



# 2019

## Annual Report

*Canadian Limousin Association*  
*51st Annual General Meeting*

*Monday, October 5, 2020*  
*Virtual Meeting*



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**“ You don’t build a business, you build people. And then people build the business”- Zig Ziglar.**

The Cattle Business- especially the seed stock industry has certainly seen it all, and reflecting on this past year as President, we certainly have.

We welcomed new board members Carey Hirschfeld, Wayne Burgess and re-elected Joe Cooper for second term at our AGM in Saskatoon and the representation of the Juniors at Saskatoon was outstanding, and it was very enjoyable to watch fast friendships be made as well as memories.

I was elected as President in September, an honour which I hold in high regard. I have had the blessing to be raised with Limousin cattle, and my father and grandfather as founding members of the CLA- as well they both served as President. This is a position that is incredibly important to me as I believe we have the opportunity to expand our horizons and work together to create another excellent fifty years.

Ontario hosted our 50th celebration with great events, I do not think I will easily forget the musical styling of Nathan Allen or the delicious beef that was supplied by the 50 Steers for 50 Years project. We saw crowning of Boss Lake Ms Molly 812F ET owned by Wulf Cattle/ Royal Beef Genetics and B Bar/Hawkeye Hulk 45F ET owned by B Bar Cattle/Roslin Enterprises & Hawkeye Land & Cattle as our National Champion Female and Bull respectively- Judged by Kasey Philips.

The National Sale was greatly attended by lots of spectators and was an excellent representation of cattle nationwide.

We said Goodbye to Tessa Verbeek in her position of General Manager but she graciously stayed on in her position as Editor of the Limousin Voice. Laura Ecklund is now our new General Manager and she has done an absolutely fantastic job.



**CLA Board of Directors 2020**  
**Joe Cooper, Wayne Burgess, Mike Geddes, Cody Miller, Matthew Heleniak, Erin Kishkan, Amanda Matthews, Carey Hirschfeld, Laura Ecklund (GM) Absent Dan Darling**

As we go forth into these uncertain times economically and medically with this pandemic, it is important to reflect on our prior fifty years we have just celebrated, which saw both hardship and prosperity.

I wish everyone an excellent harvest season and look forward to moving into 2021 stronger than ever.

Regards  
  
Amanda Matthews  
Canadian Limousin Association President



Board of Directors

Executive



Amanada Matthews  
President  
Box 732  
Bragg Creek , AB, T0L 0K0  
Cell: 403.403.470.1812  
amandagracematthews@gmail.com  
  
Term Expires: AGM 2021  
Eligible for re-election



Wayne Burgess  
Vice- President  
Box 1654  
Carstairs, AB T0M 0N0  
Tel: 403.940.0909  
Cell: 403.813.8416  
vle.burgess@gmail.com  
  
Term Expires: AGM 2022  
Eligible for re-election



Cody Miller  
Treasurer  
RR 1 Site 5 Box 3  
Westlock, AB, T7P 2N9  
Tel.: 780.801.0849  
Cell: 780.349.0644  
cody@excelranches.com  
  
Term Expires: AGM 2020  
Eligible for re-election



Erin Kishkan  
Past President  
4312 Highway 97 S  
Quesnel, BC V2J 6P4  
Tel: 250.747.3836  
Cell: 250.991.6654  
kishkan@quesnelbc.com  
  
Term Expires: AGM 2020

Directors



Carey Hirschfeld  
Box 279  
Cando SK S0K 0V0  
Tel.: 306.937.7553  
Cell: 306.441.3723  
bhirsch@hotmail.com  
  
Term Expires: AGM 2022  
Eligible for re-election



Joe Cooper  
9036 HWY 2  
Great Village, NS B0M 1L0  
Tel.: 902.668.2004  
Cell: 902.893.0744  
j.cooper@balamore.com  
  
Term Expires: AGM 2022



Dan Darling  
RR 1 4172 County Road 25  
Castleton, ON K0K 1M0  
Cell: 905.375.4019  
dmdarling13@gmail.com  
  
Term Expires: AGM 2020  
Eligible for re-election



Mike Geddes  
RR 1 21st Sideroad Fire 727502  
Clarksburg, ON N0H 1J0  
Cell: 519.375.6230  
Cell: 519.502.8864  
mike@topmeadowfarms.com  
  
Term Expires: AGM 2021  
Eligible for re-election



Matthew Heleniak  
11 Robson Street,  
Norwich, ON N0J 1P0  
Tel.: 519.468.3617  
Cell: 519.537.1451  
matth@norpacbeef.com  
  
Term Expires: AGM 2021  
Eligible for re-election

Thank You Retiring Directors

The Canadian Limousin Association board of directors, staff, and membership thank Canadian Limousin Association director, **Dan Darling** who has completed his three year term on the board. We would also like to thank **Joe Cooper** for serving four years on the Board of Directors. Joe has officially re-signed from his position in the Summer of 2020. Finally we would like to say thank you to outgoing Past President **Erin Kishkan**. Erin served six years on the CLA Board, two of them as President. We appreciate the time Dan, Joe and Erin have taken away from their operations and thier families to contribute to the betterment of the Limousin breed in Canada and the Association. A dedicated board of directors is integral to a successful Association and we thank each of the directors for bringing their passion for the breed to the table.

Staff & Service Providers

Staff



Laura Ecklund  
General Manager



Shayla Chappell  
CSA Registry/  
Member Services



Nicole Scott  
CLA Registry/  
Member Services



Tessa Verbeek  
Limousin Voice Editor

Service Providers



Rita Riccioppo  
Book Keeper



Jason Brock  
French Member Liasion



Bob Weaber  
Genetic Consultant



Limousin Voice Magazine  
Five Gallon Creative: Katie Songer, designer  
Tessa Verbeek, Editor



