

# 2021 ANNUAL REPORT

53<sup>rd</sup> Annual General Meeting  
July 14<sup>th</sup>, 2022  
Bragg Creek, Alberta



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# Canadian Limousin Association

## 2021 by the numbers



**489**  
Members

**321**  
Lifetime &  
Annual  
Members

**168**  
CJLA  
Members



**7,743**

Females on WHE

Purebred **6,510**

Fullblood **133**

LimFlex & Percentage **605**

\* Members

\* Animals Registered



Registrations

**3,952**

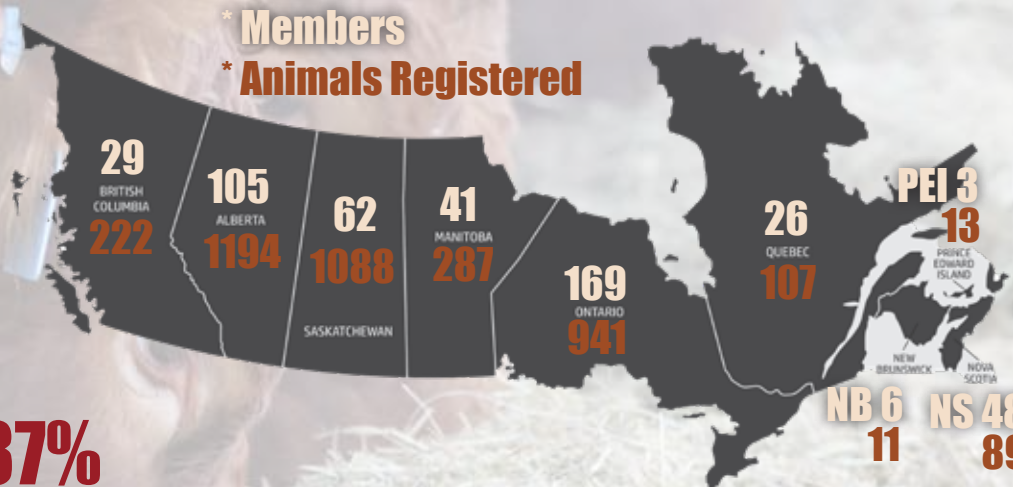
Natural Service **2,778**

AI **1,068**

ET **106**

**10**  
New  
Members

**9**  
New  
CJLA  
Members



**10.87%**

Increase in  
performance  
data submission

**+3.02%** Weaning

**-5.42%** Yearling

**+12.25%** Ultrasound

**+35.2%** Scrotal

**+18.24%** Docility



LIMOUSIN LEGACY PROJECT

**4,357**

Animals

Set Up for

Testing

**148**

Members

Participated



Transfers

**1,309**

Domestic  
International

**1,281**  
**28**

**79.7%**

Increase in Limousin animals  
with a genotype in genetic  
evaluation from 2020 to 2021



# Board of Directors



## Canadian Limousin Association Past Presidents

1970-1971	Joe Hochhausen
1972	Walt Shatto
1973-1974	Ted Godwin
1975-1976	Alan Parke
1977	Jim Lore
1978	Jack Ward
1979-1980	Dale Barclay
1981	Don Matthews
1982-1983	Mel Gosling
1984	Stan Cochrane
1985	Clarence Ackert
1986-1987	Gerry Good
1988-1989	Mark Cressman
1990-1991	William Scriven
1992	Rob Garner
1993-1994	Don Stephenson
1995-1996	Lonny McKague
1997	Harry Grant
1998-1999	Lorne Bodell
2000	Jim Butt
2001-2002	Martin Bohrsen
2003	Tony Gosnell
2004-2005	Rob Matthews
2006-2007	Gary Anderson
2007-2009	Jason Brock
2009-2010	Michael Geddes
2010-2011	Mary Hertz
2011-2013	Bill Campbell
2013-2015	Brian Lee
2015-2017	Terry Hepper
2017-2019	Erin Kishkan
2019-2021	Amanda Matthews



**President**  
Wayne Burgess, AB  
403.813.8416



**Vice President**  
Ashton Hewson, SK  
306.390.7987



**Treasurer**  
Travis Hunter, MB  
204.851.0809



**Past President**  
Amanda Matthews, AB  
403.470.1812



Cody Miller, AB  
780.349.0644



Tyler Stewart, AB  
403.741.9571



Carey Hirschfeld, SK  
306.441.3723



Chad Homer, ON  
519.339.9659



Laura Ecklund presents a gift to outgoing President Amanda Matthews.

# Staff & Service Providers



**General Manager**  
Laura Ecklund



**Registry and Member Services**  
Nicole Scott



**Registry and Member Services**  
Jayme Smith

## STAFF

Thank you to Nicole Scott who concluded her role with the CLA in May 2022. Welcome to Jayme Smith who has taken over Registry and Member Services as of May 2022.



**Limousin Voice Editor**  
Tessa Verbeek



**Limousin Voice Publisher**  
Katie Songer



**Book Keeper**  
Rita Ricioppo



**Genetic Consultant**  
Dr. Bob Weaver

## SERVICE PROVIDERS

**CANADIAN LIMOUSIN ASSOCIATION**  
3378 - 15th Ave SW, Medicine Hat, Alberta, T1B 3W5



Phone: 403.253.7309  
Toll Free: 1.866.886.1605  
Fax: 403.263.1704  
[www.limousin.com](http://www.limousin.com)

**Office Hours** Monday to Thursday  
8:30 AM to 4:30 PM Mountain Time



Registry



DNA Lab

## SERVICE PROVIDERS



# Annual General Meeting Agenda

- Welcome, Call to Order – **Wayne Burgess**, President
- Guest Introductions
  - CLA Past Presidents
  - CLA Board of Directors
  - CLA Staff
  - Other guests
- Moment of Silence
- Approval of Agenda
- Appointment of Parliamentarian
- Review and Approval of the 2021 Annual General Meeting minutes
  - a) Business arising from minutes
- President's Report – **Wayne Burgess**, President
- Canadian Junior Limousin Association Report – **Laura Ecklund**, CJLA Coordinator
- General Manager's Report – **Laura Ecklund**
- Financial Report – **Travis Hunter**, Treasurer
  - a) Appointment of Auditors
- Breed Improvement Committee Report – **Ashton Hewson**
- Registry Committee Report – **Chad Homer**
- Promotions Committee Report – **Carey Hirschfeld**
- Commercial Committee Report – **Travis Hunter**
- National Show and Sale Committee Report – **Chad Homer**
- Announcement of the appointed Canadian Limousin Association directors
- 2023 Annual General Meeting
- Adjournment

# Minutes of the 2021 Annual General Meeting

**CANADIAN LIMOUSIN ASSOCIATION**  
**MINUTES OF THE 52nd ANNUAL GENERAL MEETING**  
Thursday, July 22, 2021 6:00pm MST  
Virtual Meeting Via Zoom (Covid-19)

## **CALL TO ORDER**

Amanda Matthews called the meeting to order at 6:09 pm

## **MEMBERS IN ATTENDANCE**

25 voting CLA members in attendance.

## **GUESTS IN ATTENDANCE**

*CLA past Presidents:* Terry Hepper, Rob Matthews

*Past CLA General Managers:* Tessa Verbeek, Anne Brunett-Burgess

*CLA Board of Directors:* Amanda Matthews, Wayne Burgess, Cody Miller, Matthew Heleniak, Carey Hirschfeld, Mike Geddes, Ashton Hewson, Travis Hunter  
Absent: Erin Kishkan

*CLA Staff:* Laura Ecklund, Nicole Scott

*Guest Speaker:* Sandy Russell

## **APPROVAL OF AGENDA**

Addition under New Business to discuss the threat of cyber attacks

*Moved by Wayne Burgess to approve the agenda as listed in the AGM booklet with the addition of the above noted item to be added to agenda.  
Seconded by Matthew Heleniak.  
CARRIED*

## **APPOINTMENT OF PARLIAMENTARIAN**

*Moved by Wayne Burgess to appoint Bryce Allen as parliamentarian.  
Bryce accepts.  
Seconded by Matthew Heleniak.  
CARRIED*

## **APPROVAL OF THE 51ST ANNUAL GENERAL MEETING MINUTES**

*Moved by Cody Miller to approve the 51st Annual General Meeting minutes as presented in the AGM booklet.  
Seconded by Travis Hunter.  
CARRIED*

## **BUSINESS ARISING FROM THE MINUTES**

No business arising from the minutes.

## **PRESIDENT'S REPORT – Amanda Matthews**

President Amanda Matthews read the President's report as printed in the Annual Report.

- Proud of the new 2021 Bylaws that were put forward
- Thank you to the members for the incredible uptake of the Limousin Legacy Project so far
- Look forward to putting the pandemic behind us and meeting in person again at the Royal or Agribition

*Moved by Amanda Matthews to adopt the President's report as presented.  
Seconded by Matthew Cody Miller.  
CARRIED*

# Minutes of the 2021 Annual General Meeting

## **CANADIAN JUNIOR LIMOUSIN ASSOCIATION REPORT – Madi Lewis**

CJLA President Madi Lewis delivered the CJLA report as printed in the Annual Report.

- The CJLA is collecting recipes for a cookbook that will be sold as a junior fundraiser. Thank you to Lois Andrew for her work on the cookbook.

*Moved by Madi Lewis to adopt the President's report as presented.  
Seconded by Wayne Burgess.  
CARRIED*

## **GENERAL MANAGER'S REPORT – Laura Ecklund**

- 2020 Whole Herd Enrolment 7,687 and 2021 Enrolment 7,289
- 332 active members 188 junior members
- 2020 Registrations 3,845 and transfers 1,383
- New 2021 Bylaws
  - Herdsires born on or after January 1, 2021, will require parent verification before their progeny are eligible to be registered.
  - Donor Females with a flush date on or after January 1, 2021, will require parent verification before their progeny are eligible to be registered.
- Reviewed Limousin Voice deadlines
- The Legacy Project has been well received; the project is now open to all animals including heifers

*Moved by Matthew Heleniak to adopt the General Manager's report as presented.  
Seconded by Bryce Allen.  
CARRIED.*

## **FINANCIAL REVIEW ENGAGEMENT REPORT – Cody Miller**

- CLA Financials printed on pages 10-20 of the Annual report
- Revenue for 2020 \$36,690 which was similar to the previous year
- Limousin Voice small loss of (\$1,743)
- Investments are all in low risk and performed reasonably well considering Covid with a profit of \$21,824
- Cody reviewed auditor notes 5 and 7
- Explained the accounts payable section
- There was a significant decrease in WHE with some members choosing to opt out completely
- Received \$9,181 from a Covid wage subsidy
- Received \$6,800 from the OLA as profit from the 50<sup>th</sup> Anniversary
- The revenue generated from the lab helps with cash flow
- Explained the new office lease and the contractual agreements with Canadian Simmental on the previous lease
- Reviewed Limousin Voice financials

*Moved by Cody Miller to adopt the Reviewed Financial Statements as presented.  
Seconded by Wayne Burgess.  
CARRIED*

## **APPOINTMENT OF AUDITORS**

- Quotes were presented from MNP of \$5,000 and Kenway Mack for \$4,000

*Moved by Cody Miller, to appoint Kenway Mack Slusarchuk Stewart as auditors of the review engagement for the year ending December 31, 2021.  
Seconded by Lois Andrew.  
CARRIED*



# Minutes of the 2021 Annual General Meeting

## COMMITTEES OF THE BOARD REPORTS – CLA Board of Directors

### Board Governance Committee – Amanda Matthews

- The board is considering offering a formal training session on board governance for all board members

### National Show and Sale Committee – Travis Hunter

- CN Rail is the new sponsor of the Beef Supreme with added prize money of \$50,000
- The National Show will be November 22-27, 2021 at CWA. The Show will be November 25<sup>th</sup>
- There are two blocks of rooms reserved and information is on the CLA website

### Commercial Committee – Matthew Heleniak

- Selling semen to the dairy industry is the future for the beef industry
- Believes in the success of this initiative and wants to stay involved after he is off the board

### Breed Improvement Committee – Ashton Hewson

- Added the gestation length for AI and embryo calves on the performance tab
- Data collection is important - discussed docility scores and how they should be collected
- The committee is currently looking at re-doing the Elite Dam program and adding a new set of criteria. The goal is to feature the very best of the best in the breed

### Promotions Committee – Cody Miller

- Reviewed items that could be sold
- Asked for suggestions on what members would like as freebies

Amanda Matthews invited all members to sit on the committees.

