging \$5157.85. Thank you to all the bidders, buyers, exhibitors and sponsors who made the 2017 National Show and Sale a huge success.

High Selling Lot - Lot 2A - RPY Paynes Epiphany 55E sired by Cottage Lake Big Star was purchased by Darling Farms, Castleton, ON for \$7,600

Thanks to all the exhibitors, spectators, volunteers & sponsors who made the 2017 National Show & Sale a great success. The 2018 National Show and Sale will take place at Agribition in Regina, Saskatchewan on November 22nd. Planning is well under way and we look forward to seeing everyone.



## Grand Champion Bull



**Greenwood  
Canadian Impact  
ET**

Exhibited by  
Greenwood  
Limousin &  
Nordal Limousin

## Reserve Champion Bull



**B Bar/Martens  
Kilo 60E ET**

Exhibited by  
B Bar Cattle  
& Martens  
Livestock

## Grand Champion Female



**Boss Lake Day  
Dreamer**

Exhibited by Boss  
Lake Genetics

## Reserve Champion Female



**RPY Paynes  
Cristy 23C**

Exhibited by  
Payne Livestock  
& B Bar Cattle

*Thank you to Alberta for hosting!*

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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



**GREENWOOD CANADIAN IMPACT ET**  
Owned by Greenwood Limousin & Nordal Limousin

## Canadian Limousin Show Female of the Year



**BOSS LAKE DAY DREAMER**  
Owned by Boss Lake Genetics

## Canadian Limousin Show Sire of the Year



**RCL WIND CHILL 8B**  
Owned by Pinch Hill Limousin

## Canadian Limousin Show Dam of the Year



**GREENWOOD WISTERIAL LANE**  
Owned by Jayden Payne (Greenwood Limousin)



## Jim & Susan Butt



**Jim and Susan Butt and family presented with the CLA Award of Distinction by Tessa Verbeek at the 2017 Royal Agricultural Winter Fair, Toronto, Ontario.**

We are recognizing Jim and Susan Butt of Maple Key Farms, Embro, Ontario for their outstanding contribution and commitment to the promotion of the Limousin breed in Canada and of Canadian Limousin genetics around the world. Jim and Sue are people, who, if they believe in something, put their whole heart and soul into it and we can say they have truly done that with Limousin cattle.

Jim was raised on his family's farm near Embro, Ontario which specialized in laying hens and feedlot beef cattle. Sue was raised in Brantford, later moving to Woodstock. Although as Sue says, she was a town girl, her family had roots in agriculture too.

In 1979, Jim and Sue took over the family farm while Jim worked as a salesman for St. Mary's Cement and Sue as a librarian with the Oxford County Library, deciding this was the place to raise their family, daughters Colleen and Heather.

1988 saw them begin their adventure with the Limousin breed as they began the switch from feedlot cattle to a cow-calf operation. They speak of admiring the Limousin cattle belonging to neighbours Holger and Janet Lange and of Holger's daughter and son-in-law Chris and Keith Wiffen, taking them to their first Limousin sale, the 1988 Golden Opportunity Sale where they purchased four fullblood bred cows with calves at side. At the same time they became Canadian Limousin Association and Ontario Limousin Association members.

Their herd soon grew to fifty cows, predominately fullblood, and later breeding for polled fullbloods. They supported the bull test program and over the years had bulls on test at Arkell, Hodgins, Belldoon and Posthaven. They were supporters of Golden Opportunity and Northern Lights sales as well as others sales across the country. Daughter Colleen recalls Maple Key Andrea being named as their first Elite Dam. Maple Key breeding stock have sold throughout Ontario, Quebec, Nova Scotia, New York, Florida and Georgia.

## Award of Distinction

Both Jim and Sue have served terms as directors of the Ontario Limousin Association with a keen interest in the promotions and advertising committees. Jim was OLA president in 1995 and then took his turn on the Canadian board from 1997 – 2003, including a term as CLA president. Jim and Sue are a perfect example of teamwork, one will take on a job and the other is there for support and back up.

They are huge supporters of the Limousin Junior program and the opportunities it provides our youth. At many CJLA conferences you will find Jim and Sue working as judges of events and behind the scenes in scoring and tabulations.

In 2000, Jim and Sue decided to attend the International Limousin Congress in France and came back excited about the experience, of the breeders they had met from around the world and the cattle they saw. Since then, they have travelled to the ILC in the United Kingdom, Australia, Denmark and Sweden, Argentina, and Ireland and have encouraged other Canadian breeders to attend as well.

2011 brought the beginning of change at Maple Key Farms with plans for daughter Colleen and son-in-law Warren to become part of the farming operation. Their children Avery and Erin are now the 5th generation on the farm. This has allowed Jim and Sue to think of

semi-retirement with more time to spend with their three grandchildren, and to travel and see the world (but always with Limousin promotional brochures in their luggage).

In 2014, after 25 years breeding Limousin cattle, the decision was made to focus on other aspects of the farm and their herd was sold to Matthew Heleniak and family of Hawkeye Cattle Company. When asked about the highlights of those 25 years, they recall receiving the Margaret Madgett – Breeder of the Year award in 2002, helping to organize and host the International Limousin Congress in Canada and of the many great friendships they have made.

While the Limousin breed has benefitted from the Butt's involvement we would be remiss not to mention that Jim is a charter member of the Hickson Lions club, having been recently awarded the John Tipping Award for 40 years of community service and Sue's work as a member of the Brooksdale-St Andrews UCW, as a 4-H leader and Girl Guide leader. Jim has also been councillor for Zone 3 of the Egg Farmers of Ontario for many years. They are very dedicated volunteers in their home community as well.

Jim and Susan, and your family, (Colleen and Warren, Heather and Kyle, Avery, Erin and Alex) thank you for your dedication to and unfailing support of Canadian Limousin.

## 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
	2005: Dale † & Carole Barclay John & Doreen Knight	2013: Leone Karwandy-Hagel †
	2006: Gordon Meadon	2014: Martin & Donna Bohrsen
		2015: Lynn Combest
		2016: Mary Hertz & family Bill Campell & family
		2017: Jim & Susan Butt

† 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 2017

Owners	Elite Dam	Tattoo	Super Elite Designation
AMAGLEN LIMOUSIN	AMAGLEN ZAX	HNH 24Z	
ANCHOR B LIMOUSIN	ANCHOR B ZAINA	JBH 35Z	
B BAR CATTLE	ANCHOR B POLLED JEOPARDY 206X	MBH 206X	2017
B BAR CATTLE	B BAR SHANIA 204Y	MBH 204Y	
PINNACLE VIEW LIMOUSIN	CJSL 1005Y	CJSL 1005Y	
PINNACLE VIEW LIMOUSIN	CJSL XCITE 0353X	CJSL 0353X	
RIVERSTONE CATTLE COMPANY	ENG D MISS BPPB 9127W	ENG D 9127W	
777 CATTLE LTD.	EXCEL POLLED ZENA	XLR 224Z	
EXCEL RANCHES	EXCEL POLLED UNIQUE	XLR 848U	2017
EXCEL RANCHES	EXCEL ZOOM ZOOM	XLR 208Z	
RICHMOND RANCH LTD	RICHMOND YOUR THE ONE SRD 63Y	SRD 63Y	
R & R ACRES	R & R MILKMAID 109U	RRA 109U	
R & R ACRES	R & R MILKMAID 20W	RRA 20W	
BALAMORE FARM LIMITED	TMF MISS 370Z	TMF 370Z	
TOP MEADOW FARMS	TMF MISS 3Y	TMF 3Y	
TOP MEADOW FARMS	TMF MISS 551W	TMF 551W	
TOP MEADOW FARMS	TMF SUNFLOWER 33S	TMF 33S	
CLARK CATTLE	WULFS SERENADE 6096S	FI 6096S	
CLARK CATTLE	WULFS USHEILA 8283U	FI 8283U	2017
CLARK CATTLE	WULFS ZOO QUEEN 2468Z	FI 2468Z	