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



Official DNA Lab of the CLA  
Neogen Canada



Advertising & Website  
Five Gallon Creative: Katie Songer

Past Presidents of the Canadian Limousin Association

1970 - 71	Joe Hochhausen	1995 - 96	Lonny McKague
1972	Walt Shatto	1997	Harry Grant
1973 - 74	Ted Godwin	1998 - 99	Lorne Bodell
1975 - 76	Alan Parke	2000	Jim Butt
1977	Jim Lore	2001 - 02	Martin Bohrsen
1978	Jack Ward	2003	Tony Gosnell
1979 - 80	Dale Barclay	2004 - 05	Rob Matthews
1981	Don Matthews	2006 - 07	Gary Anderson
1982 - 83	Mel Gosling	2007 -09	Jason Brock
1984	Stan Cochrane	2009 - 10	Michael Geddes
1985	Clarence Ackert	2010 - 11	Mary Hertz
1986 - 87	Gerry Good	2011 - 13	Bill Campbell
1988 - 89	Mark Cressman	2013 - 15	Brian Lee
1990 - 91	William Scriven	2015 - 17	Terry Hepper
1992	Rob Garner	2017 -19	Erin Kishkan
1993 - 94	Don Stephenson		



# 2020 CLA Annual General Meeting Agenda



## CANADIAN LIMOUSIN ASSOCIATION

### 51st ANNUAL VIRTUAL GENERAL MEETING AGENDA

- Welcome, Call to Order – *Amanda Matthews*, President
- Guest Introductions
  - CLA Past Presidents
  - CLA Board of Directors
  - CLA Staff
  - Other guests
- Identification of Voting Members
- Approval of Agenda
- Appointment of Parliamentarian
- Review and Approval of the 2019 Annual General Meeting minutes
  - Business arising from minutes
- President’s Report– *Amanda Matthews*, President
- Canadian Junior Limousin Association Report– *Samantha Kennedy*, CJLA Past President
- General Manager’s Presentation – *Laura Ecklund*
- Financial Report– *Cody Miller*, Treasurer
  - Appointment of Auditors
- New Business
  - CLA DNA Bylaw Proposed Changes
  - Limousin Legacy Project Presentation
- Announcement of Canadian Limousin Association directors elected by mail in ballot
- Presentations
  - Recognition of Outgoing Directors
  - CLA Award of Distinction and Industry Award
- 2021 Annual General Meeting Location
- Adjournment

# Minutes of the 2019 CLA Annual General Meeting



## CANADIAN LIMOUSIN ASSOCIATION

### MINUTES OF THE 50th ANNUAL GENERAL MEETING

#### CALL TO ORDER

Erin Kishkan called the meeting to order at 9:20am.

#### MEMBERS IN ATTENDANCE

25 voting members in attendance.

#### GUESTS IN ATTENDANCE

*CLA past Presidents:* Terry Hepper  
*Past CLA General Managers:* Anne Brunet- Burgess  
*CLA Board of Directors:* Erin Kishkan, Bill Zwambag, Cody Miller, Matthew Heleniak, Dan Darling, Amanda Matthews  
*CLA Staff:* Laura Ecklund  
*Regrets:* Joe Cooper, Mike Geddes, Eric Boon

#### APPROVAL OF AGENDA

Addition National Show and Sale Report with the 50<sup>th</sup> Anniversary report, NALF Update after the Commercial Report and a Moment of Silence after the Announcement of the New Directors.

*Moved by Dan Darling to approve the Agenda as printed on page 5 of the Annual Report with the above amendments.  
Seconded by: Bill Zwambag  
CARRIED*

#### MOMENT OF SILENCE

#### APPROVAL OF THE 49TH ANNUAL GENERAL MEETING MINUTES

*Moved by Amanda Matthews to approve the minutes of the 2018 Annual General Meeting as printed on pages 6-9 of the Annual Report.  
Seconded by: Matthew Heleniak  
CARRIED*



# Minutes of the 2019 CLA Annual General Meeting

## BUSINESS ARISING FROM THE MINUTES

No business arising from the minutes.

## ANNOUNCEMENT OF CANADIAN LIMOUSIN ASSOCIATION DIRECTORS ELECTED BY MAIL-IN BALLOT

There were three (3) vacant director positions this year: Bill Zwambag and Eric Boon both completed two full terms of three years each, therefore was not eligible for re-election. Joe Cooper completed one three-year term and was eligible for re-election.

The individuals elected by acclamation to serve on the CLA Board of Directors are:

- Joe Cooper (three-year term)
- Wayne Burgess AB (three-year term)
- Carey Hirschfeld, SK (three-year term)

## PRESIDENT'S REPORT – Erin Kishkan

President Erin Kishkan delivered President's report as printed on page 2 of the Annual Report.

- Limousin Voice continues to be a highlight in the breed
- Thanked the current CLA Board of Directors and the SLA for hosting this year's Impact Show
- There is excitement for the 50<sup>th</sup> celebrations
- This business is about the people

*Moved by Erin Kishkan to adopt the President's report as presented.  
Seconded by: Don Scott  
CARRIED*

## CANADIAN JUNIOR LIMOUSIN ASSOCIATION REPORT – Jackie Wismer

Jackie Wismer presented her report as printed on page 20 of the Annual Report.

*Moved by Jackie Wismer to adopt the Canadian Junior Limousin Association report as presented.  
Seconded by Tim Andrew.  
CARRIED*

## FINANCIAL REVIEW ENGAGEMENT REPORT – Cody Miller

- Discussed the amount received for the Canadian Shorthorn Association Management Fee
- Reviewed the transaction for the Steer Challenge
- Staff wages increased in 2018 with the addition of Shayla Chappell
- Reviewed CLA investments
- Schedule 1- Limousin Voice was discussed

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

## APPOINTMENT OF AUDITORS

*Moved by Cody Miller, to appoint Kenway Mack Slusarchuk Stewart as auditors of the review engagement for the year ending December 31, 2019.  
Seconded by Amanda Matthews.  
CARRIED*

- Suggestion to look at the cost of other auditors for future years

# Minutes of the 2019 CLA Annual General Meeting

## BREED IMPROVEMENT COMMITTEE REPORT –

No report was given.