### CBIN PRESENTATION – Sandy Russell

- Sandy Russell CEO of CBBC gave a presentation on the Canadian Beef Improvement Network (CBIN)
- CBIN is a genetic data hub designed to translate genetic data to commercial customers
- Delivering real value and outcomes is important
- Improve overall genetic literacy in the industry by unifying and standardizing genetic data
- Creating value through data driven tools
- It is important to have the packer at the table for the discussions
- We don't have all the answers yet

Member question: how much does it cost for the CLA to be involved?

- \$2500
- It is important to be at the table and we should be allocating funds for this

*Moved by Rob Matthews, that the CLA allocate funds to be involved in the CBIN project.  
Seconded by Cameron Olson.  
CARRIED*



# Minutes of the 2021 Annual General Meeting

## Discussion

- Collaboration from all levels of the industry needs to happen
- Breeders want more information from the current CCIA tags
- Advancements in both Canada and the US are happening - so the border and cattle being slaughtered in the US shouldn't be an issue
- Is there a group already working on a project like this so that we are not duplicating?
- Is there interest from the US?
- Packers in the past have quit remitting data when the incentives disappeared, how will this be different?
  - They are at the table from the beginning, genetics is the new piece of the puzzle
- Hesitation at the packer level was discussed

## NEW BUSINESS

### *MEMBER RETENTION AND INCREASING COMMERCIAL PRESENCE*

- Amanda shared the discussion the board has been having about retaining members and increasing the Limousin breeds commercial presence

#### Eric Boon

- This is a large and daunting question
- The CLA provides tools for members to succeed, and it really comes down to members using them
- Members need to be involved in their local areas
- If current members are having a good time and are successful it attracts others

#### Ashton Hewson

- Auction markets are not always identifying pink Limo tags
- Customer relationship building is really important
- Be proud of the genetics you are selling and consider giving a bag of pink tags to your bull customers

#### Matthew Heleniak

- Limousin calves capture a premium in Ontario, make sure your customers know that

#### Kyle Wright

- Manitoba there still the idea that Limousin cattle are the same as the 1980's
- Buyers are looking for bigger drafts of cattle

#### Matthew Heleniak

- There are buyers looking to pay for Limousin cattle but the logistics of getting them doesn't always work

#### Cameron Olson

- There is no proof that our cattle are any better than they were in the 1980's - are they more profitable, better carcass
- Genetic change since then has been exponential
- Research is expensive but we need large numbers to prove improvement
- Feed studies may give us something to go on, look for research that has already been done
- Give a set group of talking points to breeders to sell bulls

Limousin calves are the best kept secret, we need to capture a premium for these calves. We have moved past the docility issues, now where do we go

Joost Vanderheiden - We need to brand the Limousin breed

Matthew Heleniak - it always comes down to yield

Rob Matthews - personal relationships with bull buyers is important, follow up is important, repeat business is important

Wayne Burgess - Agree with all previous comments. The breed declined when auctions stopped having Limousin influenced sales. All calves need to have pink Limousin tags.

Discussed selling commercial memberships to Digital Beef



# Minutes of the 2021 Annual General Meeting

## **CYBER ATTACKS**

- A scam that continually comes up are emails coming from board members asking for gift cards, please disregard these when you see them
- The office phone number was being used in a scam recently

## **ANNOUNCEMENT OF CANADIAN LIMOUSIN ASSOCIATION DIRECTORS ELECTED BY APPOINTMENT**

Laura Ecklund announced the incoming CLA Directors. Congratulations to new board members Chad Homer and Tyler Stewart who were elected by appointment for three-year terms.

## **PRESENTATIONS**

### *Outgoing CLA Directors*

Erin Kishkan - Served 6 years on the board, 2 as the President.

Mike Geddes - Served 4 years on the board

Matthew Heleniak - Served 6 years on the board

## **2022 ANNUAL GENERAL MEETING**

The 2022 AGM will take place in conjunction with the CJLA Impact Show, location and date TBD.

## **ADJOURNMENT.**

*Moved by Matthew Heleniak to adjourn the AGM at 8:14 pm.*

The CJLA would like to say a big thank you to all breeders who have helped make the donation female program possible.

Thank you to the group of buyers who donated Limolyn Colette to the CJLA in 2015 and to Lynn Combest for donating the proceeds of her sale to the CJLA. She was purchased by B Bar Cattle, Eden Meadows Farm, Hollee Limousin, Venture Livestock, Richmond Ranch, Anchor B Limousin, Hillview Farms, Pinnacle View Limousin, Jones Cattle Co., Bee Zee Acres, Jaymarandy Livestock, Payne Livestock, J. Yorga Farms Ltd., Andrew Ranches, Greenwood Limousin and Carpenter Cattle Co.

Thank you to B Bar Cattle and Eden Meadows Farms for caring for Limolyn Colette and calving out our CJLA tattooed animals. Thank you to Plains Limousin, Anchor B Limousin and Hollee Limousin for preparing and showing CJLA animals over the course of the program.

Lastly, thank you to each and every person who has supported this program whether it be bidding on CJLA animals or purchasing tickets for a CJLA animal. Through your support of the donation female program over \$40,000 was raised for the CJLA!

Thank you to Eden Meadow Farms for purchasing Limolyn Colette  
Thank you to Payne Livestock for purchasing CJLA Junior Pride 1!

**EDEN MEADOWS FARM**  
LIMOUSIN 

**PAYNE**  
LIVESTOCK  
CFY



# Thank you

for all of your support

 **CJLA**  
CANADIAN JUNIOR  
LIMOUSIN ASSOCIATION





# Financial Statements

## Auditor's 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 at December 31, 2021, and the statements of operations, changes in net assets and cash flows for the year then ended, and 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.

### Practitioners' 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 practitioner performs procedures, primarily consisting of making inquiries of management and others within the entity, as appropriate, and applying analytical procedures, and evaluates 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, 2021, and the results of its operations for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.



June 22, 2022  
Calgary, Alberta

Chartered Professional Accountants



# Statement of Financial Position as at December 31, 2021

## Canadian Limousin Association

### Statements of Financial Position

As at December 31,	2021	2020
<b>Assets</b>		
<b>Current assets</b>		
Cash	\$ 107,639	\$ 72,491
Accounts receivable	31,770	45,707
Prepaid expenses	9,885	8,376
Marketable investments (note 5)	775,814	749,293
	<u>925,108</u>	<u>875,867</u>
<b>Equipment (note 6)</b>	<u>1,026</u>	<u>1,460</u>
	<u>\$ 926,134</u>	<u>\$ 877,327</u>
<b>Liabilities and Net Assets</b>		
<b>Current liabilities</b>		
Accounts payable and accrued liabilities (note 7)	\$ 56,889	\$ 21,515
Member deposits	1,789	1,323
	<u>58,678</u>	<u>22,838</u>
<b>Net Assets</b>	<u>867,456</u>	<u>854,489</u>
	<u>\$ 926,134</u>	<u>\$ 877,327</u>

Approval on behalf of the Board:



Wayne Burgess  
Director



Travis Hunter  
Director

# Statement of Operations

## for the year ended December 31, 2021

For the year ended December 31,	2021	2020
<b>Revenue</b>		
Whole herd enrollment	\$ 180,975	\$ 191,559
Lab services	108,130	62,083
Memberships	29,615	29,231
Registrations	11,464	10,225
Other services	4,938	11,538
Transfers	2,379	3,000
Tag	1,161	1,067
Management services	-	50,845
Government wage subsidies	-	9,181
	<u>338,662</u>	<u>368,729</u>
<b>Expenses</b>		
Salaries and employee benefits	133,693	174,169
Lab services	118,478	47,522
Office and bank service charges	29,206	21,187
Breed improvement	27,892	24,846
Computer programming	22,463	24,094
Rent	17,438	21,450
Board	10,959	3,698
Industry memberships	6,789	2,476
Professional fees	5,800	10,000
Advertising and promotion	5,325	8,828
Telephone	3,715	3,423
Postage and courier	3,670	4,843
Travel	3,443	8,124
Insurance	1,793	3,491
Equipment repairs and contracts	864	-
Amortization	434	721
	<u>391,962</u>	<u>358,872</u>
<b>Other income (expenses)</b>		
Unrealized gain on investments	36,244	6,730
Investment income	26,905	21,824
Realized gain (loss) on sale of investments	(2,920)	22
<b>Limousin Voice magazine, net (Schedule I)</b>	<u>6,038</u>	<u>(1,743)</u>
	<u>66,267</u>	<u>26,833</u>
<b>Excess of revenues over expenses</b>	<u>\$ 12,967</u>	<u>\$ 36,690</u>



# Statement of Changes in Net Assets for the year ended December 31, 2021

Year ended December 31,	2021	2020
<b>Balance, beginning of year</b>	\$ 854,489	\$ 817,799
Excess of revenues over expenses	12,967	36,690
<b>Balance, end of year</b>	<u>\$ 867,456</u>	<u>\$ 854,489</u>

# Statement of Cash Flow for the year ended December 31, 2021

## Operating activities

Excess of revenues over expenses	\$ 12,967	\$ 36,690
Items not affecting cash		
Amortization	434	721
Interest reinvested	(295)	(724)
Realized gain (loss) on sale of investments	2,920	(22)
Unrealized gain on investments	(36,244)	(6,730)
	<u>(20,218)</u>	<u>29,935</u>
Change in non-cash working capital balances		
Accounts receivable	13,937	5,014
Prepaid expenses	(1,509)	(184)
Accounts payable and accrued liabilities	35,374	(26,607)
Members payable	466	(131)
	<u>28,050</u>	<u>8,027</u>

## Investing activities

Purchase of marketable investments	(134,702)	(129,007)
Proceeds on disposal of marketable investments	141,800	64,500
	<u>7,098</u>	<u>(64,507)</u>

## Increase in cash

<b>Cash, beginning of year</b>	72,491	128,971
<b>Cash, end of year</b>	<u>\$ 107,639</u>	<u>\$ 72,491</u>



# Notes to Financial Statements for the year ended December 31, 2021

## **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. Novel coronavirus (“COVID-19”)**

The outbreak of the novel strain of coronavirus, specifically identified as “COVID-19” was declared a global pandemic by the World Health Organization on March 11, 2020. Governments worldwide enacted emergency measures to combat the spread of the virus. These measures, which include public health measures requiring periodic closures of non-essential businesses, requesting the public to stay home as much as possible, the implementation of travel bans, self-imposed quarantine periods and physical distancing, have caused material disruption to businesses globally resulting in an economic slowdown. Governments and central banks have reacted with significant monetary and fiscal interventions designed to stabilize economic conditions.

The duration and impact of the COVID-19 outbreak is unknown at this time, as is the efficacy of the government and central bank interventions. It is not possible to reliably estimate the length and severity of these developments.

## **4. Significant accounting policies**

### **(a) 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 statements of financial position date and the reported amounts of revenues and expenses during the year. Actual results could differ from those estimates.





# Notes to Financial Statements for the year ended December 31, 2021

## 4. Significant accounting policies, continued

### (b) Measurement of financial instruments

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

#### 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.

### (c) Cash equivalents

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

### (d) 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 property and equipment no longer contributes to the Association's ability to provide goods and services, or that the value of future economic benefits or service potential associated with it is less than its net carrying amount. The excess of the asset's net carrying amount over its fair value or replacement cost is recognized as an expense in the statement of operations. Previous write-downs are not reversed.



# Notes to Financial Statements for the year ended December 31, 2021

## 4. Significant accounting policies, continued

### (e) 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, management services, and other 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.