# Elite Herds

## 2017 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	BENNVILLE FARM	HAGERSVILLE	ON
3723	CAMPBELL LAND & CATTLE INC.	MINTO	MB
136560	CARPENTER CATTLE CO.	HANLEY	SK
140042	CHASE HIGH	AIRDRIE	AB
137807	DANA CARPENTER	HANLEY	SK
4435	HIGH CATTLE COMPANY	AIRDRIE	AB
5594	HILLVIEW FARMS	STURGEON COUNTY	AB
8445	JAYMARANDY LIMOUSIN	ROBLIN	MB
5689	J. YORGA FARMS LTD	FLINTOFT	SK
139032	MARTENS LIVESTOCK	STRASBOURG	SK
28896	NEW LIFE LIMOUSIN	HANOVER	ON
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

## 2017 Gold Elite Herds

25311	ADELE & SHAUN WALSH	BON ACCORD	AB
6592	AFTER HOURS LIMOUSINS	TARA	ON
28119	AMANDA MATTHEWS	BRAGG CREEK	AB
12094	ANCHOR B LIMOUSIN	HANLEY	SK
141157	ARCON CATTLE COMPANY	EVERETT	ON
7912	ARLEY CATTLE CO.	ALLISTON	ON
91447	BALAMORE FARM LIMITED	GREAT VILLAGE	NS
18424	BEE ZEE ACRES	GLENCOE	ON
139603	BIT BY BIT FARM	INVERARY	ON
138328	CARLSRUHE CATTLE COMPANY	CARLSRUHE	ON
15179	CHERWAY LIMOUSIN	SANFORD	MB
25558	CLARK CATTLE	PORT HOPE	ON
141130	CRINAN FARMS	WEST LORNE	ON
140934	CROWN HILL ACRES	OMEMEE	ON
140007	DARLING FARMS	CASTLETON	ON
10177	D C FARMS	BARRHEAD	AB
133408	DIAMOND C RANCH	PONOKA	AB
3617	EDEN MEADOWS FARM	ZEHNER	SK
136650	EMILY GIBSON	GLENCOE	ON
134157	ERIN KISHKAN	QUESNEL	BC
13535	EXCEL RANCHES	WESTLOCK	AB
137929	FORT ELLICE LIMOUSIN	ST-LAZARE	MB
17863	FOUILLARD LIMOUSIN	THORSBY	AB
7928	FRITZ, SANDRA & NADINE OTHBERG	SUMMER FIELD	NB
20365	GIBSON FARMS	RIPLEY	ON
7343	HEWSON LIMOUSIN	LASHBURN	SK
1087	HIGHLAND STOCK FARMS	BRAGG CREEK	AB
16187	HI-VALLEY LIMOUSIN	100 MILE HOUSE	BC
18678	HOLLEE LIMOUSIN	JANETVILLE	ON
138772	JAXON PAYNE	LLOYDMINSTER	SK
138531	JAYDEN PAYNE	LLOYDMINSTER	SK
141842	K. AXLEY LIMOUSIN	CZAR	AB
133748	LAZY A LIMOUSIN	CANDO	SK
140252	LAZY A LIMOUSIN	CANDO	SK
140253	LAZY A LIMOUSIN	CANDO	SK
24678	LAZY T BAR RANCH	BAY TREE	AB
135055	LINGLEY LIVESTOCK	IRMA	AB
4009	NORDAL LIMOUSIN	SIMPSON	SK
140993	NORFOLK CATTLE	TILLSONBURG	ON
1756	NORTH SLOPE FARMS INC.	BAWLIF	AB
21825	OAK RIDGE LIMOUSIN	MORDEN	MB
8556	PINCH HILL LIMOUSIN	STITTSVILLE	ON
19557	PINNACLE VIEW LIMOUSIN	QUESNEL	BC
137792	RAIL LINE FARMS	LUCKNOW	ON
5941	RICHMOND RANCH LTD	RUMSEY	AB
140961	RIVER PINE CATTLE CO.	VITA	MB
28135	RIVERSTONE CATTLE COMPANY	OLDS	AB
14484	ROBERT C. MATTHEWS	BRAGG CREEK	AB
28960	RUNAWAY RANCH	BENTLEY	AB
141315	SAMANTHA KENNEDY	OMEMEE	ON

5497	SCOTT & JACQUELINE PAYNE	LLOYDMINSTER	SK
20270	VENTURE LIVESTOCK ENTERPRISES	CARSTAIRS	AB

## 2017 Silver Elite Herds

141796	777 CATTLE LTD.	STETTTLER	AB
24738	ALLAN & LORRIE MATTIE	MIRROR	AB
1452	ANDREW RANCHES	YOUNGSTOWN	AB
141671	ANDREW RANCHING LTD.	TILLEY	AB
13962	ANNE DYCK	SWIFT CURRENT	SK
6661	BAR 3R LIMOUSIN	MARENGO	SK
8571	BOSS LAKE GENETICS	PARKLAND COUNTY	AB
6034	BOW PARK FARM	BRANTFORD	ON
7061	BUCK CREEK LIMOUSIN	DRAYTON VALLEY	AB
1848	CAROLE BARCLAY	ERSKINE	AB
7990	CINDY & ROBBIE GARNER	SIMPSON	SK
141584	CJLA DONATION HEIFER	CALGARY	AB
8056	DALE E. TURNER	SASKATOON	SK
138846	DE JAGER LIMOUSIN CATTLE CO.	ROLLING HILLS	AB
24350	DENISON LIMOUSIN	KINGSTON	ON
1079	E M TEDFORD & SONS	ESTEVAN	SK
19192	FERME D.M. SIMARD S.E.N.C.	STE-SOPHIE-DE-LEVRAR	QC
7052	FERME MCDUFF ET FILS SENC	MANSONVILLE	QC
3880	HANSEN'S LIMOUSIN	ENTWISTLE	AB
138198	HAWKEYE LAND AND CATTLE	NORWICH	ON
139826	HEWSON LAND & CATTLE	CUTKNIFE	SK
138272	HORIZON LIMOUSIN	ROCKYVIEW	AB
139240	HORIZON LIVESTOCK	ROCKY VIEW	AB
2854	IMPERIAL RANCH LTD.	STETTTLER	AB
141336	ISLAND NOVA LIMOUSIN	LADY FANE	PE
140619	JL LIMOUSIN	MACKLIN	SK
26623	JONES CATTLE CO	MORSE	SK
133412	KRISTINE PAUL-BARCLAY	ERSKINE	AB
139604	LAKESIDE FARMS	DURHAM	ON
5250	MAPLEHURST FARMS	WESTBOURNE	MB
138764	NEW FRONTIER LIMOUSIN	AILSA CRAIG	ON
10518	NOR-ALTA LIMOUSIN	KINUSO	AB
17851	PARTRIDGE LIMOUSIN	BARRIE	ON
7390	PINE CREEK LIMOUSIN	KENTON	MB
133399	PLAINS LIMOUSIN	WAINWRIGHT	AB
139275	PLAINS LIMOUSIN	WAINWRIGHT	AB
133337	RED WING CATTLE COMPANY	ARNPRIOR	ON
6156	RICKY BARCLAY	ERSKINE	AB
1083	STEWART FARMING LTD	STETTTLER	AB
6168	STONEVIEW FARM	LOCKWOOD	SK
5493	TERRY BARCLAY	ERSKINE	AB
141666	TGJ CATTLE CO.	SINCLAIR	MB
140581	TRIPLE HERD LIMOUSIN	BENTLEY	AB
12144	TRIPLE R LIMOUSIN	MACGREGOR	MB
6467	TWIN OAK STABLES	TREHERNE	MB