## 50<sup>th</sup> ANNIVERSARY AND NATIONAL SHOW AND SALE COMMITTEE REPORT – Dan Darling

- Dan Darling and Mike Geddes are the CLA Directors on the committee
- There is a great deal of excitement across Canada for the 50<sup>th</sup>
- An update on the 50 Steer for 50 Years Project was provided
  - To date 3 steers have been slaughtered
  - The OLA Summer Field Day was held at Broniek's where the steers are being fed
- Plans are well underway for the National Show and Sale. The focus is on quality over quantity for the sale
- The banquet is planned for Friday November 1<sup>st</sup>, Sale November 2<sup>nd</sup> and Show November 3<sup>rd</sup>

*Moved by Dan Darling to adopt the 50<sup>th</sup> Anniversary and the National Show & Sale Committee report as presented.  
Seconded by Cody Miller.  
CARRIED*

## COMMERCIAL COMMITTEE REPORT –

Report was read as printed on page 22 of the Annual Report.

*Moved by Cody Miller to adopt the Commercial Committee report as presented.  
Seconded by Wayne Burgess.  
CARRIED*

Discussion regarding Limousin tags

- Promoting the Limousin tags at the auction markets is important
- Members need to talk to the manager at the auction and have them hang up posters
- Are the markets aware of the tags
- Most auction markets decide how to sort the cattle and sellers don't have a say
- Educating buyers to look for the tags is also important

## INTERIM GENERAL MANAGER'S REPORT –

CLA Interim General Manager, Laura Ecklund delivered the General Manager Report using a Powerpoint presentation.

- 353 Active and lifetime and annual members and 216 junior members
- Whole herd enrolment is down from 2018 (8,162) at 7,913 females
- CJLA program continues to grow
- Registrations for 2018 4,696 and Transfers 1,579
- Tessa Verbeek is currently away on maternity leave. CLA Registry staff- Dallas Wise, Shayla Chappell, Doreen Claiter
- Reviewed Digital Beef- adding farm logo, animal pictures, using the DNA tab and generating a sale catalogue
- Limousin Voice is mailed to 1,100 commercial cattlemen
- 5,300 Limousin tags have been sold since the start of the program
- 50 Years of Limousin- The Stories of Our Members Project
- Reviewed the Bylaws regarding members responsibility to transfer and tattoo cattle

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



**Limousin Show Vests**

- The CLA will now be offering grey show vests as show apparel
- Show shirts are still allowed to be worn, the vests are just an addition
- Discussion regarding what should be worn under the show shirt

**PRESENTATIONS**

Bill Zwambag outgoing CLA Director who served 6 years on the board was presented with a Thank You gift.

Eric Boon outgoing CLA Director who served 6 years on the board will be presented with his Thank You gift at a later date.

**2020 ANNUAL GENERAL MEETING**

The 2020 AGM will take place in Spencerville, Ontario July 24, 2020.

**ADJOURNMENT.**

*Moved by Bill Zwambag to adjourn the AGM at 10:53am*

**Independent Practitioners’ Review Engagement 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, 2019, 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, 2019, and the results of its operations for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.



August 4, 2020  
Calgary, Alberta

Chartered Professional Accountants

# 2019 Financial Report

## Statements of Financial Position

As at December 31,	2019	2018
<b>Assets</b>		
<b>Current assets</b>		
Cash	\$ 128,971	\$ 109,663
Accounts receivable	50,721	39,946
Loan receivable	-	10,000
Prepaid expenses	8,192	13,155
Marketable investments (note 5)	677,310	670,103
	865,194	842,867
<b>Equipment (note 6)</b>	2,181	2,620
	\$ 867,375	\$ 845,487
<b>Liabilities and Net Assets</b>		
<b>Current liabilities</b>		
Accounts payable and accrued liabilities (note 7)	\$ 48,122	\$ 58,632
Member deposits	1,454	3,574
Deferred revenue	-	-
	49,576	62,206
<b>Net Assets</b>	817,799	783,281
	\$ 867,375	\$ 845,487

Approval on behalf of the Board:



Director

Director

# 2019 Financial Report

## Statements of Operations

For the year ended December 31,	2019	2018
<b>Revenue</b>		
Whole herd enrollment	\$ 202,800	\$ 205,333
Management services	52,020	57,246
Lab services	38,067	58,773
Memberships	30,319	24,415
Registrations	9,140	14,075
Other services	4,006	5,476
Transfers	3,000	3,040
Grants	2,573	26,455
Tag	749	1,307
Steer challenge contest	-	49,752
	342,674	445,872
<b>Expenses</b>		
Salaries and employee benefits	168,837	173,372
Lab services	28,978	65,738
Office and bank service charges	24,735	22,397
Breed improvement	24,476	25,342
Board	22,244	26,987
Computer programming	21,704	21,290
Rent	21,450	20,350
Advertising and promotion	14,726	18,167
Travel	8,030	21,291
Industry memberships	4,997	5,421
Telephone	4,342	5,025
Postage and courier	4,212	4,274
Professional fees	3,500	4,000
Insurance	3,128	3,033
Amortization	990	1,180
Steer challenge contest	750	49,752
	357,099	467,619
<b>Other income (expenses)</b>		
Investment income	26,921	28,075
Unrealized gain (loss) on investments	14,975	(19,957)
Realized loss on sale of investments	(1,938)	(1,592)
<b>Limousin Voice magazine, net (Schedule I)</b>	8,985	12,245
	48,943	18,771
<b>Excess (deficiency) of revenues over expenses</b>	\$ 34,518	\$ (2,976)



Canadian Limousin Association  
Statements of Changes in Net Assets

Year ended December 31,	2019		2018	
Balance, beginning of year	\$	783,281	\$	786,257
Excess (deficiency) of revenues over expenses		34,518		(2,976)
Balance, end of year	\$	817,799	\$	783,281

Canadian Limousin Association  
Statements of Cash Flow

For the year ended December 31,	2019		2018	
Operating activities				
Excess (deficiency) of revenues over expenses	\$	34,518	\$	(2,976)
Items not affecting cash				
Amortization		990		1,180
Interest reinvested		(1,614)		(1,632)
Realized loss on investments		1,938		1,591
Unrealized (gain) loss on investments		(14,975)		19,957
		20,857		18,120
Change in non-cash working capital balances				
Accounts receivable		(10,775)		2,067
Loan receivable		10,000		(10,000)
Prepaid expenses		4,963		1,793
Accounts payable and accrued liabilities		(10,510)		21,284
Members payable		(2,120)		(1,429)
Deferred revenue		-		(14,332)
		12,415		17,503
Investing activities				
Purchases of marketable investments		(119,490)		(192,760)
Proceeds on disposal of marketable investments		126,933		248,000
Purchase of equipment		(550)		(1,683)
		6,893		53,557
Increase in cash		19,308		71,060
Cash, beginning of year		109,663		38,603
Cash, end of year	\$	128,971	\$	109,663

Canadian Limousin Association  
Notes to Financial Statements

December 31, 2019

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. Changes in accounting policies

*Tangible Capital Assets*

Effective January 1, 2019, the Society adopted the CPA Canada Handbook Section 4433 Tangible Capital Assets Held by Not-for-Profit Organizations which replaced the previous guidance in Section 4431 concerning the recognition, measurement, presentation and disclosure of capital assets.