### (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.

## 5. Marketable investments

Marketable investments consist of mutual funds, equities, and provincial bonds. The provincial bonds earn interest at rates from 2.73% to 4.95% (2020 - 1.60% to 4.95%). These investments mature at various dates from January 2024 to June 2029.



# Notes to Financial Statements

## for the year ended December 31, 2021

### 6. Equipment

	2021		
	Cost	Accumulated Amortization	Net Book Value
Computer hardware	\$ 40,161	\$ 39,510	\$ 651
Computer software	41,508	41,272	236
Furniture and fixtures	16,227	16,088	139
	<u>\$ 97,896</u>	<u>\$ 96,870</u>	<u>\$ 1,026</u>

	2020		
	Cost	Accumulated Amortization	Net Book Value
Computer hardware	\$ 40,161	\$ 39,159	\$ 1,002
Computer software	41,508	41,224	284
Furniture and fixtures	16,227	16,053	174
	<u>\$ 97,896</u>	<u>\$ 96,436</u>	<u>\$ 1,460</u>

### 7. Accounts payable and accrued liabilities

Included in accounts payable is \$nil (2020 – \$2,448) of government remittances payable as well as \$nil (2020 - \$236) of administrative expenses to members of management and members of the board. These amounts are non-interest bearing, in the normal course of operations, and measured at their carrying amounts.

### 8. Contractual obligations

The Association has an agreement with a genetic consulting company to provide research and analysis of genetic data related to the Limousin breed. The agreement is renewed each year. Under this agreement, the Association is required to pay the company semi-annual retainer payments of \$7,500.

The Association's total obligations, under various property lease agreements, exclusive of occupancy costs are as follows:

2022	12,000
2023	12,000
2024	<u>3,000</u>
	<u>\$27,000</u>



# Notes to Financial Statements for the year ended December 31, 2021

## 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 will fluctuate because of changes on public markets.

### Financial assets

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

	2021	2020
Measured at amortized cost	\$ 139,409	\$ 118,198
Measured at fair value	775,814	749,293
	<u>\$ 915,223</u>	<u>\$ 867,491</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.



# Limousin Voice Magazine

## Schedule of Operations

for the year ended December 31, 2021

Year ended December 31,	2021	2020
<b>Revenue</b>		
Advertising	\$ 73,440	\$ 64,896
Subscriptions	8,310	8,456
	<u>81,750</u>	<u>73,352</u>
<b>Direct expenses</b>		
Production	35,816	45,003
Editorial content	39,896	30,092
	<u>75,712</u>	<u>75,095</u>
<b>Excess (deficiency) of revenue over expenses</b>	<u>\$ 6,038</u>	<u>\$ (1,743)</u>



# Message from the President



Thank you to all the progressive breeders who have chosen to join us in person for this our AGM. What a feeling it is to be able to come together again finally to celebrate our breed with fun and fellowship. If the past couple of years have taught us anything it is that we as cattle breeders are resilient and can figure out how to get around obstacles thrown our way. I want to commend the breeders for keeping the breed in the limelight with successful sales and a very strong showing at last year's shows and culminating at Agribition. It was so good to be back in the barns and see the spirit throughout.

In saying that, we must now look ahead with the excitement and clarity we hoped for and move forward with programs that will help to position us back into the beef industry. Our association has been very dedicated to the breed, and breeders, trying to make this herdbook one of the most sought after in the industry. We were excited with the uptake of the Legacy Project announced and carried out in the past year with well over 4,000 head submitted. The genetics now verified helps to lead us forward. Thank you to all the programs that stepped up and worked with us in doing this. Your/our association saw this as a great use of funds in this promotion.

The office has been successful in the transition to Medicine Hat allowing for Laura to be more hands on with the leadership of the office. Her assistant, Nicole for the last few years, has chosen to move back to Ontario closer to her family and has accepted a role with Semex. We offer our sincere thanks and best wishes to her as she moves forward with her resume building. In that vein we welcome Jayme Smith to the staff and wish her the best going forward.

Your Board has worked tirelessly on several items, including the parent verification for all herd sires and donor dams, be it walking or AI sires and have been following the Bylaws in decisions made. All have been with considerable discussion and thought for the decisions made. It is our hope that breeders will adhere to the bylaws as set out and make sure that your due diligence is completed in advance of breeding seasons, making everyone's job easier and less time consuming.

It has been my pleasure to act as your President over the past year through all the ups and downs that we have encountered and trust that we have led in the matter as wished when we were elected to the Board. Thank you to the Board for all your hours spent and leadership committed to this breed. Although we need to use the windshield to keep moving forward, it is what is in the rearview mirror that helped us get to where we are now. Let's not forget what the breed is, what it can be and does do for the industry and lets all work together to retain our market share that is so deserved.

Thank you!

Wayne Burgess  
President

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**Although we need to use the windshield to keep moving forward, it is what is in the rearview mirror that helped us get to where we are now.**

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# Message from the General Manager

Welcome to the 2022 Annual General Meeting. For the first time we are offering both an in person and a virtual option to attend the meeting. Thank you to our hosts Highland Stock Farms Ltd. for their organization and beautiful location for this year's meeting. After two years of cancelled events, I think we can all agree it's nice to be together again for the Canadian Junior Limousin Impact Show. I would like to thank the Alberta Limousin Association and the Impact Show Committee for the work and new ideas they have brought forward for this year's show in conjunction with Summer Synergy.

The association maintained a positive cashflow throughout the 2021 operating year and ended the fiscal year with a profit of \$12,967. Early in the year the board of directors made the decision to move the registry office to Medicine Hat, Alta. This move allowed for all staff to work together in one location with a more affordable rent. The move proved to be positive and additional efficiencies have been implemented in the registry because of it. With the new office came the release of an update CLA logo giving a fresh look to the association. The board has been working on new Limousin branded merchandise to release with the logo. The final piece is an updated association website which will include cell phone capabilities.

The Limousin Voice also had a profit for the 2021 fiscal year of \$6,038. Katie Songer and Tessa Verbeek continue to an outstanding job putting together a world class magazine. Every issue of the Voice is sent to all commercial bull buyers for the past 3 years, subscribers and is handed out at industry events and sales. The Voice stands out amongst beef publications with high quality images and ad design. We should all be proud of our magazine!

My report would not be complete without congratulating you, the members, on the success of the Limousin Legacy Project. The project was first opened in October 2020 and completed December 2021. At the completion of the project, we genotyped over 4,000 head, far surpassing the board's original goal. This number included bulls, replacements heifers and mature cows. There are now more Canadian Limousin females with a genotype than Canadian Limousin bulls in the genetic evaluation. This is opposite of the industry average and a significant accomplishment for the breed. The project allowed for genotyping of a wide range of animals rather than a select group of elite animals which provides a better picture of the breed in the genetic evaluation. I would like to thank the board of directors for their vision and registry staff, Nicole Scott for her countless hours of work on this project.

Nicole Scott acted as the Registrar for the past two years and has recently moved home to Ontario to start a new position with Semex. I would like to thank Nicole for bringing a passion for the Limousin breed to her position and for her time assisting members. Jayme Smith has recently been hired in the Registry/Member Service role and is working part time. I look forward to working with Jayme and introducing her to members.

The board and staff continue to be committed to the membership and the integrity of the Limousin breed. It is the membership that drives the breed forward. The day to day work you do on your operation and your interaction with the commercial cattle industry are important roles in promoting the Limousin breed. From the show ring to the auction market ring, Limousin cattle continue to be noticed. Let's remind ourselves daily of what this breed brings to the table and promote it accordingly!



Laura Ecklund  
General Manager





# CJLA

## CANADIAN JUNIOR LIMOUSIN ASSOCIATION

Cheyenne Porter  
CJLA President

2021 was a busy year for the CJLA! Following the 2021 Online Limousin Impact Show that was held at the end of July on our facebook page, the 2021 CJLA AGM was held via Zoom where new board members were elected. The 2021/2022 CJLA Board of directors consists of President - Cheyenne Porter, Vice President - Bianca Byers, Secretary - Kira Axley, Treasurer - Madi Lewis, Press Reporter - Emma Qually, and Directors - Jocelyn Kennedy, Joe Scott, Taylor Annett, and Cedar Hayne.

Following the CJLA AGM, members got busy coming up with new and exciting ideas to increase engagement within the breed and on our social media pages. From August until the end of November the CJLA board was extremely busy with multiple different projects in the works. The board started with creating the CJLA Cookbook! This cookbook is a collection of recipes from those both within and outside the Limousin breed. These cookbooks feature pictures from past CJLA events as well as ads from breeders and companies across the country. The CJLA cookbook was a labour of love and we would like to sincerely thank everyone who made it possible, from those who helped to design and create this wonderful book to those who purchased ads and cookbooks. Cookbooks are still available for \$20 a book.

At the same time, the board also made the difficult decision to sell our Donation Female, Limolyn Collette, and her 2021 calf CJLA Junior Pride 1J at the 2021 National Limousin Sale that was held at Agribition in Regina, SK. The Donation Female program was a one of a kind program created by a group of people within the breed, and one that was made possible by those within the breed who supported the CJLA. There are not enough thank-you's that express our gratitude towards everyone who had supported this program. At around the same time, the Ken-Doc Limousin Herd dispersal took place, where the proceeds from the sale of a Limousin steer was kindly donated to the CJLA. Without support from breeders, the opportunities

given to our junior members would not be made possible. The proceeds from the sale of this steer will be going towards our CJLA members, so make sure to stay tuned for the exciting opportunities coming up for our CJLA members.

Following these large projects, the CJLA focused on increasing social media engagement and increasing the excitement surrounding the 2022 Limousin Impact Show - the first in-person Impact Show that will be held since the Impact Show in Saskatoon in 2019! From March up until now the CJLA board has held numerous Facebook draws! From gift baskets for those involved in the Donation Female program and those who purchased ads in the CJLA cookbook, to draws for prizes to those promoting the 2022 Impact Show, along with our Mother's Day and Father's Day gift baskets. Make sure to like and follow the Canadian Junior Limousin Association on Facebook to watch for announcements and more draws! In addition to the CJLA Facebook and Twitter pages, the CJLA now also has an account on Instagram! While Facebook has been the main social media page for our board, we felt creating an account on Instagram was a great way to reach out to more of our junior members who may not be on Facebook or Twitter. Make sure to follow Canadian Junior Limousin on Instagram!

We are now looking forward to the 2022 Limousin Impact Show being held in conjunction with Summer Synergy July 12-16th in Olds, AB. This show will be our first in person show since 2019, and is going to be an absolute blast, with many of your favourite events, like show team grooming and judging, along with new exciting events like the Herdmanship competition and Peewee Pursuit for our younger members! The Alberta Limousin Association has been working hard to make this event outstanding, so make sure to be there!

The CJLA is excited for more upcoming projects and cannot wait to see everyone in person this July!





# LIMOUSIN VOICE

Official Publication of the Canadian Limousin Association

Tessa Verbeek  
Editor & Advertising Representative

The Limousin Voice Magazine proudly represents Canadian Limousin members on the national and international stage both in print and digitally. As the official publication of the Canadian Limousin Association, each of the three issues – fall, winter, and spring – are mailed to approximately 2,000 households across Canada as well as international subscribers. All commercial bull buyers from the past three years also receive a complimentary copy of every issue once the bull that they have purchased is transferred to them. As the mailing list is updated with each issue, it is imperative that sellers transfer bulls to buyers in a timely manner. Advertising in the Limousin Voice is the very best way to reach all of your target customers in one full sweep. You will be reaching the household of every commercial cattleman across Canada who has already invested in the Limousin breed as well as all of your fellow Limousin breeders.