## 2017 Bronze Elite Herds

22759	3 RIDGE FARMS	OWEN SOUND	ON
6847	ALBERTVIEW LIMOUSIN FARMS	MOUNT ALBERT	ON
141932	ANDY GRAVELINE LIMOUSIN	CAMPBELL	QC
139920	ANGUS SMYTH	ROBLIN	MB
139987	ANNAMARIE & ELISABETH STUDER	CLIFFORD	ON
138917	ASHLEE MITCHELL	VIRIDEN	MB
141224	ASHLEIGH LOWE	FLESHERTON	ON
141763	ASHLEY FARMS	BELWOOD	ON
139159	BAILEY & ASHLEY MCCONNELL	KINCARDINE	ON
5959	BARCLAY LIMOUSIN	ERSKINE	AB
21934	BEAR CREEK FARM	MOORETOWN	ON
139717	BENJAMIN MCCORD	FORT ST JOHN	BC
133623	BFL CATTLE CO.	GRAND VALLEY	ON
135217	BILL ARTHUR	INVERARY	ON
5328	BLUEBERRY FARMS TRUST	FORT ST JOHN	BC
11583	BLUE DIAMOND LIMOUSIN	MCKAY SIDING	NS
9720	BOOTHVILLE FARMS	MARKDALE	ON
28253	BRANDON HERTZ	DUCHESS	AB
140093	BRENDAN ROFFEY	MOUNT ALBERT	ON
137208	BRODIE HUNTER	KENTON	MB
25630	BROWN EDEN LIMOUSIN	LITTLE BRITAIN	ON
15479	BRYAN DYKSTRA	NORWICH	ON