The new section was adopted on a prospective basis in accordance with the transitional provisions. There was no numeric impact to the Society's financial statements arising from the adoption of the accounting pronouncement.

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.



Canadian Limousin Association

Notes to Financial Statements

December 31, 2019

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, accounts receivable, and loan 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.

Canadian Limousin Association

Notes to Financial Statements

December 31, 2019

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 1.6% to 4.85% (2018 - 1.6% to 6.4%). These investments mature at various dates from September 2020 to September 2026 (2018 – July 2019 to July 2024).

During the year, the Association withdrew \$20,000 (2018 - \$25,000) from marketable investments to fund operations. As at December 31, 2019, \$nil (2018 - \$15,000) was deposited back into the marketable investment account.



Canadian Limousin Association  
Notes to Financial Statements

December 31, 2019

6. Equipment

	2019		
	Cost	Accumulated Amortization	Net Book Value
Computer hardware	\$ 40,161	\$ 38,619	\$ 1,542
Computer software	41,508	41,086	422
Furniture and fixtures	16,227	16,010	217
	\$ 97,896	\$ 95,715	\$ 2,181

	2018		
	Cost	Accumulated Amortization	Net Book Value
Computer hardware	\$ 39,610	\$ 37,789	\$ 1,821
Computer software	41,508	40,980	528
Furniture and fixtures	16,227	15,956	271
	\$ 97,345	\$ 94,725	\$ 2,620

7. Accounts payable and accrued liabilities

Included in accounts payable is \$1,048 (2018 – \$2,686) of government remittances payable as well as \$5,971 (2018 - \$9,979) 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 has entered into a new lease agreement for the use of the office space in which it operates. The lease has committed the Association to make monthly lease payments of \$1,788 and it expires on November 30, 2021.

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

Canadian Limousin Association  
Notes to Financial Statements

December 31, 2019

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.

The Association has \$11,181 (2018 - \$14,009) of accounts receivable from another association, which represents 22% (2018 – 35%) of total accounts receivable.

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:

	2019	2018
Measured at amortized cost	\$ 179,692	\$ 159,609
Measured at fair value	677,310	670,102
	\$ 857,002	\$ 829,711

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.



Canadian Limousin Association  
Notes to Financial Statements

December 31, 2019

11. Subsequent events

Since December 31, 2019, the outbreak of the novel strain of coronavirus, specifically identified as “COVID-19”, was declared a global pandemic by the World Health Organization. The Government declared a State of Emergency in regards to the pandemic on March 17, 2020. Governments worldwide have enacted emergency measures to combat the spread of the virus. These measures, which include public health measures requiring the closure 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. Global equity markets and oil prices have experienced significant volatility and weakness. Governments and central banks have reacted with significant monetary and fiscal interventions designed to stabilize economic conditions. At the end of April 2020, the Provincial Governments announced phased relaunch strategies outlining the relaxing of certain measures starting mid-May 2020, conditional on the results of ongoing monitoring of testing results for COVID-19 in the provinces. 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 and the impact on the financial results and condition of the Association.

Canadian Limousin Association

Limousin Voice Magazine  
Schedule of Operations

Year ended December 31,	2019	2018
<strong>Revenue</strong>		
Advertising	\$ 88,169	\$ 94,785
Subscriptions	8,322	7,585
	<u>96,491</u>	<u>102,370</u>
<strong>Direct expenses</strong>		
Production	43,836	61,580
Editorial content	43,670	28,585
	<u>87,506</u>	<u>90,125</u>
<strong>Excess of revenue over expenses</strong>	<u>\$ 8,985</u>	<u>\$ 12,245</u>

Schedule I





# General Manager's Report

Submitted by Laura Ecklund



Welcome to the 2019 Annual Report and the 51st Annual General Meeting of the CLA. Since I last sat down to write for the Annual Report many changes have happened within the association and the world situation. Covid-19 has certainly caused a disruption in all of our lives; however it has also forced us to adapt and improve on our processes. Well we are disappointed to not be meeting in person in Ontario for the annual general meeting we are fortunate to bring everyone together virtually. We hope that this annual report and the general meeting allow you to reflect on the last year and to become excited about the future of the breed.

2019 was an exciting year for the CLA as we celebrated 50 Years. That is a fantastic accomplishment and one that we are proud of. There is still a handful of members actively in business that were apart of the formation of the association. I would like to congratulate and thank the Ontario Limousin Association for hosting the 50th Anniversary events at the Royal Winter Fair. As I stood on the stage at the anniversary banquet, I was pleased to look out and see a strong representation of new and seasoned Limousin members. This speaks to the success of our breed and the bright future ahead. The 50 Steers for 50 Years Competition highlighted both the anniversary and the carcass merits of the breed. The cattle were fed at Broniek Farms in Ontario. At the end of the competition carcasses were judged by Matthew Heleinak in three categories, Steakhouse, Retail Carcass and Ribeye. Thank you to the members who worked to put this exciting competition together it was a great way to commemorate the year.

Again for 2019 the Limousin breed saw great success in the showing. Greenwood Electric Impact ET captured back to back Supreme Wins at Stockade Roundup, Farm Fair International and the RBC Supreme at Agribition. We also saw strong prices through the spring bull sales which followed through into the fall calf sales. We saw a significant change in staff members early in 2020. I would like to thank Tessa Verbeek who has served as the General Manager of the association since 2015. Tessa made the decision to not return to her position once her maternity leave ended. Tessa has capably led the association with excitement and a passion for the breed and the members. Tessa will be has continued in her role with the association as the Editor of the Limousin Voice. Tessa along with Katie Songer have worked hard to produce an outstanding magazine that is being recognized in the beef industry.