With Katie Songer as Publisher/Creative Director and Tessa Verbeek as Editor/Advertising Representative, the Limousin Voice continued to be a jewel among breed association publications in the 2021 year. The past year saw the Limousin Voice cover a variety of feature stories and Limousin news highlighting our members and youth as well as providing educational and interest pieces for our readers. Over the course of the past 3 issues, the digital version was read 2,085 times by households across the world. Past issues can be found online on [www.limousinvoice.net](http://www.limousinvoice.net)

We are looking forward to the upcoming issues with fresh ideas and enthusiasm as 2022 unfolds. Your suggestions and ideas are always welcome – particularly supporters of the Limousin breed that we may spotlight (ie. commercial cow/calf, feeder, packer, etc.), Limousin stories, social news, and coming events. Limousin breeders have their fingers on the pulse of the breed in their respective provinces and areas – we encourage you to pass on your suggestions and leads on contacts for articles so that we can share this great information and

stories with the entire country and beyond.

The Canadian Limousin Association extends a sincere thanks to the many operations who have been dedicated supporters of the magazine in 2021 and for many years prior. If you are interested in making an advertising plan, please contact Tessa Verbeek at 403-636-1066 or [tverbeek@limousin.com](mailto:tverbeek@limousin.com)

## Advertising Rates

Double Page Spread \$1800

Full Page \$1000

Half Double Page Spread \$1200

Half Vertical / Half Horizontal \$650

Quarter / Quarter Banner \$375

Business Card \$250

All ads are full-color. 5% GST not included. Yearly contract discount is 10% (card ads exempt)

## 2021 ONLINE STATS

### Fall 2021

1,960 Impressions

804 Reads

5 Link Clicks

### Winter 2021

1,478 Impressions

633 Reads

0 Link Clicks

### Spring 2021

1,255 Impressions

648 Reads

2 Link Clicks

Canada	1,711
USA	150
Australia	79
Philippines	22
Ireland	21
Italy	13
France	10
Netherlands	10
Japan	7
United Kingdom	6
Belgium	6
Israel	5
South Africa	4
Luxembourg	2
Mongolia	2
Brazil	2
Germany	1

TOTAL ONLINE READS IN 2021





# Commercial Committee

Travis Hunter  
**Chair, Commercial Committee**

It has been hard to host a commercial event with COVID-19 restrictions but we have plans for Fall of 2022. Our first idea is to run digital ads in auction marts across the country to promote Limousin feeder calves and our pink tag program. This looks to be a cost effective way to help get those Limo calves properly sorted and let order buyers know what they're buying.

We are also looking to set up webinars regarding feed efficiency of Limousin cattle, and another on the advantage of using Limousin sires on dairy cattle. There is a large dairy herd out there and we should tap into it! If there are other ideas out there on how to expand our commercial market please contact a board member.

**Commercial Committee: Chair, Travis Hunter;  
Member at Large, Carey Hirschfeld**



# Promotions Committee

Carey Hirschfeld  
**Chair, Promotions Committee**

The CLA board is so pleased to finally be able to meet our membership face to face. Although Zoom meetings are a great way to engage everyone in current topics, it is so refreshing to have a gathering such as our AGM and CJLA Impact Show to rekindle old friendships, make new ones, and to celebrate the Limousin breed in Canada!

On the promotion side of things for the CLA, here is an update. Last year was spent revamping our promotional items and media available to the membership. The virtual Impact Show gave us material from our Junior members to help create new PDF and print advertising for use in promoting the Limousin breed. Watch for those to be available soon via email and postal delivery!

Our "WebStore" clothing and swag have had positive feedback. We are always looking for new ideas for giveaways that the membership would use and easy to mail out. For the coming fall some items on previous purchases are no longer available. An updated listing of these items will be sent out to the membership via email and on the CLA website. Watch for it in your inbox!

The CLA board is excited to announce we are revamping our CLA website! The coming changes and design will make the website more user-friendly, as well as improving the tools available in Digital Beef to navigate the site and make it a marketplace for our membership of commercial and purebred breeders. A special feature to be included the new website design is the CLA Semen Tank. This new listing will be an exclusive platform for all breeders to advertise any semen available for sale, no matter the quantity. Inventory and semen sales will monitored by the breeder. Benefits of this separate listing will enable other breed associations and producers looking to source Limousin genetics using the CLA website, as well as potential for the listing to be sent out to breed associations to advertise on other sites. A yearly fee will be charged and will help keep the listings current.

We are looking forward to the coming changes.

**Promotions Committee: Chair, Carey Hirschfeld;  
Members at Large, Cody Miller, Travis Hunter**



# Governance Committee

Amanda Matthews  
Chair, Governance Committee

When it comes to an update on governance and the Canadian Limousin Association, we had a huge update in 2021 with significant parentage bylaw changes to maintain the integrity of our herdbook as we move further with DNA advancements.

Firstly conditions of eligibility.

(b) progeny from walking sires born:

- (i) before January 1, 2021 must have their sire's sire verification on file with the Association;
- (ii) born on or after January 1, 2021 must have their sire's parent verification on file with the Association;

(c) progeny from donor dams with a flush date:

- (i) before January 1, 2021 must have their donor dam's sire verification on file with the Association; and
- (ii) after January 1, 2021 must have their donor dam's parent verification on file with the Association.

Donor female updates include:

32. In the case of a donor dam with a flush date on or after January 1, 2021, if:

- (a) the dam of the donor dam is registered as deceased in the CLA Herd Book; and
- (b) the applicant proves to the satisfaction of the Association that the dam of the donor dam cannot be parent verified
- (c) then, on application to the Association, the progeny of the donor dam may be registered with only the donor dam's sire verification on file with the Association.

As well to move our meetings and voting possibilities virtually, incase we run into issues with such things as the pandemic. The Board is working diligently to maintain their education on governance procedures and to follow the bylaws to uphold the integrity of the association and the membership.

We encourage you to reach out to any Director for further comments or questions.

**Governance Committee: Chair, Amanda Matthews;  
Members at Large, Wayne Burgess, Ashton  
Hewson, Travis Hunter**



# Breed Improvement Committee

Travis Hunter  
**Chair, Commercial Committee**

The committee has proposed a new Elite Dam Criteria to start the 2023 year. The focus of this new criteria is to make breeders more engaged with performance data! With the data collected for the new criteria, these dams will become notably “ELITE” in our Canadian herdbook! The new criteria is as follows:

- docility score of 1
  - \*dam must continue to hold a score of 1 at calving
  - \*progeny on all calves must have a score of 1
- udder score must be a minimum of 40/40
- BW below 100 EPD ratio (avg. of last 3 calves)
- WW above 105 EPD ratio (avg. of last 3 calves)
- calved before 800 days of age
- calves born at maximum 400 days apart

We have also been in conversation with Dr. Bob Weaver about making a few fine adjustments to our Digital Beef disposal codes. Bob has been in discussion regarding disposal code standardization across breeds and the impacts they will have at IGS. In the past, BIF had a set standard of codes. Hopefully, we have some clarification and more specific codes in the near future.

As a breed committee, we would like for breeders within our Association to reach out to our committee members to discuss pain points or areas needing improvement.

**Breed Improvement Committee: Chair, Ashton Hewson; Vice-Chair, Cody Miller; Members at Large, Tyler Stewart, Eric Boon**

# Registry Committee

Chad Homer  
**Chair, Registry Committee**

The CLA Registry Committee has been set in place to help improve services and features of Digital Beef to the CLA Membership. Digital Beef hosts an unlimited amount of potential and features in which we hope to unlock and help educate the members on these options. One of the main tasks we are looking at getting up and running this summer is the ability for an individual to apply for DNA directly on Digital Beef in a Queue type setup much like we do with the birth, weaning and yearling data currently. The goal with a feature like this is to reduce back and forth between staff in an effort to increase efficiency for everyone. A large portion of ensuring that this self-serve platform will be effective will be education on what the different type of tests provide and offer, as well as easy to follow guides to end up at the desired results.

We currently have a long list of suggested topics for instructional aids, such as how to use the Progeny Calculator, how to register ET calves and what information that is required for them, and the annual question of how and when do you post your Herd Inventory. The CLA is currently developing a new website and once that is complete, the Association will have a place to compile these job aids.

If there are any items that you would like to have more information on with anything that has to do with Digital Beef or any other registry topics, please feel free to reach out to myself and we can see about getting you the resources and information that you require.

**Registry Committee: Chair, Chad Homer; Members at Large, Matt Zwambag, Stephanie Richmond**



# Genetic Consultant Report

Bob Weaber, PhD., Professor, Kansas State University  
**CLA Genetic Consultant**

The past fiscal year yielded significant progress for the Canadian Limousin Association in breeder engagement in genomic data recording, genetic evaluation and breed improvement. Overall, the association reported growth in registrations, data recording and genotyping.

Of particular importance, was the broad participation of breeders in the Limousin Legacy project. The Limousin Legacy project was designed to genotype a large portion of the active bulls and Whole Herd Enrolled active cows in the Canadian Limousin registry with a high-density genomics platform (Neogen's GGP-100K). These animals were the focus of the genotyping effort to capture the breadth of genetic variation represented in the Limousin population. Effective genomic tools require the association of variation in genotype with variation in phenotype.



To date the Limousin Legacy has genotyped over 4,000 animals. Without doubt, the program has been a tremendous success and will enable improved

genomic predictions in the Association's genetic evaluation moving forward. The total number of genotypes included in the IGS BOLT evaluation now total approximately 6,700. In total, the IGS evaluation includes genotypes from more than 400,000 animals across more than a dozen breed groups.

While the program has been successful at the breed-wide level, there's plenty of opportunity for breeders to continue to derive value from the project into their own breeding programs. Of particular value is the continued genotyping of replacement female candidates. The gain in EPD accuracy due to inclusion of a genotype now exceeds the gain in accuracy through a typical cow's lifetime production of natural calves. Selecting heifers that have been genotyped effectively plots your genetic direction for the next generation. Making sure the 'right' females land in the replacement pen is an essential competitive strategy.

IGS and it's breed partners from around the world continues to make investments and enhancements in the BOLT genetic evaluation system. The IGS evaluation includes the pedigrees of 19.5 million animals and their associated performance data. Work continues to refine the existing system including the implementation of a

new marker subset based on a multibreed assessment designed to improve genomic prediction accuracy. Additionally, updated carcass breed effects were implemented. During the past 18 months, through a strategic partnership between Wulf Cattle and the North American Limousin Foundation, more than 100,000 carcass records from Limousin influence progeny entered the IGS evaluation. This influx of data makes Limousin the breed leader in carcass evaluation. New trait development work continues for mature cow weight and body condition score, pulmonary arterial pressure (PAP), dry matter intake, feet and leg structure, and heifer pregnancy rate.

As we look forward to the coming 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. Let's each commit to using the technology available and our own ingenuity and determination to make Limousin cattle the best they can be!





# Canadian Beef Breeds Council Report

Sandy Russell  
CEO, Canadian Beef Breeds Council

Like so many organizations, the past year has been one of considerable transition for the Canadian Beef Breeds Council (CBBC). With those transitions have come new opportunities and substantial advancements as we have continued to work on behalf of our members and the entire Canadian beef cattle seedstock sector. In our first full year as an incorporated division of the Canadian Cattlemen's Association (CCA), considerable energy was placed on streamlining administrative processes, capturing management efficiencies and strengthening cross-sector relationships. As part of this progression, CBBC underwent a significant transition in leadership. All of these changes have been undertaken in an effort to further strengthen the organization and elevate our engagement and collaboration within the Canadian beef industry.

In addition to these considerable organizational advancements, CBBC has continued to represent the seedstock sector both domestically and internationally to maintain and build market opportunities as well as drive transformational change as it relates to the utilization of beef cattle genetic data and adoption of innovative technologies through unprecedented cross-sector collaboration.

## **Canadian Beef Improvement Network**

The Canadian Beef Improvement Network (CBIN) is a collaborative network being led by CBBC with the mandate to increase the utilization of genetic data in an effort to validate genetic influence and drive market signals to create additional value and improve environmental sustainability across the Canadian beef production chain. CBIN is a key outcome identified in the National Beef Strategy and will be transformational for all segments of

the beef industry. Over the past year, CBBC has proactively engaged industry stakeholders in the development of CBIN and this has resulted in an unparalleled level of collaborative support and has built substantial momentum behind this important initiative.