# Elite Herds

141906	CALDER JONES	MORSE	SK	141613	LAURAL LIMOUSIN	FERGUS	ON
22603	CARLTON TRAIL LIMOUSIN	DUCK LAKE	SK	4697	LAURKEL LIMOUSIN	PRINCE GEORGE	BC
139502	CASSIDY MATTHEWS	OLDS	AB	141960	LAZY H LIMOUSIN	GULL LAKE	SK
2773	CEDAR PATCH ACRES	LISTOWEL	ON	13116	LAZY S LIMOUSIN	RIMBEY	AB
25367	CHAD HUNT	PAKENHAM	ON	135305	LG LIMOUSIN	VIRDEN	MB
135862	CJC CATTLE COMPANY	CARP	ON	10933	L & J LIMOUSIN	CUTKNIFE	SK
141591	CODY DILLABOUGH	QUESNEL	BC	26211	LOYAL LINE LIMOUSIN	GODERICH	ON
139803	COLBY JAMES GERALD LABIUK	KITSCOTY	AB	13421	L. & S. CRAIG & FAMILY	NORTH TYRON	PE
9267	CORAD FARMS	PAKENHAM	ON	4318	L&S LIMOUSIN ACRES	KENTON	MB
27292	CORY & GLENNA HUNT	PAKENHAM	ON	139979	MAPLE J ROCK FARMS	ATHENS	ON
140857	CREEK SIDE FARMS	ATWOOD	ON	141862	MAPLE RIDGE LIMOUSIN	STILESVILLE	NB
133832	CRESTHILL CATTLE CO.	PROVOST	AB	18659	MCNEIL LIMOUSIN ST-MARC	FIGURY	QC
140874	CROSSING CREEK CATTLE	STURGEON COUNTY	AB	4384	MERLIN J. REDMOND	HARTINGTON	ON
5615	DIAMOND T LIMOUSIN	KENTON	MB	23229	MERV & DIANE SPRINGER	FOAM LAKE	SK
137209	DILLON HUNTER	KENTON	MB	139716	MICHEALA MCCORD	FORT ST JOHN	BC
141422	DOUBLE B CATTLE CO.	UNITY	SK	141872	MINERAL VALLEY FARM	SALT SPRINGS	NB
3039	DOUBLE D FARMS LTD.	WATERLOO	ON	135117	MITCHELL FARMS	VIRDEN	MB
8518	DRY CREEK RANCH	CECIL LAKE	BC	9694	M & M RANCH	QUESNEL	BC
139286	DRY CREEK RANCH	CECIL LAKE	BC	140446	NITH VALLEY LIMOUSIN	AIRDRIE	AB
139287	DRY CREEK RANCH	CECIL LAKE	BC	18299	NORMAND GARNEAU	BOUCHETTE	QC
140264	DRY CREEK RANCH	CECIL LAKE	BC	139423	NORTH PLAINS LIMOUSIN	BETHUNE	SK
140838	EAST COAST LIMOUSIN	GREAT VILLAGE	NS	141378	NYK CATTLE COMPANY	DOUGLAS	MB
5792	EDWARDS LIMOUSIN	CRAIK	SK	23096	ORBIT VALLEY LIMOUSIN	INVERARY	ON
27889	ELM GROVE LIMOUSIN	ELORA	ON	4749	PAYNE LIVESTOCK	LLOYDMINSTER	SK
9640	EMPIRE LIMOUSIN	BLUFFTON	AB	140732	PLAINS LIMOUSIN	WAINWRIGHT	AB
141713	ENDOENJA RANCH	CREMONA	AB	16948	PRAIRIE PRIDE STOCK FARM	VEGREVILLE	AB
141586	EVAN CHAFFE	MITCHELL	ON	136050	PRESTON ACRES LIMOUSIN	PONTYPOOL	ON
9473	FERME A.T.J.C.L.A.	ST-HYACINTHE	QC	18741	QUALLY-T LIMOUSIN	ROSE VALLEY	SK
6432	FERME DES PEUPLIERS SENC	ST-GABRIEL	QC	138623	RAILWAY CREEK FARMS	MADOC	ON
139043	FERME J.P.E.R.	SAINT-PAUL	QC	6102	RAYMOND AND KATHLEEN SMART	MEAFORD	ON
139978	FERME SDJ POLLED LIMO	NAPIERVILLE	QC	140672	RCN LIVESTOCK	PARADISE HILL	SK
25391	FERME TI-NOEL	MACAMIC	QC	138312	RED MAPLE FARMS	ORONO	ON
5863	GARDINER LIMOUSIN	GLENCOE	ON	12135	RICHARD PLANTE	ST-BARTHELEMY	QC
29253	GERARD CLAIR	ELGIN	ON	141177	RILEY BOHRSON	HANLEY	SK
23329	GERRY VILLENEAU	KELLIHER	SK	13865	RILLA HUNTER	KENTON	MB
6028	GLEN IRVINE	SMITHS FALLS	ON	141388	ROCKY RIDGE LIMOUSIN	WINFIELD	AB
140807	GRANT LIVESTOCK COMPANY	MARKDALE	ON	3438	RUNNYMEDE FARMS	MATAPEDIA	QC
3526	GREENWOOD LIMOUSIN	LLOYDMINSTER	SK	134362	SELBY GENETICS	SELBY	ON
140999	GROSSI FARMS LTD	LITTLE BRITAIN	ON	10103	SHORT GRASS LIMOUSIN	SWIFT CURRENT	SK
13747	G.SMART & T. ALEXANDER	MEAFORD	ON	4847	SMART LIMOUSIN	MEAFORD	ON
140196	HAYSTACK ACRES	HARROW	ON	140325	SPARE TIME LIVESTOCK	OXFORD MILLS	ON
138884	HIP LIMOUSIN	TWEED	ON	20356	SPRING ROCK FARMS	HAGERSVILLE	ON
15023	HI-WAY LIMOUSIN	BETHUNE	SK	18369	SPRUCE HILL FARMS	KINGSTON	ON
28892	HOCHHAUSEN LIVESTOCK ENT.	EDMONTON	AB	140361	SQUIRREL CREEK LIMOUSIN	MACGREGOR	MB
7383	HOCKRIDGE FARMS	DAUPHIN	MB	8310	STONERIDGE MEADOW	ORO-MEDONTE	ON
141396	HOLT N. HAYWOOD	BRAGG CREEK	AB	135009	SUNRAY LIMOUSIN	JASPER	ON
135779	JADE LIMOUSIN	GUELPH	ON	139052	SUNSET FARMS	PICTON	ON
13868	JAMES & WANDA LABIUK	KITSCOTY	AB	140925	SYMENS LAND & CATTLE	CLARESHOLM	AB
27193	JANELLE E. LABIUK	KITSCOTY	AB	140916	SYMENS LAND & CATTLE CO.	CLARESHOLM	AB
28338	JAY-DEAN & TODD SMYTH	ROBLIN	MB	10112	THREE WAY LIMOUSINS	LAKE FRANCIS	MB
26451	JAYMARANDY LIVESTOCK	BEAUSEJOUR	MB	138282	TIM DAVEY	WESTBOURNE	MB
139361	JAYSON W LABIUK	KITSCOTY	AB	27452	TOP OF THE HILL FARM	SOUTHAMPTON	NS
133978	JEAN-PIERRE CHARLEBOIS	MONTEBELLO	QC	16151	TRIPLE A FARMS	CARLETON PLACE	ON
140608	JEAN POIRIER	SALABERRY DE VALLEY	QC	5327	TRIPLE D FARM ENTERPRISE	THORNDAL	ON
19197	JEFFREY GUTEK	HENDON	SK	141022	TRUE NORTH LIMOUSIN	SUNDRE	AB
26620	JOEY & MARCI LABIUK	KITSCOTY	AB	27413	VERBEEK'S LIMOLEAN FARM	STURGEON COUNTY	AB
3138	JOHN F. MCKEE & SONS	LISTOWEL	ON	18479	VISTA LIMOUSIN	FORT FRANCES	ON
139925	JULES SMYTH	ROBLIN	MB	139564	VYKKI JOHNS	RIMBEY	AB
141441	JUSTIN MCCORD	FORT ST JOHN	BC	29272	WAGNER LIVESTOCK	CHERRILL	AB
139708	KAITLYN DAVEY	WESTBOURNE	MB	141864	WHITNEY LEE LABIUK	KITSCOTY	AB
138538	KAREN & BETHANY STOREY	NAPANEE	ON	15864	WILLOWCREST LIMOUSINS	LAC LA BICHE	AB
141427	KEILER CHERRY	LLOYDMINSTER	AB	29019	WRIGHT WAY LIMOUSIN	BRANDON	MB
13561	KEN-DOC LIMOUSIN	SASKATOON	SK	7668	YOUNG LIMO FARMS	ENNISMORE	ON
139608	KEVLON LAND & CATTLE	TABER	AB	139362	ZACKARY A LABIUK	KITSCOTY	AB
18495	KING LIMOUSIN FARM	YARMOUTH	NS	26375	ZAMORA RANCH	ROCK CREEK	BC
136586	KODY ROWE	WORSLEY	AB	138499	ZWAMBAG CATTLE COMPANY	GLENCOE	ON
7200	KOYLE FARMS	IONA STATION	ON				
141905	KRAZY KRITTER FARM	PHHELPSTON	ON				
135971	KURT & ERIN ROSSMANN	QUESNEL	BC				
6049	K-VIEW LIMOUSINS	HENSALL	ON				
133940	LAIRD EDWARDS	CRAIK	SK				
8192	LAKE ROAD LIMOUSIN	WORSLEY	AB				
8577	LAKESIDE LIMOUSIN	YELLOW HEAD COUNTY	AB				
21130	LANARK LIMOUSIN	LANARK	ON				



# Advertising & Promotion

The Canadian Limousin Association focused our 2017 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).

**LIMOUSIN-PROFIT**

Region	Avg. Weight	Avg. Price	Regional Average
Alberta Limousin Influenced Steers	525 lb	\$265.25	\$25 OVER /CWT
Ontario Limousin Influenced Steers	528 lb	\$250.00	\$23 OVER /CWT
Atlantic Limousin Influenced Steers	702 lb	\$219.00	\$31 OVER /CWT

CanFax Cdn\$/cwt \$230.77  
CanFax Cdn\$/cwt \$227.31  
Atlantic Regional Average Cdn\$/cwt \$182.00

**Limousin calves sold for \$25 OVER /CWT regional average**  
**Limousin calves sold for \$23 OVER /CWT regional average**  
**Limousin calves sold for \$31 OVER /CWT regional average**

**Limousin FLEX**  
CANADIAN LIMOUSIN ASSOCIATION

**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).

Get in on what other producers already know to be true **MORE POUNDS = MORE PROFIT**

**THIS SPRING, USE A LIMOUSIN BULL**

**TAG THEM LIMOUSIN**  
Limousin RFID Tags Available

**Amaglen Limousin**  
Don & Bonnie Hamilton  
Dartmouth, NS  
204.261.5111  
amaglenlimousin.ca  
Bulls for sale by private treaty and  
Hawthorn Hill, March 31

**Andrew Rancher / Andrew Ranching Ltd.**  
Tim Andrew / Greg Andrew  
403.864.6292 / 403.864.9537  
Bull Sale March 15, Brooks, AB

**Bar 36 Limousin**  
The Bar Family  
Maverick, SK  
403.463.7997 / 403.463.7954  
403.463.7954  
Bull Sale March 15, Oyen, AB

**Cherway Limousin**  
Wayne, Cheryl & Family  
Sanford, MB  
204.261.8888  
info@cherwaylimousin.ca  
Bulls for sale by private treaty and  
Hawthorn Hill, March 31

**Diamond C Ranch**  
Paul & Sherry Christiansen  
Ponoka, AB  
403.293.2299  
nigel@diamondcranchlimousin.com  
Bull Sale at the farm March 12

**Excel Ranches**  
Don & Betty Miller  
Weyburn, SK  
403.780.3404  
excelranches@hotmail.com  
Bulls for sale by private treaty and  
Hawthorn Hill, March 31

