

Canadian Junior Limousin Association Herd Building Program

Program Details

Members entered into the program must be an active Canadian Junior Limousin member or recent alumni (up to age 25) who is currently an active Canadian Limousin Member. Applicants will have the opportunity to be awarded one of two prizes offered. An active member is a junior who is in good standing with the CJLA and has paid their dues. Eligible alumni must have been actively involved in the CJLA in their previous junior years and be a member in good standing with the Canadian Junior Limousin Association and has paid their dues.

Members will only receive one of the listed prizes within their age category. Prizes will be awarded annually in conjunction with the Impact Show awards banquet.

First Place: Each age category

Live Animal Sale Voucher of \$1000 value to be used within the year awarded to purchase a registered, purebred Limousin female from any recognized Canadian Limousin Sale or any Canadian Limousin breeder by private treaty.

- The voucher will be paid out to the breeder or marketing company the animal was purchased from once proof of purchase has been submitted to the CJLA.
- Juniors may purchase an animal for a value higher than that of the sale voucher, however, they must contribute the remaining funds once the voucher has been used to pay out the bill. The voucher is to be used to offset the purchase price of a Limousin female.
- The sale voucher may only be used once. If the voucher is not used within the allotted time frame, the funds from the unused voucher will be returned to the CJLA.
- The purchased female must be transferred into the junior's name, not the family farm name

Second Place: Each age category

Frozen Genetics Sale Voucher of \$250 value to be used within the year awarded to purchase frozen Limousin semen or embryos from any recognized Canadian Limousin Sale or Canadian Limousin breeder by private treaty.

- The voucher will be paid out to the breeder or marketing company the semen/embryos were purchased from once proof of purchase has been submitted to the CJLA..
- Juniors may purchase genetics for a value higher than that of the sale voucher, however, they must contribute the remaining funds once the voucher has been used to pay out the bill. The voucher is to be used to offset the purchase price of the frozen Limousin genetics.
- The sale voucher may only be used once. If the voucher is not used within the allotted time frame, the funds from the unused voucher will be returned to the CJLA

Application Details

Members applying to the program must submit a recording for their respective age categories listed. The videos will be evaluated by a selected panel of judges. Topics will be determined annually by a judging panel. All submitted videos become the property of the CJLA and may be used by the CJLA or CLA for future promotion purposes. **Applicants will be eligible to receive vouchers once in each age division. Vouchers will not be awarded in two consecutive years when the members move age division, one year gap must be allowed.**

Upon receiving a program voucher, all recipients must submit a “thank- you” video to the CJLA explaining how they have used their winnings and the benefits they received. This is aimed to be used for program promotion for the future year’s lottery.

Any edits to the program will be made at the AGM. A silent auction item submission component may be added in future years to contribute funds back into the program’s budget.

1. Age Divisions for Entry: Applicants must enter under their respective age categories.
 - a. Peewee 8 and under as of January 1st
 - b. Juniors: 9-12 years of age as of January 1st
 - c. Intermediates: 13-16 years of age as of January 1st
 - d. Seniors: 17-21 years of age as of January 1st
 - e. Alumni: 22- 25 years of age as of January 1st
2. Application Topics and Time
 - a. Peewee: 3-5 minute video
 - b. Juniors: 3-5 minute video
 - c. Intermediates: 5-7 minute video
 - d. Seniors: 5-7 minute video
 - e. Alumni: 5-7 minute video

Create a video to address the following questions. This year’s video theme is ***“Yesterday, Today, Tomorrow: Limousin Progeny.”***

Video Topic: Tell us about your experience with the Limousin breed in terms of the past, present, and future. The following prompts may be helpful:

- How has the breed developed through the years?
- Where is the breed now? Are you satisfied with it? Why or why not? How would you enhance it if you would like to?
- Where do you see the breed in the future? How will you contribute to this vision?

Deadline to submit April 30, 2025 by email cjla@limousin.com

Recipient Selection Process

A panel of three judges, consisting of breed and industry contacts, will be drafted annually to evaluate the applications and choose a first and second place applicant in each of the age divisions. The judges will not be related to or know the applicants. First place applicants will be awarded the Live Animal Sale Voucher, while second place applicants will be awarded the Frozen Genetics Sale. An interview process may be included at the judges' discretion if a large number of applications occur or judges find close results between applicants.

Membership Benefits

- Increase participation from current CJLA members as more return from the association is shown through receiving value from the lottery.
- Increased interaction between CJLA members and CLA members, creating more personal connections and more interest in the breed from these networking opportunities.
- Increased membership, resulting in more breeders seeing the value-added experiences that the junior association provides to its members.
- Increase in registered breeders as older CJLA members (and potentially alumni) can start their herds or can expand their herds through the program progressively.
- Displayed success of CJLA members can bring more highlight to our breed/ junior association from other cattle programs