Over the past year, the previously created CBIN Advisory Working Group has evolved into the CBIN Advisory Panel, a subcommittee of the CBBC Board of Directors. The CBIN Advisory Panel continues to be tasked with providing recommendations to CBBC's Board on how to clearly define and capture the value proposition from bidirectional genetic data flow within the beef production system and assisting in the critical progression of CBIN throughout its development .

Advancing CBIN from the idea stage to full operations is the primary goal of the four-step development plan outlined below. Expectations are for this plan to be fully-implemented over the next five years with several activities in progress as we advance the development of CBIN.

Step 1 - Construct the Data Foundation: Build a data registry portal to unify and standardize genetic data capture at the seedstock level.  
Step 2 - Facilitate Data Linkages: Develop a genetic data platform that will link genetic data to other economically important metrics across all sectors  
Step 3 - Translate Data into Value: Coordinate and create analytical resources and tools to translate data into value for commercial beef producers and beyond.  
Step 4 - Drive Integration and Adoption: Implement a targeted knowledge transfer plan that fosters data incorporation and utilization from conception to consumption.





Securing the necessary resources to advance the development of CBIN was a necessary priority throughout 2021 and critical to moving forward. By leveraging financial and in-kind contributions from our members and partners we were able to secure crucial funding from both the Beef Cattle Research Council (BCRC) and Results Driven Agriculture Research (RDAR). As a result of these combined financial resources, two projects are underway which will improve existing genetic tools and resources for commercial cattle producers and construct a 'Made in Canada' unified data registry portal for genetic data capture. To date, ten national beef breed associations have signed on to participate in the later project with interest be expressed by several other organizations.

The coming year will once again be an extremely busy one in the development of CBIN with continued focus on strengthening member collaboration, communications and industry stakeholder engagement; securing further critical long-term resources; and delivering on the data strategy, registry portal and data platform.

### **Market Development for Beef Cattle Genetics**

It is well known that Canada is recognized as a leader in top quality beef cattle genetics and advocacy work, both domestically and internationally, for our seedstock breeders and genetic providers continues to be a top priority for CBBC. Maintaining and strengthening our market opportunities, both in Canada and around the world, has been difficult during the COVID-19 pandemic however CBBC and its members have worked tirelessly to strengthen our online resources and presence and successfully pivot to the virtual world.

The challenges to advance international market

activities were sizeable throughout 2021 however these challenges proved to not be insurmountable. CBBC used this opportunity to re-evaluate how we deliver programming and efficiently utilize our resources. With the support of Agriculture and Agri-Food Canada (AAFC), we have been able to continue to assist our members and advance our market development goals in key countries around the globe with funding provided through the AgriMarketing Program (AMP). Market development activities are on target to continue through to March 2023 with aggressive plans in place to build upon the current opportunities.

In a testament to breeders and producers, resiliency and fortitude, the business of marketing Canadian beef cattle genetics, both domestically and internationally, carried on through the global pandemic. With everyone's health and safety front of mind, our members and beef cattle breeders utilized every tool available to successfully conduct events and complete sales throughout the year in an environment of ever-changing COVID-19 guidelines. While the ability to adapt and continue business was a positive, there is a clear recognition of the true value of being able to share a laugh and shake a hand in order to build business relationships and grow market opportunities. CBBC and its members look forward to returning to more traditional market development activities in the coming year.

Throughout 2022, CBBC will be focused on elevating the role of genetic advancement and the seedstock sector within the Canadian beef industry, growing our membership and advancing the value of our organization for our members, and driving the development of CBIN forward to capture increased value for Canadian beef cattle genetics both domestically and internationally.

# Advertising & Promotion

The Canadian Limousin Association focused our 2021 advertising and promotion endeavours on the following to maximize exposure for the breed and add value for our membership:

**Canadian Cattlemen Magazine:** A single page ad is in three issues with space for CLA members to list their operation (limited spots available). Spots are sold on a first come, first served basis.

**Canadian Cattlemen Bull Buyer's Guide (distributed to over 103,000 people):** a one page advertisement is in the late February issues with space for CLA members to list their operation for \$125 per issue (limited spots).

**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:** Information on website such as upcoming events, blog posts,

etc. updated regularly. Regular 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. Our new website will bring about a new look and more timely updates in 2022.

## **In person attendance at events:**

Attendance at industry conferences and events is also an important aspect of keeping our breed in the forefront. Due to the Covid-19 pandemic there was no staff or board member travel for the year.

**Commercial Cattle & Genetics Listing:** The CLA offers complimentary commercial cattle listings on our website and shares the posting on social media. This is a great promotional tool for breeders to share with their customers. We also offer paid for listings of purebred genetics, semen and embryos on the website. Please fill out the form available on the website to place an advertisement.

**Sponsorship:** In a regular year the the CLA sponsors the Livestock Markets Association of Canada (LMAC) Convention/Auctioneer Competition and the Canadian Beef Industry Conference. Corporate international memberships were taken out at Farmfair International and Canadian Western Agribition, allowing Canadian Limousin to be promoted to international visitors at these shows. We are also members of the International Limousin Council and Beef Improvement Federation.

**CJLA Cookbook:** A CJLA Cookbook with advertising opportunities within was created and met with great enthusiasm by the membership. Cookbooks continue to be available for purchase. Please reach out to a CJLA or CLA board member to purchase.





# British Columbia Report



Erin Kishkan  
British Columbia

Greetings from beautiful British Columbia! 2021 was a quiet year for Limousin events in BC, but as the province slowly lifted COVID restrictions, a few events did emerge. The Continental Connection Bull Sale was held in early April and had a very impressive average despite ongoing COVID restrictions and hosting an online only sale for the first time. This is the only bull sale in BC where Limousin are sold at public auction, but there were several other bulls that breeders moved by private treaty. BC has a small but impressive offering of Purebred and Fullblood Limousin bulls available; they are sought after from commercial cattlemen from as far North as Fort Nelson and as far South as Vancouver Island.

Limousin still has a very strong representation on the 4-H and junior front. Many Limousin and Limousin cross projects were shown across the province. In the Quesnel 4-H District, Andie Kishkan exhibited the Grand Champion Steer with her 1,425 lb. purebred Limousin, and Grand Champion Heifer with her purebred Limousin female. The Dawson Creek Exhibition was a go in 2021 and saw Limousin entries in the Junior and Open shows there as well.

The final BC Limousin event rounding out summer was Pinnacle View Limousin's 30th Anniversary Production Sale. This open house event saw Limousin enthusiasts from across Canada and the United States. There was great fellowship, great food, and great cattle that traded that September day. It was an event meant to bring cattlemen together from all around to celebrate agriculture, the cattle industry, and the fact that life was finally beginning to feel somewhat normal again following COVID. It lived up to its expectations and a great time was had by all!

Despite the dry year and shortages of summer grass, fall calf sales in BC were strong and Limousin genetics were represented consistently in the top 5% of the market. The progressive commercial cattlemen who choose to trust Limousin in their outcross program were rewarded and thus very happy with their decisions. The support of the Limousin breed in BC continues to strengthen and I am confident that the next few years will bring nothing but positivity to our breed.



2021 ANNUAL REPORT | CANADIAN LIMOUSIN ASSOCIATION



# Saskatchewan Limousin Assoc. Report

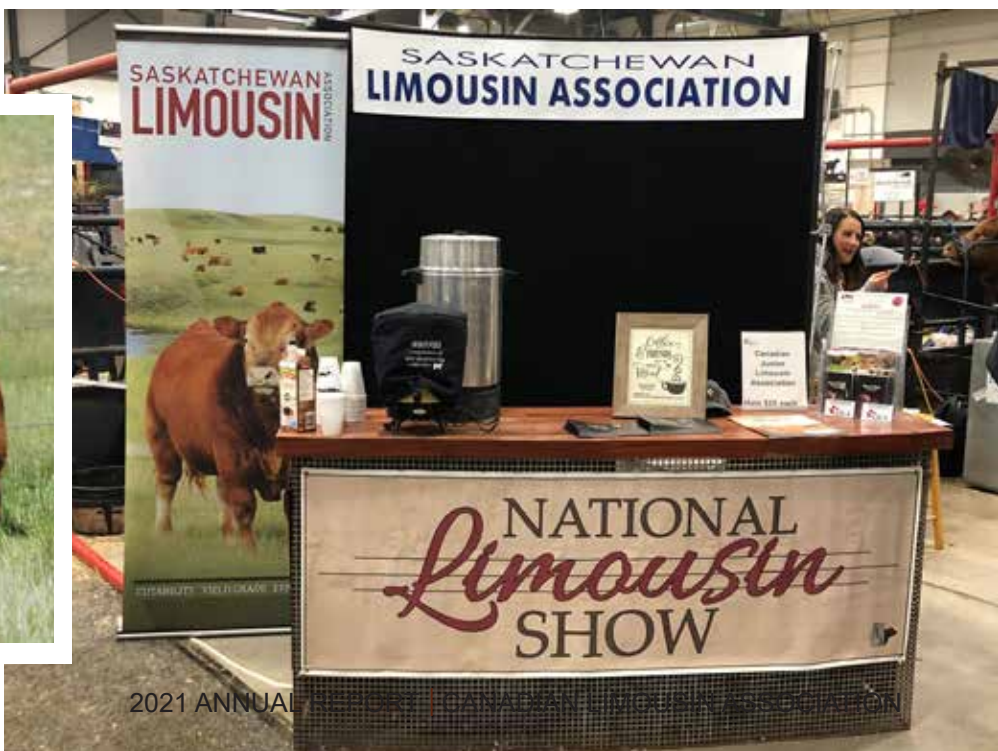
Jean Hewson  
Secretary, Saskatchewan Limousin Association

Greetings from the Saskatchewan Limousin Association board. Our board met in June at Elbow where our board was elected. President: Eric Martens; Vice President: Ashton Hewson; Treasurer: Janet Hale; Secretary: Jean Hewson; Representative to Saskatchewan Stock Growers, Jeff Yorga; Junior Member Representative, Jay Bohrsen; Directors, Terry Hepper, Bob Turner and Lee Carpenter. Newly elected to the board was Kyle Payne.

Our board has looked at ways to promote the Limousin breed through our youth and is offering gifts to members who show Limousin influenced animals at their club shows and regional shows throughout the year. We encourage leaders to let our board member representative or any board member know of members who are worthy of such incentives.

The SLA has a commercial award for producers who use Limousin influence in their herds. In 2021 the commercial breeder was KC Farms and they received a steel gate sign in recognition. The SLA worked closely with the CWA to once again have Agribition after the COVID interruption. The show and Solid Gold Sale was very well attended and the SLA held its first "Chosen One" heifer head to head jackpot where people could vote for their favourite heifer on DLMS. Plans are underway to have this event in 2022 at the CWA. Special thanks to the breeders who continue to sponsor banners for the CWA - the show would not be possible without your sponsorship. Special thanks to the volunteers who help the day of the show, marshalling, handing out prizes, announcing, clerking, etc.

2022 marks the 50th Anniversary of the SLA! A Field Day and our 2022 AGM was hosted on June 25th.



2021 ANNUAL REPORT | SASKATCHEWAN LIMOUSIN ASSOCIATION





# Manitoba Limousin Association Report

Kyle Wright

**President, Manitoba Limousin Association**

Hello fellow breeders. It's been an interesting year here in Manitoba. 2021 had some challenges of its own from COVID having things still in lock down and also having a drought that everyone will remember for years to come. Thousand of head of cattle went to market earlier than normal in results from dugouts having minimum to no water and pasture and hay fields not producing because of the lack of moisture. Grain and feed prices started to climb near of the year, while fuel and inputs started to follow suit.

We hosted our AGM via Zoom as we couldn't gather as a group. We had a great turn out of members from across the province. Many ideas were brought up to host events and gatherings but with the second and third wave happening throughout the year it was hard to plan any kind

of event as all summer shows were put on hold. Near the end of the year, we started to see a light at the end of the tunnel as Ag-Ex, Agribition, Lloydminster and Edmonton were able to host their yearly fall shows. There was no Limousin show in Manitoba at Ag Ex, and the cattle numbers were down due to the uncertainty of if there would be a show week before the start date.