**Guthrie Limousin**  
The Guthrie Family  
303.338.1412  
Bull Sale at the farm March 15, Yorkton, SK

**High Cattle Company**  
Doreen & Chae High  
Airdrie, AB  
403.463.8666  
doreen@highcattlecompany.com  
Bulls for sale by private treaty and  
Hawthorn Hill, March 31

**Highland Stock Farms**  
The Matthews & Hayward Families  
Ripley, ON  
403.463.8666  
Chris & Amanda Hayward  
403.463.8666  
Ray 403.293.2299  
Cory 403.463.8666  
cory@highlandstockfarms.com  
Bull Sale at the farm March 15

**Hillview Farms**  
Colin & Tanya Welton  
Manning, AB  
403.293.2299  
cory@hillviewfarms.com  
Bull & Female Sale at the farm March 3

**Jaymarty Limousin / Jaymarty Limousin**  
Lee & Ruth Angus / Mark Angus  
Barrhead, AB  
204.932.4980 / 204.932.4999  
jaymartylimousin.com  
Bulls for sale by private treaty and  
Hawthorn Hill, March 31

**Larry A Limousin**  
Steve & Carey Henschel & Family  
Canby, SK  
306.932.7551  
Bulls for sale by private treaty and  
Hawthorn Hill, March 31

**Larry S Limousin**  
Stan & Ty Steele & Family  
Barrhead, AB  
403.794.8288  
larrys@larryslimousin.com  
Bull Sale March 24

**Pinnacle View Limousin**  
Sandra & Stephen Families  
Rumsey, BC  
250.762.4648 / 250.991.6664  
kirk@pinnacleviewlimousin.com  
Bulls for sale by private treaty and  
Hawthorn Hill, March 31

**Richmond Ranch**  
Don & Margaret Richmond & Family  
403.344.3100  
403.344.3100  
403.344.3100  
Bull & Female Sale at the farm March 3

**Symons Land & Cattle Co.**  
Doreen & Larry Symons  
Crescentville, AB  
403.864.6292 / 403.864.9537  
symons@symonsland.ca  
Bulls for sale by private treaty and  
Hawthorn Hill, March 31

**Triple R Limousin**  
The Rogers & Family  
MacGregor, MB  
204.463.7997  
triple@triplelimousin.com  
Bulls for sale by private treaty and  
Hawthorn Hill, March 31

**Wing-Gates Limousin**  
Wing-Gates Limousin  
Barrhead, AB  
403.794.8288  
wing-gates@wing-gateslimousin.com  
Bulls for sale by private treaty and  
Hawthorn Hill, March 31

**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 Farmfair International, Canadian Western Agribition and the Royal Agricultural Winter Fair 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 we had a Canadian Limousin Association booth at the Canadian Beef Industry Conference and Ontario 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 2017 the CLA sponsored the final T Bar Invitational Golf Tournament and Canadian Cattlemen's Foundation Golf Tournament, Livestock Markets Association of Canada (LMAC) Convention/Auctioneer Competition. 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. We are also members of the International Limousin Council.

The CLA is working 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! As always, we welcome your feedback on how we can improve the magazine and suggestions for content.

In 2018, the CLA's publishing agreement with Today's Publishing ended and the contract was not renewed. We sincerely thank Today's Publishing and appreciate the Today's Publishing team for the work they put into the magazine. 5 Gallon Creative (Katie Songer), who is already responsible for our website and national advertising campaigns, has been contracted to publish the magazine. Tessa Verbeek will be looking after all advertising sales. These changes will mean that the Association is in greater control of the magazine's look, content, and most of all it's financial success. If the magazine profits, the Association will profit. Advertising in the Limousin Voice magazine will not only benefit

your operation but it will also directly benefit your Canadian Limousin Association. The more advertising we have in the magazine, the more pages of editorial, show and sale results, and additional content we can have. A thick magazine with interesting, relevant content and appealing advertising makes the Limousin Voice magazine a "must read"! We encourage you to join the 'Limousin team' and advertise your operation in the re-vamped Limousin Voice magazine, your vehicle to reaching the commercial cattlemen and Limousin breeders alike!

## 2018 ADVERTISING DEADLINES

### Fall Sale & Show Issue

Booking	September 11
Material	September 21
Camera Ready	September 28

### Christmas Herd Bull & Early Bull Sale Issue

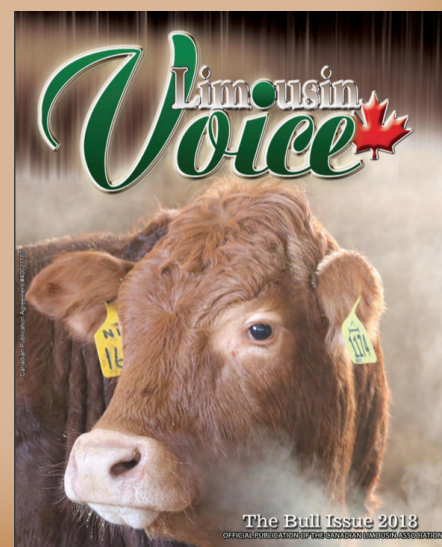
Booking	November 20
Material	November 30
Camera Ready	December 5

### Winter Herd Bull Issue

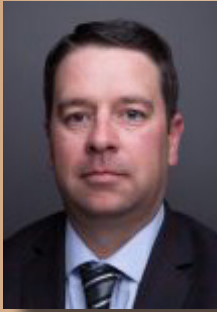
Booking	January 8
Material	January 18
Camera Ready	January 25

## ADVERTISING 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 of the Canadian Beef Breeds Council, we are pleased to present our 2018 briefing report to the Canadian Limousin Association.

Our mandate is to **SUPPORT, PROMOTE** and **REPRESENT** the Canadian beef cattle seedstock sector both internationally and within Canada. The Canadian Beef Breeds Council will continue to engage collaboratively with industry groups, government agencies and other valued partners in an effort to increase the profitability and sustainability of the industry.

## **A focus on the connecting the industry...**

This year we will host the second annual CBBC Technical Forum at the Canadian Beef Industry Conference, August 14-16 in London Ontario. The forum will be designed to stimulate a scientific discussion on genetic improvement and feature a selection of industry leading scientists. We are proud to be a founding partner in the CBIC and look forward to its continued development as we move to locations around Canada. As you may have noticed, CBBC moved its office to Angus Central in late 2017. We value our relationships with all beef cattle organizations and will make every effort to maintain the collaborative spirit as we have done in the past.

## **A focus on growing our international markets...**

International markets are essential to long term profitability in the seedstock sector and the beef industry in general. As such CBBC and its members will continue



**CBBC Board of Directors and Staff 2018-2019**

*Rob Smith, Stephen Scott, Reed Rigney, Jay Cross, Bruce Holmquist, Myles Immerkar, Michael Latimer, Garner Deobald, Tessa Verbeek, Roger Peters, Mel Reekie, Dave Sibbald, Doris Rempel*  
(Missing: Rod Remin)

to develop new opportunities and markets around the world. The development of a comprehensive international market development plan for the Canadian seedstock sector is ongoing and has been submitted to the Canadian Agricultural Partnership- AgriMarketing program for funding. This plan includes activities of breed associations, industry organizations, livestock exhibitions, as well as livestock genetic exporters. These activities are designed to capitalize on new trade agreements, industry advocacy efforts and will target increasing exports.