Dallas Wise also left her position as Registry/ Member Services Assistant. Dallas was a devoted employee of the association for the past 8.5 years. Her friendly voice and helpful attitude will be missed by the membership. I would like to thank Dallas for her hard work and commitment to our staff and members over the years. I would also like to thank Doreen Claiter for her work over the year. She completed a one-year contract with us which ended this past spring. Myself as General Manager, along with Shayla Chappell and Nicole Scott are the new team of staff members who are here to serve the membership and the association. Each of us has a family connection to the Limousin breed and we are proud to be here working for you.

I encourage you as a member to take an active role in the association. We are a member driven association that was built on the talents and progressive actions of a group of breeders. Taking an active role means educating yourself as a breeder of Limousin cattle, knowing the association bylaws and conducting your operations business with integrity.

Together we will lead this great breed forward.

Kind Regards,  
Laura Ecklund

# Canadian Junior Limousin Association Report

Submitted by Samantha Kennedy

The past year for the Canadian Junior Limousin Association has been filled with opportunities and challenges, but overall, we saw a lot of growth. were able to exhibit her at some shows, and she won her class at the Lindsay Exhibition.

At the 2019 Impact Show in Saskatoon we elected a new board of directors made up of 7 members from across Canada: Samantha Kennedy (President), Cheyenne Porter (Vice President), Jackie Wismer (Treasurer), Madi Lewis (Secretary), Jocelyn Kennedy (Press Reporter) Kaitlyn Davey, and Sienna Bohrsen. In Saskatoon there were juniors representing BC, Alberta, Saskatchewan, Manitoba and Ontario participating. The show was filled with fun events, new friendships were formed, and everyone had a great time.



CJLA Board of Directors  
Sienna Bohrsen, Cheyenne Porter, Madi Lewis, Jackie Wismer, Samantha Kennedy, Jocelyn Kennedy, CJLA Coordinator Laura Ecklund  
Absent Kaitlyn Davey

Thank you to all the sponsors, volunteers and the show committee for their hard work and dedication to the junior program and Impact Show.

CJLA Golden Jubilee 1G is the 2019 progeny from our CJLA Donation Female Program and she was in attendance at the Impact show, thanks to Eden Meadows Farm. In September, CJLA 1G travelled to Ontario where she was hosted by Brian and Holli Lee of Hollee Limousin. They

At the Royal Agricultural Winter Fair CJLA 1G was sold in the Royal Elite Sale by dutch auction. Through this we raised a grand total of \$15,425 and Kyle Smith of KS Limousin was the winner of Golden Jubilee. Thank you so much to everyone who purchased tickets in support of our donation female program, all money goes into supporting the activities of the Junior association. CJLA 1G went on to place third in a strong class of heifer calves at the National Limousin Show.

The recipients of the 2019 CJLA Scholarships were Madi Lewis of Meaford, ON and Cheyenne Porter of Wainwright, AB. These were awarded at the 50th Anniversary banquet at the Royal Winter Fair. The CJLA is proud to offer both scholarships and travel opportunities to our members each year. On the Monday of the RAWF, the OJLA show commenced and was the last event of the 50th anniversary celebrations. Juniors from Alberta to the Maritimes, and even the United States participated in the show.

The CJLA was also fortunate to host Patrick Rankmore of Australia as part of the junior exchange program, thank you to After Hours Limousin, Excel Ranches and B Bar Cattle for hosting Pat during his stay. In preparation for the 2020 Impact show the CJLA and OJLA ran a clothing raffle that was drawn at the Colours of Autumn Sale in December, thank you to all the breeders who supported this raffle.



## Canadian Junior Limousin Association Report Cont'd

In January, CJLA members Angus and Jules Smyth were awarded the Manitoba Limousin Association's Ambassador of the year Award. Thanks to both of them for being such involved individuals and representing the Limousin breed so well!

Our first bull calf out of our donation female program was born, CJLA 1H sired by RPY Paynes Crusher, thanks again to Terry and Lynette Hepper and family for taking care of our donation female and calf currently. In February, registration for the 2020 Impact show in Spencerville opened, but then in March, Covid-19 quickly put a halt to our plans for the show. In April the CJLA board of directors decided to postpone the 2020 Impact Show to 2021 where it would be held in Spencerville, July 28-31. In May, the CJLA was happy to announce a Virtual Impact Show which included conformation classes, artwork, photography, graphic design, and marketing competitions. The show was a success with 41 juniors entered and cash prizes awarded.

Thank you to all participants, volunteers and the show committee for their efforts in such a challenging time.

Thank you to my fellow board members for their dedication and hard work over the past year and in the previous years I have been on the board. Thank you to Laura Ecklund for being a great CJLA coordinator and mentor during my time as the President of the CJLA. I cannot believe my time as a junior is over, and I will forever be thankful for the opportunities the CJLA has given me.

Once again, we would like to thank everyone who supported the CJLA throughout the year and our membership for promoting the Limousin breed.

CJLA President 2019-2020  
Samantha Kennedy

## Spirit of the Impact Show Award Announced

In Loving Memory of Kylee Jade Stewart

At the 50th Anniversary Banquet we were pleased to announce the Spirit of the Impact Show Award which will be sponsored by Art and Maria Rodgers of Triple R Limousin from MacGregor, Manitoba in loving memory of their Granddaughter Kylee Jade Stewart. Kylee is the daughter of Scott and Larissa Stewart and sister to Dimitry, Dominic, Dante and Dexter.

The Spirit of the Impact Show Award will be given to competitors who display a willing and positive attitude at the Impact show. They work hard and do their best in the show ring and in the competitions. They are determined to do their best even while presented with challenges such as an animal misbehaving in the ring. The award is given to a Junior or Intermediate competitor at the Canadian Junior Limousin Impact Show.

The winners each year will be selected by the Rodgers family or by a designated individual to act on behalf of the family. The families hope is that the award money is used to purchase livestock or livestock equipment. This award will be given for the years 2020 to 2024.

The CJLA thanks the Rogers Family for their generosity with this new special award.