## **2021 Manitoba Limousin Association Board of Directors**

President: Kyle Wright

Vice President: Amanda Hamilton-Seward

Treasurer: Bill Campbell

Secretary: JayDean Smyth

Directors at Large: Travis Hunter, Art Rodgers, Cheryl McPherson, Tim Davey, Bob Davey, Trevor Atchison, Peter McConnell, Larissa Stewart



# Ontario Limousin Association Report

Chad Homer  
President, Ontario Limousin Association

Over the past year, the Ontario Limousin Association strived to promote a couple of new and interesting ideas for the province. In 2022, we are planning to build on our success and push outside of the box to raise awareness of the breed in the commercial sector, support our strong and enthusiastic group of Juniors, and strengthen the market for our purebred breeders.

The OLA hosted a successful AGM virtually via Zoom, in the spring of 2021, in which we received a solid turn out. Some new ideas were presented to the membership, like the idea of a sale and hopeful talks about what the fall shows would look like. Unfortunately, in the early summer we were notified that both Markham and the Royal would be cancelled once again, which meant that we would miss out on two of Ontario's largest shows. The AGM was also where we honored the recipients of the Purebred Breed of the Year, known as the Madgett Award, which was presented to Lakeside Farms (the Lawrence Family) and the recipients of the Limousin Promoter of the Year, known as the Angus Campbell Award, which was presented to Corad Farms (the Hunt Family).

With the cancellation of the Royal and the OLA Provincial show, the board thought it necessary to create an event to allow breeders to showcase their programs and more importantly allow our large group of active junior members to show off their Limousin projects. Plans were set in motion to have an open Display Day and Junior Show which was hosted at David Carson Farms and Auction Service Sale Facility, the first Saturday in November. The day was well attended by new and long-time breeders and a small, yet competitive, Junior Show was held on the lawn under sunny skies.

In November the OLA helped promote, in conjunction with the David Carson Auctions, a Limousin Influenced Commercial Female sale. The event was well supported by purebred and commercial producers, who consigned a large group of replacement bred heifers and some heifer calves. This sale will once again be hosted at Carson's in November 2022, so please look forward to more information to come.

To cap 2021 off, the OLA hosted an inaugural Eastern Showcase Sale at Maple Hill Auctions in Hanover. The sale was a success and the consignors ranged from long standing OLA members to newer breeders and some first-time consignors. The weekend started off with an excellent consignor dinner which allowed everyone to meet and enjoy some fellowship. On sale day, the stands were filled with an active crowd of bidders. We were also blessed with 250 viewers and bidders online. Lots sold throughout Canada, into the United States, and Australia. Due to its success, the plans are already under way for the 2022 Edition of the Sale, which is set to be held Saturday, December 10, 2022, in Hanover once again.

The board has some new ideas in the works for events in the coming year. We are also looking forward to Ontario hosting the National Limousin Show in conjunction with the 100th Anniversary of the Royal Agricultural Winter Fair in Toronto and our Provincial Limousin Show at Markham Fair. Once again, we will also be aiming to promote commercial feeder sales, as well as a commercial based female sale this coming fall. The OLA invites you to follow us on Facebook or Twitter and check in on our website for updates on things to come in 2022 and as always feel free to reach out to any of our board members.





# Brian Lee Memorial Scholarship

## 2021 Recipient Kira Axley

Congratulations to the 2021 Brian Lee Memorial Scholarship recipient Kira Axley. Kira is the daughter of Eugene and Sylvia Axley of Czar, Alta. The family runs over 300 head of purebred and commercial cows under the name North Slope Farms. Kira also has her own purebred herd K. Axley Limousin. She is an active 4-H member and is currently the Secretary of the Canadian Junior Limousin Board of Directors. Kira is a second-year student at Lakeland College in the Animal Science Technology - Livestock Science program. After graduating Kira plans to pursue a career in beef genetics.

This year's applicants were asked to write an essay answering the question: How would you market a Limousin bull to a commercial buyer in the current beef industry?

Brian Lee was a passionate supporter of the junior program and helped many young Limousin enthusiasts get their start in the breed. The CJLA thanks the Lee family for this generous scholarship. Applications will open again in the new year for 2022.

Kira was also the 2021 recipient of the Australia Exchange trip. Tia Schram was the 2021 recipient of a \$500 Canadian Junior Limousin Association scholarship.





# 2021 CLA Award of Distinction

## Brian & Holli Lee

Brian and Holli met at the Royal Winter Fair in 2005 and were married in 2006. Brian purchased Holli's first heifer in 2005, and with the foundation females of Lee Limousin, they built Hollee Limousin at Janetville, Ont. into a successful and respected purebred herd. Both Holli and Brian believed in promoting the Limousin breed, and did so with enthusiasm that was larger than life at every opportunity. Brian sat on the Canadian Limousin Association Board as both a director and President; and Holli being the smiling face at many agricultural venues while sitting at the Limousin booth, and helping clerk and hand out prizes at livestock shows. Not to mention, the outstanding breakfasts Holli whips up at the Royal Agricultural Winter Fair for all to enjoy! Both passionate supporters of junior Limousin enthusiasts, they both have enjoyed helping countless Limousin youth get their start in the breed and Brian's legacy certainly lives on in those vibrant youth he has mentored. In 2018, Brian was named an Honourary Governor of the Royal Agricultural Winter Fair (RAWF) and received a medal for his work with the RAWF. He served as Barn Boss and Limousin representative for numerous years and was truly passionate about showing and promoting Limousin cattle.

There are many moments and events that have occurred due to Brian and Holli's dedication to the breed, but these precious few come to mind.

Brian was President of the CLA from 2013-2015 and was in this leadership role during many big changes and advancements for the breed and Association. Brian was so proud to be part of the CLA when the CCIA pink tag program was developed to promote and distinguish Limousin cattle at the commercial and seedstock levels at cattle sales. He was also integral in the partnership between Masterfeeds and the CLA for the hotly contested Show Cattle of the Year Awards. Two of Brian and Holli's proudest moments as breeders were when Hollee Limousin was awarded the Premier Breeder banner at the Royal Agricultural Winter Fair in 2018, and co-owning the Masterfeeds Show Female of the Year in 2018 with Lazy A Desire Me.

They sold most of their herd in 2019 with hopes to enjoy semi-retirement with a few choice cows and a slower pace. Unfortunately, Brian passed away suddenly in May of 2021.

The Limousin breed in Canada has become a pillar in Canadian beef standards due to the diligence and vision of breeders like Holli and Brian Lee. We are very proud to present them with the CLA Award of Distinction 2021.





# 2021 CLA Award of Distinction

## The Boon Family - Delaney, Deanna, Eric & Terra

In 1982, Delaney and Deanna Boon purchased their first Limousin cattle in 1982 from a neighbour. In 1987, they registered their first Limousin cattle and began learning the ropes of running a purebred operation. Through the years they consigned bulls to various sales such as the Central Limousin Classic Sale, High Yield Bull Sale, Agribition Limousin Sale and AAA Limousin Club Sale. They also showed cattle at the Prince Albert Exhibition, Saskatoon Fall Fair, Manitoba Livestock Expo and Canadian Western Agribition. Delaney was active on the Saskatchewan Limousin Association board for seven years including two years served as President. Delaney's passion for raising Limousin cattle was instilled into his son Eric, and today they work together raising and promoting Limousin cattle.

Eric along with his wife Terra and daughter Rozlyn work alongside Delaney and Deanna to operate B Bar Cattle, located in west central Saskatchewan just north of the South Saskatchewan River. Currently the herd consists of approximately 70 purebred females and 40 commercial females used for recipients in an embryo transfer program, calving in January and February and a small herd starting to calve in September. They actively show across Canada supporting and promoting the breed along with marketing their program. Genetics have sold across Canada, the United States, Mexico and Australia. For the last five years they have hosted their own Annual Bull & Female Sale mid-December which is now hosted right on their ranch.

In 2012, upon Eric returning home from University, they ramped up the program and became heavily involved

in the breed again from consigning and showing cattle to touring other operations within North America. Eric has sat on the board of directors of the Saskatchewan Limousin Association and Canadian Limousin Association.

Some highlights for the Boon family over the last 10 years include breeding and exhibiting the CLA 50th Anniversary National Champion Bull and 50th Anniversary Reserve National Champion Female with flush mates. Hosting their first Annual Sale in 2017 and then hosting it for the first time at their ranch in 2020 also makes the highlight list. Most of all, seeing B Bar genetics successfully working for customers across North America and Australia has been the ultimate highlight of the last decade where B Bar Cattle has gained significant worldwide recognition in the Limousin breed.

Eric states, "Going forward, our goal with our program is to produce cattle that are well rounded on all traits while not losing sight of what makes the breed popular. We believe in supporting and promoting the breed at major events across Canada as well as locally to help give positive breed presence and to help in marketing our program to expand our customer base."

The choice to nominate the Boon family was rather easy, they truly represent the Canadian Limousin breed as a powerhouse. Not only in the quality cattle, but the Boon's are quality people. As a fellow young Limousin breeder, I admire Eric and Terra for their continued dedication towards our breed, beyond the cattle as well as the friendships they have forged in our cattle business.





# CLA Award of Distinction

## Past Recipients

1990: Lloyd Atchison  
(CLA Distinguished Service Award)

1996: Allan † & Sammy Parke  
Walter Shatto †  
Ernie † & Wilma Tedford  
Christina Baumann Massie  
Jim & Ruth McBride †  
Norm & Joyce McNally

1997: Glen Powell †  
Harald Gunderson †  
Bill Perry

1998: Mickey Collins †  
Jeanne & Ray Locke †  
Wilbur & Melva Stewart †

1999: Marvin & Mary Latimer  
Dave † & Sherrie McNally  
Bernard † & Mona Payne

2000: Ron † & Marg Sangster  
Mark Cressman & Simone Peta

2001: Angus Campbell †  
Frank & Darlene Edwards

2002: Don Matthews †  
Stan & Pat Cochrane

2003: Ben & Kathryn Plumer †  
Bill & Marg † Karwandy  
Jack † & Eleanor Ward

2004: Clarence & Shirley † Ackert  
Bob Garner †  
Louis de Neuville †

2005: Dale † & Carole Barclay  
John † & Doreen Knight

2006: Gordon Meadon  
2007: Roger † & Anne Mawer  
Hugh Filson  
Alton & Shirley McKay

2008: Andre Lussier  
Rob & Marci Matthews

2009: Kym & Carole Anthony  
Lorne & Flossie Bodell  
Don & Lorna Downie

2011: Wayne & Anne McPhail  
2013: Leone Karwandy-Hagel †  
2014: Martin & Donna Bohrsen

2015: Lynn Combest  
2016: Mary Hertz & family  
Bill Campell & family

2017: Jim & Susan Butt  
2018: Ian & Bonnie Hamilton  
2019: Bryce Allen  
Mike Geddes

2020: Scott & Jackie Payne & Family

2021: Brian † & Holli Lee  
Delanie, Deanna, Eric & Terra Boon

### INDUSTRY AWARD OF DISTINCTION

2019: Norpac Beef  
2020: Masterfeeds an Alltech Company

† Denotes Deceased





# CLA Elite & Super Elite Dams

## Designated in 2021

### Eligibility

Fullblood, purebred, or percentage registered Limousin females on Whole Herd Enrolment, the year of Elite designation.