## **A focus on continual genetic improvement...**

One of the components of the Canada's National Beef Strategy is continual genetic improvement of the national beef herd. The industry looks to the purebred sector to deliver results as any true genetic improvement will start with its seedstock. A primary goal of CBBC in 2018 is the implementation of the Canadian Beef Improvement Network (CBIN). This network will include breed associations, academia, beef industry groups, service providers and government with the objective of improving our genetics in order to continue leading the world in high quality, sustainable beef production. The CBIN will link data networks and provide analysis tools for commercial and seedstock breeders. It will also provide an access point for key research projects that will have profound benefits for years to come.



### **A focus on the domestic market...**

The importance of the domestic cattle market is often overlooked. The majority of purebred genetics from both a volume and a dollar value are sold within Canada to seedstock 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 new scientific processes 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 with a Canadian breed association. 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...**

Year after year, a consistent theme through our activities is collaboration. We believe that the seedstock industry is best represented through strategic alliances with other sectors in the beef industry Canadian agriculture and international organizations. This is evident through our participation in the Canadian Beef Industry Conference, the China Canada Beef Industry Alliance and the Canadian Beef Advisors.

Regards,  
Michael Latimer  
CBBC Executive Director

### ***Submitted by Erin Kishkan***

2017 was a historic year for British Columbia. While some areas of our province remained status quo, others were experiencing the worst wild fires ever recorded. This presented many challenges for the cattle industry in the area. Some ranchers experienced stock loss, while others thankfully only lost grazing land and hay fields. Many of the cattle on some grazing leases and range areas were not located until weeks after the fires had subsided. Chaos is an understatement. Many of the farmers and ranchers in the affected areas are still putting the pieces back together now, but the clean up and repairs have begun. And if there is any positive light that came from this destruction it was that with fire comes new life in the grasslands, so the grazing should be fantastic in 2018.

Now onto Limousin happenings! In February Limousin exhibited 2 pens of bulls at the inaugural BC Bull Pen Show in Prince George, BC. Angus, Simmental, and Limousin were all represented. It was a cold day, but well attended and Limousin was crowned Grand Champion Pen of Bulls over all breeds!

In early April, the Peace Country Limousin Breeders held their 28th Annual Bull Sale in Dawson Creek, B.C. It is the only all Limo bull sale in B.C. and bulls averaged over \$5100! They would like to thank their volume buyer Wayne and Joyce Studley for purchasing 3 bulls! Also a big thank you to Terry Milton for purchasing the high selling bull for \$8300!

## **British Columbia Report**

Limousin was once again well represented at some of B.C.'s premier agriculture exhibitions. North Peace Fall Fair, Dawson Creek Exhibition, Nechako Valley Exhibition, and Interior Provincial Exhibitions all saw Limousin entries in 2017. Limousin was named Supreme Champion Bull at the Nechako Valley Exhibition in Vanderhoof, BC. Some of our provincial 4-H shows also had Limousin animals receiving champion banners.



**A full house at the Peace Country 28th Annual Limousin Bull Sale in Dawson Creek.**

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 2018!

Erin Kishkan

# Alberta Limousin Association Report

*Submitted by Chris Haywood*

## **2017 Alberta Limousin Association Board of Directors**

President: Chris Haywood

Vice President: Tiffany Richmond

Secretary: Amy Miller

Treasurer: Lois Andrew

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

The 2017/2018 show and sale season was very successful for the Limousin breed as a whole, Farmfair was very well attended by a minimum of half the countries provinces in exhibitors and many more spectators to the National Show and Sale.

A very large thank you is in order to all the exhibitors and attendees that allowed the Alberta Limousin Association to put on such a successful event.

The newly crowned National Grand Champion Bull Greenwood Canadian Impact ET went on to make history for the Limousin breed by winning the Farmfair Supreme Grand Champion and Canadian Western Agribition Supreme Grand Champion a few short weeks later.

Limousin genetics had a strong presence at all shows throughout the year within the province of Alberta and we hope for continued growth year over year. The interest in Limousin genetics is a testament to the producers of Alberta and the work put in year round.

Our success with the “Bull Buyer Draw” over the last several years will continue on a go forward basis. This program allows the purchaser of the an Alberta Limousin bull once transferred to be entered into the draw for a chance to win three prizes of \$1000, \$500 and \$250. The draw was made at the AGM which was held at DC Farms and Excel Ranches on June 16th.

A new feature of our AGM this year is the junior incentive. Any junior in attendance at the AGM will have their name placed into a draw for a chance to win up to \$1000.

We successfully revamped our website and logo this past year, [www.albertalimousin.ca](http://www.albertalimousin.ca) is now fully functional on all devices with features such as “Locate a breeder” which allows you a full set of directions and contact information to each member within good standing of the

ALA. A complete list of events and new membership form can be found within the site as well.



With such a booming response to our ads in Top Stock and Alberta Beef, we will be continuing a similar program to our “be the talk of the barn”, “make your next champion a Limousin” and “show a Limousin” ads from this past year. We will be asking for ALA members to submit photos from the past year ranging from 4-H shows up to the larger shows in the fall to help subsidize our inventory of photos and engage our membership with more of the programs we facilitate throughout the year.

We can be reached on our website at [www.albertalimousin.ca](http://www.albertalimousin.ca) or on Facebook at Alberta Limousin Association and via email at [info@albertalimousin.ca](mailto:info@albertalimousin.ca).

Best regards,  
Chris Haywood  
ALA President



*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



**Manitoba Limousin Association Board of Directors**

Congratulations to the Maritime Limousin Association for hosting the CLA AGM and the Canadian CJLA Impact Show. This is the first time on the east coast for this event and I am sure Limousin enthusiasts will be treated to some very interesting scenery and wonderful hospitality.

I want to extend congratulations to Naomi Best on receiving the 2017 Canadian/Australian Youth Exchange Award. Sounds like she had a very interesting and rewarding experience. The MLA co-sponsored her participation in this trip.

Congratulations to Cherway Limousin; Cheryl and Wayne McPherson of Sanford, MB on being awarded the 2018 Manitoba Ambassador Award. Cheryl contributes hours of work toward the production of the Manitoba Limousin News & Views.

Amaglen Limousin; Bonnie and Ian Hamilton and Amanda and Clint Seward of Darlingford, MB were presented with the Highest Indexing Limousin Bull at the Manitoba Bull Development Station at Douglas, MB in March 2018.

Manitoba has had a very interesting year in 2017 and

2018. In general 2017 was a good productive season with good hay crops and pasture conditions. Winter started a bit earlier than normal but winter precipitation was below normal. Spring was cooler for a greater length of time which caused considerable difficulties for those who chose to calve in April. A significant reduction in spring precipitation and extended cooler temperatures have caused a concern for a drought situation as pastures and forage production are far below normal.

The Manitoba livestock industry is still experiencing the lingering effects of 2003 BSE crisis as the province has lost a generation of livestock producers and significant reduction in the size of the beef cattle numbers. Coupled with minimal livestock slaughter capacity and the majority of feedlots are back grounding operations. Manitoba has become for the majority a cow-calf production province. With continuing regressive Canadian beef industry pricing and production practices certain sectors in the beef industry has been limited in their growth. Due to these and other circumstances Manitoba



Limousin breeders have experienced a softening of commercial bull sales in 2018. There is potential for increased commercial markets with export trade agreements but there are many issues that need to be resolved and distance from these markets continue to place Manitoba at a distinct disadvantage.