Maria Rodgers, Larissa Stewart, Art Rodgers of Triple R Limousin with CLA General Manager, Laura Ecklund, CJLA President Samantha Kennedy and CLA President Amanda Matthews

Submitted by CLA

## Industry Award of Distinction- Norpac Beef



After immigrating to Canada from Poland post World War II, Marian and Mary Heleniak seized the opportunity to provide for themselves and their four sons, Richard, John, Stan and Ron, with the purchase of a meat processing business, Norwich Packers (Norpac) in 1954. For the first 20 years the business was operated as a small butcher-style operation, processing cattle and hogs for local farmers. In 1974, Richard, the oldest son took over as President of operations. Richard had dreams of transforming Norwich Packers into a larger wholesale business, which he was able to accomplish with the help of his two brothers John and Stan. In 1981, Ron joined Richard in the management and sales department. With the family business in the hands of the brothers, Norpac saw extensive growth throughout the 1980s and 90s and the company was transformed into a full-service processing facility, offering a wide variety of wholesale and retail protein products to customers across Ontario. After the extensive growth that Norwich Packers experienced during this period, a decision had to be made as to whether to increase the company's production capacity or vertically integrate and start raising their own cattle to create an even better and more consistent product. Richard and Ron decided that the only way to build upon the success they had accomplished was to create a product that no one could duplicate. This all led to Norpac creating an unmatched feeding program,

which consisted of a newly invented whole corn and pellet ration that contained no animal by-products. Once the program was implemented, consistency and product quality at Norpac dramatically increased and word of the new feeding program spread. Farmers insisted on joining the program and Norwich Packers benefited from these newly developed relationships, therefore achieving its goal of procuring a more tender and consistent beef product for its customers. Norpac primarily chooses exotic cattle such as Limousin as they are high-yielding, lean, and produce a consistently tender product.

In 2005, the Heleniak family and Norpac lost Richard, a leading force in the Ontario cattle industry. Richard's son, Matthew, joined the business after graduating from Oklahoma State University to take over some of the duties left behind by Richard's untimely passing. Matthew's belief in the Limousin breed has led him to build his own herd of registered Limousin cattle as well as contributing on the Canadian Limousin Association Board of Directors since 2015. Today, Norwich Packers continues to be a leader in the cattle industry and the preeminent supplier of top-quality beef in Ontario.



Mike Geddes



Mike’s interest in cattle began when he was a boy, growing up in the 4-H beef program showing cattle locally, and from the age of 15 onwards, at the Royal Winter Fair. Limousin cattle were always in the mix, but Mike also showed Simmental and Charolais. After attending the University of Guelph and studying Agriculture Business, Mike spent eight months in Australia working on a farm, preparing Charolais cattle for the world Charolais Congress.

In 1998, Mike joined Top Meadow Farms, where the focus was sourcing genetics to broaden the Limousin gene pool and create cattle that had a positive influence in all production sectors of the beef industry. During his time there, Mike was the face of TMF. He was responsible for planning and hosting many sales and open houses at the farm, with both Canadian and international guests attending. Mike was also instrumental in developing and launching the North American Beef Congress in London for four years.

He has travelled all across North America, as well as to France to meet with fellow Limousin breeders and see their operations. Mike has also invested a lot of time in bringing special attention to the Limousin breed in the commercial cattle world, organizing commercial calf sales and promoting the benefits of our breed.

In recent years, Mike has had the opportunity to import and export genetics with Australia and has enjoyed forming relationships with the breeders there.

Throughout his career, Mike has exhibited cattle throughout Canada and the U.S., with much success. Mike is now enjoying his new role with Jones Feed Mill as a beef nutrition advisor, and is happy to be able to continue many of the relationships he has developed in the beef industry over the years. Mike is also a consultant for Balamore Farm, working closely with Joe and Carolyn Cooper and family and their operation of Limousin and Charolais cattle.

Although his many significant contributions to the breed are legendary, his biggest influence has been in his role as a mentor and friend to producers and young people across all breeds. Mike is generous with his knowledge and time with everyone he meets, and is especially passionate about sharing his tremendous wealth of information with young people. He enjoys judging 4-H and open shows, and is always quick to offer encouragement and support to youth. With the support and encouragement of his wife Shannon, Mike has devoted his working life to our breed and its members.

Congratulations Mike – you are truly deserving of this award.

Bryce Allen



Having some land and an unknown love for cows, Bryce Allen decided to give it a try. After a very frustrating start experimenting with other breeds, in 1984 Bryce made his first purchase of two purebred Limousin cows from a close breeder. These two cows started what would now be Windy Gables Limousin. Bryce loved the fact that he did not have to be present to get a live calf and was very fond of the colour and to this day, loves his red cows.

In 1985, Bryce attended the OLA sanctioned sale where he purchased his pick of the offering “Amerant Avril”. Following the purchase, a veteran breeder, Horace Cressman, made the comment to Bryce, “Young man, you just bought the very best animal of the sale.”

Well that made an already happy guy sit up and think he had made a true accomplishment. Avril did not disappoint and became the anchor of this now budding program. Together with his wife Janice, they had three young children; two girls Johanna and Hilary and a son, Nathan. Bryce attributes their work ethics and the husbandry for the land and beast to the fact that they were raised with cattle.

They worked as a family and to this day, they are still very close knit. During all of this, Bryce was also making his name in a very successful insurance business, which is still in the family now led by Johanna and continuing the family tradition started in 1903, Nathan, is also a leading principle in the success of this company. Hilary is a well-established chiropractor.

Nathan has also now taken the lead with the breeding herd and looks to keep the tradition of raising and promoting some of the very best cattle in the industry.

The main home farm has been sold, but Nathan has built a new set-up to continue what his parents started. Bryce and Janice have relocated to a new place, embracing their grandparent duties to the seven little ones. Boy, do these young people ever bring a twinkle to grandpa’s eyes!

Back in 2002 while attending the International Limousin Congress in Calgary, I had a visit with Bryce trying to convince him to run for the CLA Board. I was very fond of his ethics and sound business approach – two important attributes to a breed association board of directors. He proved me correct and left a positive impact during his six-year tenure, five of which were in the Treasurer’s role. When he took the position, times were tough, but along with the directors at the time, they were able to turn the books back around. Also, during his tenure on the Board, he was very involved with breed development, working alongside his peers Kelly Yorga and Rob Matthews to bring or maintain a positive influence that using Limousin in your program can contribute to a more positive bottom line.