### 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.

### Super Elite Female

RPY PAYNES CRISTY 23C  
TMF MISS 721W  
HOLLEE'S BABY'S BREATHE

### Sire

ANCHOR B "THE BOSS"  
WULFS TAILOR MADE 2107T  
WULFS XTRACTOR X233X

### Breeder

PAYNE LIVESTOCK  
TOP MEADOW FARMS  
HOLLEE LIMOUSIN

### Owner

B BAR CATTLE & PAYNE LIVESTOCK  
CARLSRUHE CATTLE COMPANY  
MURRAY HILL FARM

### Elite Female

AFTER HOURS CUDDLE ME  
ANCHOR B CASSIDY 10C  
BALAMORE CINDERELLA 563C  
BAR 3R BRANDY  
BAR 3R DAY DREAMIN  
BAR 3R DREAM ON  
B BAR FOXTROT 32E  
B BAR NICOLE 5D ET  
B BAR URBAN GIRL 105C ET  
B BAR URBAN GIRL 63E ET  
B BAR URBAN GIRL 67Z  
CLARKS CARRY ME HOME  
DIAMOND C CLASSY GIRL  
DIAMOND T BREANA THX 41B  
EXCEL POLLED YSABEL  
GREENWOOD MISS PYN 99C  
HIGHLAND CHER  
JYF AERIAL 91A  
JYF AUGUSTA 103A  
JYF BOWBELLS 107B  
JYF MISS FLINTOFT 29C  
JYF MISS FLINTOFT 86C  
KOYLE YELLOW ROSE 37Y  
LIMOLYN ALL IN 361A  
MISS HEW CARRIE  
MISS HEW CATTIE  
PINNACLE'S AIN'T I SEXY 1A  
PINNACLE'S BEDTIME STORY 87B  
REVOLUTION'S DON'T TOUCH  
RICHMOND ANGUS GIRL SRD 214A  
RICHMOND BOMBSHELL SRD 20B  
R&R MILKMAID 84B  
R&R MILKMAID SM TNR 13Y

### Sire

B BAR BRASS 50Z  
ANCHOR B "THE BOSS"  
TMF 26A  
DLVL YOUNG GUN 125Y  
B BAR TITANIUM 3Z  
B BAR TITANIUM 3Z  
HUNT CREDENTIALS 37C ET  
IVY'S BUBBA WATSON HTZ24B  
IVY'S BUBBA WATSON HTZ24B  
RICHMOND ZODIAC SRD 29Z  
DVCL MR UNBELIEVABLE U03  
WULFS AUDITION T318A  
DIAMOND C ZEPPLIN  
ANCHOR B "THE BOSS"  
TMF WESTWOOD 505W  
B BAR TITANIUM 3Z  
JYF ZEUS 609Z  
AHCC WOOD MOUNTAIN W796  
AHCC WOOD MOUNTAIN W796  
WULFS ZEPHYR X624Z  
KING WULF 8274Y  
WULFS WARDEN N502W  
CJSL WINDFALL 9072W  
WULFS X FACTOR 7523X  
R & R BEEFMAKER 7Z  
R & R BEEFMAKER 7Z  
ANCHOR B YUKON 30Y  
RICHMOND YANKEE SRD 8Y  
DLVL YOUNG GUN 125Y  
NORDAL TRENDSETTER  
RICHMOND XFACTOR SRD 107X  
R&R BEEFMAKER 16X  
HOOKS SHEAR FORCE 38K

### Breeder

AFTER HOURS LIMOUSINS  
ANCHOR B LIMOUSIN  
BALAMORE FARM LIMITED  
BAR 3R LIMOUSIN  
BAR 3R LIMOUSIN  
BAR 3R LIMOUSIN  
B BAR CATTLE  
B BAR CATTLE  
B BAR CATTLE  
B BAR CATTLE  
B BAR CATTLE  
CLARK CATTLE  
DIAMOND C RANCH  
DIAMOND T LIMOUSIN  
EXCEL RANCHES  
SCOTT & JACQUELINE PAYNE  
AMANDA MATTHEWS  
J. YORGA FARMS LTD  
J. YORGA FARMS LTD  
J. YORGA FARMS LTD  
J. YORGA FARMS LTD  
J. YORGA FARMS LTD  
J. YORGA FARMS LTD  
KOYLE FARMS  
COMBEST LIMOUSIN FARM  
HEWSON LIMOUSIN  
HEWSON LIMOUSIN  
PINNACLE VIEW LIMOUSIN  
PINNACLE VIEW LIMOUSIN  
REVOLUTION CATTLE CO.  
RICHMOND RANCH LTD  
RICHMOND RANCH LTD  
R & R ACRES  
R & R ACRES

### Owner

BEE ZEE ACRES  
PAYNE LIVESTOCK  
BALAMORE FARM LIMITED  
BAR 3R LIMOUSIN  
BAR 3R LIMOUSIN  
BAR 3R LIMOUSIN  
B BAR CATTLE  
B BAR CATTLE  
B BAR CATTLE & VENTURE LIVESTOCK  
B BAR CATTLE  
SCOTT & JACQUELINE PAYNE  
CLARK CATTLE  
DIAMOND C RANCH  
DIAMOND T LIMOUSIN  
RICHMOND RANCH LTD  
WINDY GABLES LIMOUSIN  
AMANDA MATTHEWS  
J. YORGA FARMS LTD  
J. YORGA FARMS LTD  
J. YORGA FARMS LTD  
J. YORGA FARMS LTD  
J. YORGA FARMS LTD  
WINDY GABLES LIMOUSIN  
VENTURE LIVESTOCK ENTERPRISES  
LAZY H LIMOUSIN  
LAZY H LIMOUSIN  
WINDY GABLES LIMOUSIN  
PINNACLE VIEW LIMOUSIN  
ROBERT FRANKS  
1232463 ALBERTA LTD.  
HANSEN'S LIMOUSIN  
R & R ACRES  
R & R ACRES

# CLA Elite Herds in 2021

The Elite Herd Program aims at identifying the herds that do total reporting of information for their animals and truly contribute to the advancement of the Limousin breed.

Based on data submitted by December 31, 2021

**Elite Herd Awards are divided in 4 categories:**

- Platinum** Herds that submit BW, CE, WW, docility on every calf weaned, YW, SC, ultrasound or carcass
- Gold** Herds that submit BW, CE, WW, YW and docility
- Silver** Herds that submit BW, CE and WW
- Bronze** Herd on Whole Herd Enrollment

## Platinum Elite Herds

1452	ANDREW RANCHES	YOUNGSTOWN	AB
91447	BALAMORE FARM LIMITED	GREAT VILLAGE	NS
138328	CARLSRUHE CATTLE COMPANY	HANOVER	ON
15179	CHERWAY LIMOUSIN	SANFORD	MB
13535	EXCEL RANCHES	WESTLOCK	AB
5689	J. YORGA FARMS LTD	FLINTOFT	SK
21825	OAK RIDGE LIMOUSIN	MORDEN	MB

## Gold Elite Herds

12094	ANCHOR B LIMOUSIN	HANLEY	SK
141671	ANDREW RANCHING LTD.	TILLEY	AB
7456	B BAR CATTLE	LUCKY LAKE	SK
142140	BIANCA BYERS	BLACKSTOCK	ON
136141	BOULDER LAND & CATTLE COMPANY	OMEMEE	ON
25558	CLARK CATTLE	PORT HOPE	ON
142493	CORRLYNN FARM	LAMONT	AB
10177	D C FARMS	BARRHEAD	AB
133408	DIAMOND C RANCH	PONOKA	AB
27889	ELM GROVE LIMOUSIN	ELORA	ON
134157	ERIN KISHKAN	QUESNEL	BC
17863	FOUILLARD LIMOUSIN	THORSBY	AB
7928	FRITZ, SANDRA & NADINE OTHBERG	SUMMER FIELD	NB
139972	GIRDLER CATTLE COMPANY	OWEN SOUND	ON
133748	LAZY A LIMOUSIN	CANDO	SK
26211	LOYAL LINE LIMOUSIN	GODERICH	ON
142030	MURRAY HILL FARM	BLACKSTOCK	ON
28896	NEW LIFE LIMOUSIN	HANOVER	ON
10518	NOR-ALTA LIMOUSIN	KINUSO	AB
8556	PINCH HILL LIMOUSIN	STITTSVILLE	ON
19557	PINNACLE VIEW LIMOUSIN	QUESNEL	BC
138312	RED MAPLE FARMS	ORONO	ON
14484	ROBERT C. MATTHEWS	BRAGG CREEK	AB
23132	R & R ACRES	ROCKY VIEW COUNTY	AB
20270	VENTURE LIVESTOCK ENTERPRISES	CARSTAIRS	AB



# CLA Elite Herds in 2021



## Silver Elite Herds

141796	777 CATTLE LTD.	STETTLER	AB
6592	AFTER HOURS LIMOUSINS	TARA	ON
6661	BAR 3R LIMOUSIN	MARENGO	SK
138846	DE JAGER LIMOUSIN CATTLE CO.	CARMANGAY	AB
19192	FERME D.M. SIMARD S.E.N.C.	STE-SOPHIE-DE-LEVRAR	QC
29018	FERMES BLB S.E.N.C.	DANVILLE	QC
142665	GLENWOOD MEADOWS	OLEARY	PE
138198	HAWKEYE LAND AND CATTLE	NORWICH	ON
1087	HIGHLAND STOCK FARMS	BRAGG CREEK	AB
5594	HILLVIEW FARMS	STURGEON COUNTY	AB
141336	ISLAND NOVA LIMOUSIN	LADY FANE	PE
19197	JEFFREY GUTEK	HENDON	SK
141842	K. AXLEY LIMOUSIN	CZAR	AB
13421	L. & S. CRAIG & FAMILY	NORTH TRYON	PE
4318	L&S LIMOUSIN ACRES	KENTON	MB
5250	MAPLEHURST FARMS	WESTBOURNE	MB
139032	MARTENS LIVESTOCK	STRASBOURG	SK
20304	NORTH STREAM LIMOUSIN	BLUFFTON	AB
139043	PASSION BOEUF	SAINT-PAUL	QC
16772	POSTHAVEN LIMOUSIN	ALMA	ON
16948	PRAIRIE PRIDE STOCK FARM	VEGREVILLE	AB
28369	PRODUCTION F.A.T. SENC	ESPRIT-SAINT	QC
5941	RICHMOND RANCH LTD	RUMSEY	AB
140325	SPARE TIME LIVESTOCK	OXFORD MILLS	ON
1083	STEWART LIMOUSIN	STETTLER	AB
6168	STONEVIEW FARM	LOCKWOOD	SK
27452	TOP OF THE HILL FARM	SOUTHAMPTON	NS
6467	TWIN OAK STABLES	TREHERNE	MB

## Bronze Elite Herds

3 RIDGE FARMS	OWEN SOUND ON	BEE ZEE ACRES	GLENCOE ON
ADELE & SHAUN WALSH	BON ACCORD AB	BENNVILLE FARM	HAGERSVILLE ON
ALLAN & LORRIE MATTIE	MIRROR AB	BILL ARTHUR	INVERARY ON
AMAGLEN LIMOUSIN	DARLINGFORD MB	BLUEBERRY FARMS TRUST	FORT ST JOHN BC
AMANDA HAMILTON-SEWARD	DARLINGFORD MB	BONAPARTE LIMOUSIN	KILLALY SK
AMANDA MATTHEWS	BRAGG CREEK AB	BOOTHVILLE FARMS	MARKDALE ON
AMGS LIMOUSIN	MEAFORD ON	BOSS LAKE GENETICS	PARKLAND COUNTY AB
ANGELINA CHRISTIANSEN	PONOKA AB	BOW PARK FARM	BRANTFORD ON
ANGUS SMYTH	ROBLIN MB	BRANDON AND SAMANTHA NEMETZ	RUMSEY AB
ARCON CATTLE COMPANY	EVERETT ON	BRENDAN ROFFEY	MOUNT ALBERT ON
ARLEY CATTLE CO.	ALLISTON ON	BRODIE HUNTER	KENTON MB
ASHLEIGH LOWE	FLESHERTON ON	BROWN EDEN LIMOUSIN	LITTLE BRITAIN ON
BAR DIAMOND K CATTLE	WILLINGDON AB	BUCK CREEK LIMOUSIN	DRAYTON VALLEY AB
BEAR CREEK FARM	MOORETOWN ON		