Limousin producers still believe in the many positive attributes of the Limousin breed; high yielding, lean, healthy, flavoursome beef. Hopefully someday the industry will reward those producers who choose to produce this kind of product.

Best of luck to all the Juniors at the Impact Show. Thank you to the CLA Board of Directors for their commitment to the Limousin breed.

Bill Campbell  
MLA President

# Ontario Limousin Association Report

*Submitted by Murray Shaw*

## **2017 Ontario Limousin Association Board of Directors**

President: Mike Geddes

Vice-President: Chad Homer

Treasurer: Brent Black

Secretary: Nancy Lawrence

Executive Director: Jonathan Bell

Directors: Nathan Allen, David Clark, Dan Darling, George Elgersma, Emily Gibson, Brandon Hollingsworth, Wayne Lawrence, Rob Weppler

The Ontario Limousin Association has had a busy year in 2017. The OLA has promoted Limousin cattle in Ontario. There are quite often more ads in the Ontario Farmer newspaper for Limousin bulls than any other breed. The OLA also puts an ad in the Beef Farmers of Ontario magazine promoting the breed. 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 2018 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.

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. We have a great committee formed to organize this event and plans are being made to make this a great historic event.

The Ontario Junior Limousin Association continues to be a very active group. We have several members going to Nova Scotia 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 give 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.

The OLA 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.

Murray A. Shaw  
OLA President



**Brian Lee named an honorary Governor of the Royal Agricultural Winter Fair. Award presentation made at the Youth Forum in Lindsay, ON.**



*Submitted by Barb McLaughlin*

## Maritime Limousin Association Report

### **2017 Maritime Limousin Assoc. Board of Directors**

President: John-Calvin Siddle

Secretary: Barb McLaughlin

Treasurer: Sandra Othberg

CLA National Director: Joe Cooper

Directors: Victor Horsnell, Fre Porter, Jill Renton,  
Manfred Zillig

The interest in the Limousin breed continues to grow in Atlantic Canada. Annual memberships in the CLA are up over previous years and we now have over 40 junior CLA members. Bull sales continue to do well, Limousin influence calves top the feeder sales and there is continued interest in females.



**2017 Maritime Junior Limousin Show participants.  
The Maritime group welcomes everyone to Nova Scotia for  
the 2018 CJLA Impact Show and CLA AGM!**

Since our last annual report, our Junior Show was hosted for the third year in a row by Balamore Farms. The September 2017 event that was judged by Taylor Richards saw 36 juniors compete. Results were tight, but the overall aggregate went to William Cooper and reserve overall aggregate went to Ben Bacon.

The Annual Meeting was held at the Junior show and we were pleased to welcome Victor Horsnell and Jill Renton to the board of directors. We were also pleased that Tessa Verbeek and Laura Ecklund were able to attend from the CLA office. Laura is responsible for the national junior program. The CLA is putting a lot of emphasis on the juniors and are very excited about the Maritimes hosting the national junior show in 2018.

At the annual meeting we also agreed it was time for the juniors to form their own Maritime Junior Limousin Association. Victor Horsnell is the MJLA advisor on the board, with the President position going to William Cooper, Mitch Best as Treasurer and Megan Wynn as Secretary. Also on the board is Brandon Smith and Percy and Casey King.

The Maritime Limousin Association was thrilled when Megan Wynn was awarded the opportunity to travel to Australia to participate in the Ekka Royal Queensland Show through the Canadian Limousin Association Awards program. A most deserving candidate.

The fall of 2017 saw several shows offering Limousin classes, The Nova Scotia Provincial Exhibition, the Hants County Exhibition and the New Brunswick Beef Expo. Exhibitors also competed at the Royal Winter Fair in Toronto in both the open and junior Limousin shows, and New Brunswick Limousin exhibitor Jesse Thorne represented his province in the 4-H show with his Othberg Limousin bred heifer, with Othberg's Exquisite.

Bulls continue to sell well. Balamore's Sixth Thickness Sells in March of 2018 averaged an outstanding \$6,623 on it's Limousin bulls and \$4,230 on the open heifers that they offered. The top bull went to Dustin McCabe and the top female sold to Rail Line Farms of Ontario.

The Nappan Bull Sale in April sale saw 5 Limousin bulls on offer. This sales Limousin average was down slightly to \$2,720. The top seller offered by Othberg Limousin sold for \$4,100 to Charles Kaye.

The last year has been a busy one for the Limousin breed in Atlantic Canada, but we greatly look forward to the opportunity to host the National Junior Show in August of 2018. We look forward to seeing you.

Barb McLaughlin  
MLA Secretary

# Saskatchewan Limousin Association Report

*Submitted by Eric Boon*

## 2017/2018 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 will be having their 2018 AGM at Elbow Golf Course Club House, with a round of 4 man scramble to follow. A colder than normal April made things challenging as we moved into a month of May of very little moisture across the province. 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.

## 2017 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:

- o Champion Female was Boss Lake Dancing Shoes 612D exhibited by Boss Lake Genetics
- o Champion Bull was Cottage Lake Dark Horse exhibited by Boss Lake Genetics & Nordal Limousin.
- o Reserve Junior Champion Bull was RCN Doc Walker exhibited by RCN Livestock

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

- Thank you to our President and Barn Boss Rhett Jones (Jonesy) for keeping everyone in line!
- Thank you to Rob Garner (announcer), Terry Bedard (clerk), Colette Carpenter (awards lady), Dana Carpenter (ring lady) and Roy Jones (marshaller) for volunteering along with our SLA directors to help during the Limousin Show!
- 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, Ken-Doc Limousin, Hi-Way Limousin, 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

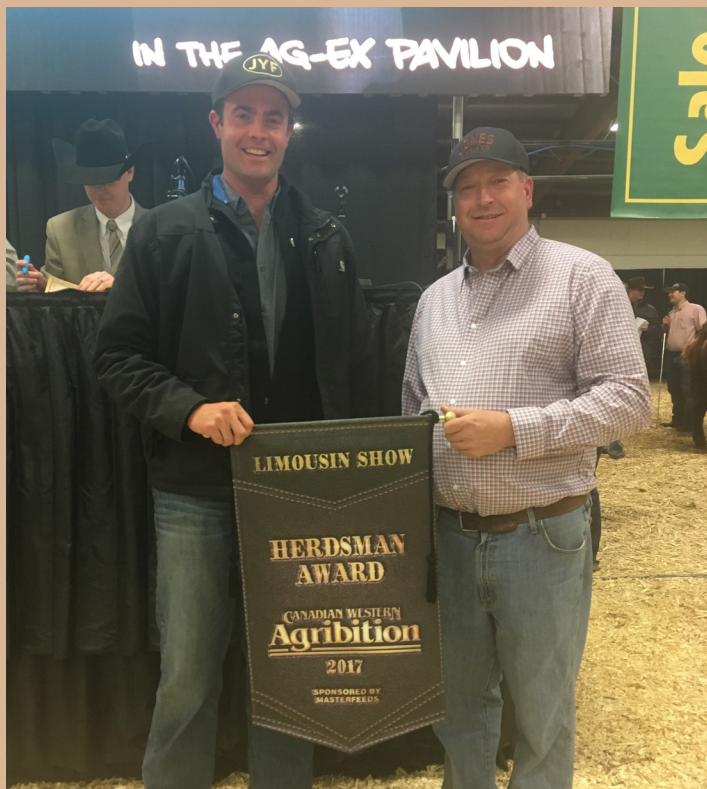


**SLA Commercial Producer of the Year Award Winners  
Doug & Sherry Hobman**

- SLA Commercial Producer of the Year Award was presented to Doug and Sherry Hobman from Nokomis, SK!
- Judge Wade Beck from Lang, SK sorted through the deep set of Limousin cattle.
- Bohrsen Marketing Services managed the Solid Gold Limousin Sale with a tremendous line up of live and frozen genetics that averaged \$6,300