# Award of Distinction Bryce Allen

Bryce was also instrumental in the organization and delivery of the 40th Anniversary events in 2009 and now 10 years later was part of the 50th celebrations as well.

It was during that period that Whole Herd Enrolment (WHE) was introduced and in Bryce’s opinion, contributed to saving the Association. Like it or not, it was needed to get a handle on the finances. He also loved the people that he met and worked with. Some of the most astute breeders of the time were together with him, making things work. In the tradition that Bryce has always lived by, he continues to give back to his community where he has served as Chair of The Hospital Board, Community Services Club, Kinsmen Club and the Association of Community Living, and currently is serving as Chair of the Warkworth Revitalization Committee and the Board of Trustees for the local church.

All volunteer and all very much a special leadership quality that exudes from Bryce and he is instilling into his family. It is because of this dedication to the improvement of the Association which benefited all of us, and his tireless promotion of the Limousin breed that I was proud to put forth Bryce Allen as a nominee for the CLA Award of Distinction. Bryce’s contribution didn’t stop at the CLA, once he termed out, he went on to serve at the Ontario Limousin Association, and stepped up in many capacities.

## Past Award of Distinction Honorees

- |   |   |  |
|---|---|--|
| 1990: Lloyd Atchison<br>(CLA Distinguished Service Award)   | 2000: Ron † & Marg Sangster<br>Mark Cressman & Simone Peta                    | 2007: Roger † & Anne Mawer<br>Hugh Filson                                  |
| 1996: Allan † & Sammy Parke<br>Walter Shatto †<br>Ernie † & Wilma Tedford<br>Christina Baumann Massie<br>Jim & Ruth McBride<br>Norm & Joyce McNally | 2001: Angus Campbell<br>Frank & Darlene Edwards                               | 2008: Andre Lussier<br>Rob & Marci Matthews                                |
| 1997: Glen Powell †<br>Harald Gunderson †<br>Bill Perry   | 2002: Don Matthews †<br>Stan & Pat Cochrane                                   | 2009: Kym & Carole Anthony<br>Lorne & Flossie Bodell<br>Don & Lorna Downie |
| 1998: Mickey Collins †<br>Jeanne & Ray Locke †<br>Wilbur & Melva † Stewart  | 2003: Ben & Kathryn Plumer †<br>Bill & Marg † Karwandy<br>Jack & Eleanor Ward | 2011: Wayne & Anne McPhail   |
| 1999: Marvin & Mary Latimer<br>Dave † & Sherrie McNally<br>Bernard & Mona Payne   | 2004: Clarence & Shirley Ackert<br>Bob Garner †<br>Louis de Neuville †        | 2013: Leone Karwandy-Hagel †   |
|   | 2005: Dale † & Carole Barclay<br>John & Doreen Knight                         | 2014: Martin & Donna Bohrsen   |
|   | 2006: Gordon Meadon   | 2015: Lynn Combest   |
|   |   | 2016: Mary Hertz & family<br>Bill Campell & family                         |
|   |   | 2017: Jim & Susan Butt   |
|   |   | 2018: Ian & Bonnie Hamilton  |
|   |   | 2019: Bryce Allen<br>Mike Geddes<br>† Denotes Deceased                     |

## Industry Award of Distinction Honorees

2019: Norpac Beef

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Grand Champion Bull



B BAR/  
HAWKEYE  
HULK 45F ET

Exhibited by  
B Bar Cattle/  
Hawkeye Land  
& Cattle/Roslin  
Enterprises

Reserve Champion Bull



WULFS FIFTY  
T804F

Exhibited by  
Wulf Cattle/  
Beach Family  
Limousin

Grand Champion Female



BOSS LAKE MS  
MOLLY 812F ET

Exhibited by Wulf  
Cattle/Royal Beef  
Genetics

Reserve Champion Female



B BAR/HAWKEYE  
FOXTROT 22F ET

Exhibited by  
B Bar Cattle/  
Hawkeye  
Land&Cattle/  
Venture Livestock/  
New Life Limousin

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## Masterfeeds Show Cattle of the Year Awards



The Canadian Limousin Association is pleased to partner with Masterfeeds in administering the Masterfeeds Limousin Show Cattle of the Year awards, which are determined based on a points system.

Canadian Limousin Show Bull of the Year



ARLEY'S FLO RIDA  
Owned by Arley  
Cattle Co./ Arcon  
Cattle Co.

Canadian Limousin Show Female of the Year



PINCH HILL  
BERTHA  
Owned by Pinch  
Hill Limousin

Canadian Limousin Show Sire of the Year



GREENWOOD  
CANADIAN IMPACT ET  
Owned b Greenwood  
and Nordal Limousin &  
Angus

Canadian Limousin Show Dam of the Year



ATJ POLLED  
ROYALTY  
Owned by Pinch  
Hill Limousin



Limousin Cows Designated Elite Dams in 2019

Elite Dam

CLARKS BEAUTY QUEEN  
HOLLEE’S BABY’S BREATHE  
MURPHY’S 20A  
WULFS ADA 3041A  
WULFS BELIEVE IN ME 4825B  
ANCHOR B BOMBSHELL 19B  
JYF ALLURE 52A  
JYF ANTOINETTE 77A  
PINNACLE’S AIN’T I SEXY 1A  
PINNACLE’S ZIAMOND 5Z  
RCN BALLROOM BLITZ  
RLF 808A  
RLF 814A  
RPY PAYNES PEPPERMINT 41U  
R & R MILKMAID 24Z  
R & R MILKMAID 42Y  
R & R MILKMAID 73Z  
SIRLOIN ZENNA SFL4Z  
RICHMOND BEYONCE SRD 159B  
RICHMOND BETTY BOOP SRD 196B  
RICHMOND BEAUTIFULMISS SRD202B  
RED MAPLE BELLE  
TMF MISS 777Y  
TMF MISS 77Y  
TMFS MISS 50U  
WGL BANANARAMA 22B  
WGL ABERCROMBIE 35A  
PINCH HILL AMOUR 308A  
BAR 3R BROOKLYN