Continued on next pages

# CLA Elite Herds in 2021

## Bronze Elite Herds

CAMPBELL LAND & CATTLE INC.	MINTO	MB	HANSEN'S LIMOUSIN	ENTWISTLE	AB
CAMS LIMOUSIN	LOWER BRANCH	NS	HAYSTACK ACRES	HARROW	ON
CARLTON TRAIL LIMOUSIN	DUCK LAKE	SK	HEWSON LAND & CATTLE	CUTKNIFE	SK
CARRONDALE CATTLE COMPANY INC.	ST ANDREWS	NS	HIGH CATTLE COMPANY	ROCKY VIEW COUNTY	AB
CENTRE CREEK FARMS	ALMA	ON	HILTZ LIVESTOCK	NEW ROSS	NS
CHAD HUNT	PAKENHAM	ON	HIP LIMOUSIN	TWEED	ON
CHASE HIGH	ROCKY VIEW COUNTY	AB	HI-VALLEY LIMOUSIN	100 MILE HOUSE	BC
QJC CATTLE COMPANY	ALMONTE	ON	HI-WAY LIMOUSIN	BETHUNE	SK
QJA DONATION HEIFER	MEAFORD	ON	HOCHHAUSEN LIVESTOCK ENT.	EDMONTON	AB
CORAD FARMS	PAKENHAM	ON	HOCKRIDGE FARMS	DAUPHIN	MB
CORY & GLENNA HUNT	PAKENHAM	ON	HOLLEE LIMOUSIN	JANETVILLE	ON
CRESTHILL CATTLE CO.	PROVOST	AB	HOLT N. HAYWOOD	BRAGG CREEK	AB
CRINAN FARMS	WEST LORNE	ON	HORIZON LIMOUSIN	ROCKYVIEW	AB
CROWN HILL ACRES	OMEMEE	ON	HORIZON LIVESTOCK	ROCKY VIEW	AB
DAKOTA VIGNAL	MIRROR	AB	JAMES PATRICK	ROCKWOOD	ON
DALE E. TURNER	SASKATOON	SK	JAMES & WANDA LABIUK	KITSCOTY	AB
DARLING FARMS	CASTLETON	ON	JANELLE E. LABIUK	KITSCOTY	AB
DENISON LIMOUSIN	KINGSTON	ON	JAXON PAYNE	LOYDMINSTER	SK
DIAMOND T LIMOUSIN	KENTON	MB	JAY-DEAN & TODD SMYTH	ROBLIN	MB
DILLON HUNTER	KENTON	MB	JAYDEN PAYNE	LOYDMINSTER	SK
DIXON PRODUCERS LTD.	HUMBOLDT	SK	JAYMARANDY LIMOUSIN	ROBLIN	MB
DOUBLE B CATTLE CO.	UNITY	SK	JAYMARANDY LIVESTOCK	BEAUSEJOUR	MB
DOUBLE TROUBLE CATTLE COMPANY	EAST MOUNTAIN	NS	JAYSON W LABIUK	KITSCOTY	AB
DRY CREEK RANCH	CECIL LAKE	BC	JEAN POIRIER	SALABERRY DE VALLEYF	QC
EAST COAST LIMOUSIN	GREAT VILLAGE	NS	JILL ANN BARRON	GORE	NS
EDEN MEADOWS FARM	ZEHNER	SK	JL LIMOUSIN	MACKLIN	SK
EDWARDS LIMOUSIN	CRAIK	SK	JOEY & MARCI LABIUK	KITSCOTY	AB
ELEVAGES DENCY	DAVELUYVILLE	QC	JOHN F. MCKEE & SONS	LISTOWEL	ON
ELGINHEIR FARMS	COALHURST	AB	JORDAN ROSSMANN	QUESNEL	BC
EMILY GIBSON	RIPLEY	ON	JULES SMYTH	ROBLIN	MB
EMPIRE LIMOUSIN	BLUFFTON	AB	JUSTIN MCCORD	FORT ST JOHN	BC
E M TEDFORD & SONS	ESTEVAN	SK	KAITLYN DAVEY	WESTBOURNE	MB
ENDOENJA RANCH	CREMONA	AB	KASH FARMS	VALLEYVIEW	AB
ENTREPRISE KARINE VINCENT INC.	SAINT-CHRYSTOSTOME	QC	KEILER CHERRY	LOYDMINSTER	AB
FERME A.T.J.C.L.A.	ST-HYACINTHE	QC	KEN-DOC LIMOUSIN	SASKATOON	SK
FERME COSA S.E.N.C.	HENRYVILLE	QC	KEVLON LAND & CATTLE	TABER	AB
FERME JEAN DESCHENES	SAINT-FOY	QC	KLONDIKE HILLS LIMOUSIN	CHATSWORTH	ON
FERME SDJ POLLED LIMO	NAPIERVILLE	QC	KOYLE FARMS	IONA STATION	ON
FERME TI-NOEL	MACAMIC	QC	KURT & ERIN ROSSMANN	QUESNEL	BC
FOSSIL RIDGE FARMS	ST-PASCAL-BAYLON	ON	LA FERME TOURNEVENT S.E.N.C.	SAINT-LUCE	QC
GERRY VILLENEAU	KELLIHER	SK	LAIRD EDWARDS	CRAIK	SK
GIBSON FARMS	RIPLEY	ON	LAKESIDE FARMS	DURHAM	ON
GLEN IRVINE	SMITHS FALLS	ON	LAKESIDE LIMOUSIN	YELLOW HEAD COUNTY	AB
GRANT LIVESTOCK COMPANY	MARKDALE	ON	LAURKEL LIMOUSIN	PRINCE GEORGE	BC
GRAY VALLEY	LYNDHURST	ON	LAZY A LIMOUSIN	CANDO	SK
GREENWOOD LIMOUSIN	LLOYDMINSTER	SK	LAZY A LIMOUSIN	BORDEN	SK
G.SMART & T. ALEXANDER	MEAFORD	ON	LAZY A LIMOUSIN	CANDO	SK



# CLA Elite Herds in 2021

## Bronze Elite Herds

LAZY H LIMOUSIN	GULL LAKE	SK	RICHARD PLANTE	ST-BARTHELEMY	QC
LAZY S LIMOUSIN	RIMBEY	AB	RILEY BOHRSON	HANLEY	SK
LAZY T BAR RANCH	BAY TREE	AB	RILLA HUNTER	KENTON	MB
LIL' COUNTRY CATTLE CO.	ALMA	ON	RIVER PINE CATTLE CO.	VITA	MB
LINGLEY LIVESTOCK	IRMA	AB	ROCK CREEK LIMOUSIN	RENFREW	ON
LISLE LIMOUSIN	LISLE	ON	ROCKY ACRES LIMOUSIN	FISHERVILLE	ON
LISLE LIVESTOCK	LISLE	ON	ROSLIN CATTLE COMPANY LTD.	WOODSTOCK	ON
LUNALTA RANCH	CORONATION	AB	RUNAWAY RANCH	BENTLEY	AB
MADISON FARMS	NORTH AUGUSTA	ON	SAMMERICH FARMS	LISTOWEL	ON
MANDERSLOOT LIVESTOCK FARMS	OTTERVILLE	ON	SCOTT & JACQUELINE PAYNE	LLOYDMINSTER	SK
MAPLE RIDGE LIMOUSIN	CAYLEY	AB	SELBY GENETICS	SELBY	ON
MAPLE VALLEY INC.	BADJEROS	ON	SHANE SILVERNAGLE	CANDO	SK
MATTAGAMI HEIGHTS LIMOUSIN	TIMMINS	ON	SHORT GRASS LIMOUSIN	SWIFT CURRENT	SK
MCNEIL LIMOUSIN	ST-MARC FIGURY	QC	SHORT GRASS LIMOUSIN	SWIFT CURRENT	SK
MELRAY FARMS LIMOUSIN	CAMPBELLS BAY	QC	SMART LIMOUSIN	MEAFORD	ON
MERLIN J. REDMOND	HARTINGTON	ON	SOUTHBRIDGE LIMOUSINS	LETHBRIDGE	AB
MERV & DIANE SPRINGER	FOAM LAKE	SK	SPRING ROCK FARMS	HAGERSVILLE	ON
MG FOX & SONS	UPPER QUEENSBURY	NB	SPRINGVIEW LIMOUSIN & ANGUS	WOLSELEY	SK
MICHEALA MCCORD	FORT ST JOHN	BC	SPRUCE HILL FARMS	KINGSTON	ON
M & M RANCH	QUESNEL	BC	STONERIDGE MEADOW	ORO-MEDONTE	ON
NITH VALLEY LIMOUSIN	RESTON	MB	STONE VALLEY	EAST GARAFRAXA	ON
NORDAL LIMOUSIN	SIMPSON	SK	SUNRAY LIMOUSIN	JASPER	ON
NORMAND GARNEAU	BOUCHETTE	QC	SUNSET FARMS	PICTON	ON
NORTH PLAINS LIMOUSIN	BETHUNE	SK	SYMENS LAND & CATTLE	CLARESHOLM	AB
NYK CATTLE COMPANY	DOUGLAS	MB	SYMENS LAND & CATTLE CO.	CLARESHOLM	AB
OATT ACRES	TARA	ON	TAYLORVILLE FAMILY FARM	CHASWOOD	NS
ORBIT VALLEY LIMOUSIN	INVERARY	ON	TGJ CATTLE CO.	SINCLAIR	MB
PARK PERFORMANCE LIMOUSIN	VIRDEN	MB	THREE WAY LIMOUSINS	LAKE FRANCIS	MB
PAYNE LIVESTOCK	LLOYDMINSTER	SK	TIM DAVEY	WESTBOURNE	MB
PEPINIERE JANELLE & FILS INC.	ST-GERMAIN GRANTHAM	QC	TREVOR DYCK	SWIFT CURRENT	SK
PINE CREEK LIMOUSIN	KENTON	MB	TRIPLE 7 CATTLE	WOODSTOCK	ON
PLAINS LIMOUSIN	WAINWRIGHT	AB	TRIPLE D FARM ENTERPRISE	THORNDALE	ON
PLAINS LIMOUSIN	WAINWRIGHT	AB	TRIPLE HERD LIMOUSIN	BENTLEY	AB
PLAINS LIMOUSIN	WAINWRIGHT	AB	TRIPLE R LIMOUSIN	MACGREGOR	MB
POPLARVIEW LIVESTOCK	VIRDEN	MB	TWISTED K LIMOUSIN	BYEMOOR	AB
PRESTON ACRES LIMOUSIN	PONTYPOOL	ON	VALLEY VIEW LIMOUSIN	CARLOW	NB
QUALLY-T LIMOUSIN	ROSE VALLEY	SK	VERBEEK'S LIMOLEAN FARM	STURGEON COUNTY	AB
RAIL LINE FARMS	LUCKNOW	ON	WHISPERIN HILLS FARMS	BANKEND	SK
RAILWAY CREEK FARMS	MADOC	ON	WHITNEY LEE LABIUK	KITSCOTY	AB
RANCLIFF LIMOUSIN	NAPANEE	ON	WILEY FANTA	STARBUCK	MN
RAYMOND AND KATHLEEN SMART	MEAFORD	ON	WINDY GABLES LIMOUSIN	WARKWORTH	ON
RED COAT CATTLE STATION	OGEMA	SK	WINDY GABLES LIMOUSIN & CLARK CATTLE	WARKWORTH	ON
RED WING CATTLE COMPANY	ARNPRIOR	ON	WRIGHT WAY LIMOUSIN	BRANDON	MB
RENEGADE RIDGE LIVESTOCK	LLOYDMINSTER	AB	YOUNG LIMO FARMS	ENNISMORE	ON
REVINGTON R. HAYWOOD	BRAGG CREEK	AB	ZAMORA RANCH	ROCK CREEK	BC
R G FARMS	SPIRIT RIVER	AB	ZIMMERMAN CATTLE COMPANY	CLIFFORD	ON
RICASHAY LIMOUSINS	BURGESSVILLE	ON	ZWAMBAG CATTLE COMPANY	GLENCOE	ON

# Notes





# Notes

A photograph of two black cattle standing in a field of tall, green grass. The cattle are facing the camera, and the background shows a clear blue sky and a fence line.

**Sincere thanks to Highland Stock Farms for  
hosting the 2022 CLA Annual General Meeting**



**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.**

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