SLA Herdsman of the Year Award Winners J. Yorga Farms

- Congratulations to J. Yorga Farms for receiving the Herdsman Award!
- Congratulations to Payne Livestock for receiving both the Premier Exhibitor and Breeder awards!
- Congratulations to Greenwood Limousin of Lloydminster, SK and Nordal Limousin of Simpson, SK on exhibiting Greenwood Canadian Impact ET to the RBC Beef Supreme Champion Bull title! History was made as it is the first Limousin to secure a Supreme Bull title at the RBC Beef Supreme Challenge at Canadian Western Agribition!



## Canadian Western Agribition Junior Limousin Members

We could not be more proud of the Junior Members that exhibited Limousin cattle over the week and participated in the Jr. Beef Extreme, Showmanship and Team Grooming!

- o Brittany Hirschfeld showed Lazy A Desire Me to be the Reserve Junior Female in the Open Show!
- o Sienna Bohrsen was a part of Champion Junior Team Grooming Team!
- o Riley Bohrsen was pulled out of class to return to the final for Showmanship!



Premier Breeder & Premier Exhibitor Awards won by Payne Livestock

## Jr Beef Extreme Limousin Results:

Junior Champion and Champion Limousin to Calder Jones showing RPY Paynes Distraktion!

Heifer Calf Champion and Reserve Champion Limousin to Jackson Fuchs showing Hi-Ways Elegant!

Reserve Calf Champion to Sienna Bohrsen showing Anchor B Eva 26E!

# Quebec Limousin Association Report

*Submitted by Diane Joly*

## 2017 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.



2017 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 2017

## 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.



## Nom des administrateurs

Le conseil d'administration 2017 de l'Association des Éleveurs de Limousin du Québec est formé par :

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

La secrétaire est madame Diane Joly.

Le poste de propagandiste reste ouvert à tous les administrateurs.

## Nombre d'assemblées

En 2017, l'Association des Éleveurs de Limousin du Québec tenait son assemblée générale annuelle le 26 mars 2017, suivi de l'AGA de la Station Unique Limousin. Cette dernière a tenu deux réunions régulières par conférence téléphonique.

## Participation aux expositions et activités connexes

### *Expo-Boeuf, Victoriaville (6 au 8 octobre 2017)*

Présence d'administrateurs de l'Association pour la journée du vendredi

Participation au souper d'ouverture de l'Expo-Boeuf.

### *Journée Portes Ouvertes de l'U.P.A. :*

Pour la sixième 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 qu'un jeune taureau. Comme l'an passé, l'événement se déroulait au Stade Olympique à Montréal.

## Ventes en CEB

Les taureaux Limousin étaient présents à la Station génétique de St-Martin :

Le 18 février 2017, CEB Saint-Martin :

16 taureaux vendus pour un prix moyen de 3,331\$

La bannière pour le meilleur taureau Limousin a été remis à la Ferme Mc Duff et Fils.



Portes Ouvertes UPA, Montreal

## 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.



Portes Ouvertes UPA, Montreal



# 2017 Registry Statistics

## Canadian Limousin Association Active Members by State for Fiscal Year 2017 Dues Paid Through 12/31/2017

State	Lifetime	Annual	Junior	Total
AB	56	29	33	118
BC	14	3	9	26
MB	20	16	14	50
NB	1	3	5	9
NS	4	7	33	44
ON	71	61	57	189
PE	1	1	0	2
QC	16	12	0	28
SK	38	14	18	70
Total	221	146	169	536

## Canadian Limousin Association Fiscal Year 2017

### By Number of Animals by Registered

Rank	State	Registrations
1	AB	1677
2	SK	1099
3	ON	1081
4	MB	344
5	QC	175
6	BC	125
7	NS	74
8	NB	13
9	PE	5
		4593

### By Number of Members Who Registered

Rank	State	Members
1	ON	75
2	AB	57
3	SK	34
4	MB	21
5	QC	10
6	NS	6
6	BC	6
7	NB	3
8	PE	2
		214

# 2017 Registry Statistics

## Canadian Limousin Association Fiscal Year 2017

Number of Breeders by Registration Category		
Number of Registrations	Number of Breeders	% of Breeders in Category
1-5	84	39.3%
6-10	35	16.4%
11-20	40	18.7%
21-50	27	12.6%
51-100	18	8.4%
101-200	9	4.2%
201-300	1	0.5%
301-400	0	0.0%
401-500	0	0.0%
501-1000	0	0.0%
1001 or more	0	0.0%
	214	100.0%

Relevant Statistics						
	2013	2014	2015	2016	2017	2018
Cows Assessed per Member	33.6	32.6	29.3	27.7	27.9	30
Cow Classification						
Fullblood	752	603	474	413	358	284
Purebred	7499	7299	7027	6994	7026	7082
Other	1167	1012	895	997	941	904
TOTAL COWS ASSESSED	8666	8311	7922	7991	7967	7986

Members (242)						
	2013	2014	2015	2016	2017	2018
Assessed over 250 head	2	0	0	0	0	1
Assessed between 100 and 249 head	20	19	17	15	16	17
Assessed between 50 and 99 head	26	34	27	30	34	28
Assessed under 50 head	194	179	204	215	204	196
TOTAL ASSESSMENT	8191	7856	7658	7675	7719	7792

Junior Members (24)						
	2013	2014	2015	2016	2017	2018
Assessed over 250 head	0	0	0	0	0	0
Assessed between 100 and 249 head	0	0	0	0	0	0
Assessed between 50 and 99 head	0	0	0	1	0	0
Assessed under 50 head	16	23	22	27	32	24
TOTAL ASSESSMENT	65	89	114	178	156	165

## 2016 to 2017 Statistical Comparisons

Lifetime & Annual Membership	+	5.62%
New Annual Members Gained in the Year	-	4.76%
Junior Membership	+	38.02%
New Junior Members Gained in the Year	+	766.67%
Females on WHE	+	0.10%
DigitalBeef Online Users	+	7.45%
Average Number of Cows Assessed Per Members on WHE	+	3.28%
Member Logins on DigitalBeef	+	2.03%
Calves Registered	+	10.49%
Animals Transferred	-	22.55%
Ultrasound Records Entered	+	28.00%
Weaning Records Entered	-	15.74%
Yearling Records Entered	-	4.51%
Docility Records Entered	+	18.16%
Scrotal Records Entered	-	21.29%
New Animals Genotyped in the Year	-	10.44%
Bulls Transferred to Commercial Buyers	+	0.96%
Commercial Buyers	+	3.20%

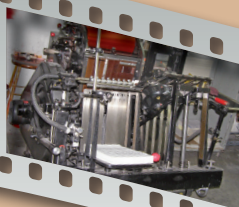




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## Canadian Limousin Association Mission Statement

*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.*