Owners

Clark Cattle  
Hollie Limousin  
B Bar Cattle  
Red Maple Farms  
Clark Cattle  
Anchor B Limousin  
J.Yorga Farms Ltd.  
J.Yorga Farms Ltd.  
Windy Gables Limousin  
Diamond C Ranch  
Ricky Barclay  
Top Meadow Farms  
Balamore Farm Ltd.  
Jayden Payne  
R & R Acres  
R & R Acres  
R & R Acres  
Stewart Limousin  
Richmond Ranch  
Richmond Ranch  
Hansen’s Limousin  
Red Maple Farms  
Lakeside Farms  
New Life Limousin  
New Frontier Limousin  
Darling Farms  
Balamore Farm Ltd.  
Bee Zee Acres  
Bar 3R Limousin



“The initial breeders that formed the Canadian Limousin Association and the provincial associations that followed were generally composed of ranchers, farmers and feedlot operators. Their practical, long term views were formed with the idea in mind of developing a strong foundation based on credible records and an elected group of representatives dedicated to serving its membership.”  
- Harvey Tedford as published Limousin World 1985

Elite Dams

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

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

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

Limousin Cows Designated SUPER Elite Dams in 2019

Super Elite Dam

WULFS ZOO QUEEN 2468Z  
WULFS SERENADE 6096S  
TMF MISS 20Y  
TMF MISS 370Z  
TMF MISS 948Z  
EXCEL ZOOM ZOOM  
EXCEL POLLED ZENA

Owners

Clark Cattle  
Clark Cattle  
Darling Farms  
Balamore Farm Ltd.  
Balamore Farm Ltd.  
Excel Ranches  
777 Cattle Ltd.



Elite Herds

2019 Platinum Elite Herds		
5594	HILLVIEW FARMS	STURGEON COUNTY, AB
7429	AMAGLEN LIMOUSIN	DARLINGFORD, MB
7456	B BAR CATTLE	LUCKY LAKE, SK
23132	R & R ACRES	AIRDRIE, AB
28756	BENNVILLE FARM	HAGERSVILLE, ON
91447	BALAMORE FARM LIMITED	GREAT VILLAGE, NS
134389	AMANDA HAMILTON-SEWARD	DARLINGFORD, MB
138198	HAWKEYE LAND AND CATTLE	NORWICH, ON
138328	CARLSRUHE CATTLE COMPANY	HANOVER, ON
5689	J. YORGA FARMS LTD	FLINTOFT, SK

2019 Gold Elite Herds		
3617	EDEN MEADOWS FARM	ZEHNER, SK
3880	HANSEN’S LIMOUSIN	ENTWISTLE, AB
4009	NORDAL LIMOUSIN	SIMPSON, SK
4435	HIGH CATTLE COMPANY	ROCKY VIEW COUNTY, AB
5102	SOUTHBRIDGE LIMOUSINS	LETHBRIDGE, AB
5250	MAPLEHURST FARMS	WESTBOURNE, MB
6467	TWIN OAK STABLES	TREHERNE, MB
7912	ARLEY CATTLE CO.	ALLISTON, ON
7928	FRITZ, SANDRA & NADINE OTHBERG	SUMMER FIELD, NB
8556	PINCH HILL LIMOUSIN	STITTSVILLE, ON
12094	ANCHOR B LIMOUSIN	HANLEY, SK
13535	EXCEL RANCHES	WESTLOCK, AB
14484	ROBERT C. MATTHEWS	BRAGG CREEK, AB
15179	CHERWAY LIMOUSIN	SANFORD, MB
16187	HI-VALLEY LIMOUSIN	100 MILE HOUSE, BC
16772	POSTHAVEN LIMOUSIN	ALMA, ON
17863	FOUILLARD LIMOUSIN	THORSBY, AB
18424	BEE ZEE ACRES	GLENCOE, ON
19557	PINNACLE VIEW LIMOUSIN	QUESNEL, BC
20270	VENTURE LIVESTOCK ENTERPRISES	CARSTAIRS, AB
21825	OAK RIDGE LIMOUSIN	MORDEN, MB
25558	CLARK CATTLE	PORT HOPE, ON
26211	LOYAL LINE LIMOUSIN	GODERICH, ON
28896	NEW LIFE LIMOUSIN	HANOVER, ON
28960	RUNAWAY RANCH	BENTLEY, AB
133408	DIAMOND C RANCH	PONOKA, AB
139032	MARTENS LIVESTOCK	STRASBOURG, SK
133748	LAZY A LIMOUSIN	CANDO, SK
134157	ERIN KISHKAN	QUESNEL, BC
136141	BOULDER LAND & CATTLE COMPANY	OMEMEE, ON
137792	RAIL LINE FARMS	LUCKNOW, ON
138499	ZWAMBAG CATTLE COMPANY	GLENCOE, ON
138642	WINDY GABLES LIMOUSIN	WARKWORTH, ON
139604	LAKESIDE FARMS	DURHAM, ON
139972	GIRDLER CATTLE COMPANY	OWEN SOUND, ON
139978	FERME SDJ POLLED LIMO	NAPIERVILLE, QC
140042	CHASE HIGH	ROCKY VIEW COUNTY, AB
140252	LAZY A LIMOUSIN	CANDO, SK
140253	LAZY A LIMOUSIN	CANDO, SK
140310	LAZY A LIMOUSIN	BORDEN, SK
140581	TRIPLE HERD LIMOUSIN	BENTLEY, AB
140838	EAST COAST LIMOUSIN	GREAT VILLAGE, NS
140847	ANGELINA CHRISTIANSEN	PONOKA, AB
141157	ARCON CATTLE COMPANY	EVERETT, ON
141177	RILEY BOHRSON	HANLEY, SK
141422	DOUBLE B CATTLE CO.	UNITY, SK
141671	ANDREW RANCHING LTD.	TILLEY, AB
141842	K. AXLEY LIMOUSIN	CZAR, AB

2019 Silver Elite Herds		
1079	E M TEDFORD & SONS	ESTEVAN, SK
1083	STEWART LIMOUSIN	STETTTLER, AB
1087	HIGHLAND STOCK FARMS	BRAGG CREEK, AB
1452	ANDREW RANCHES	YOUNGSTOWN, AB
1848	CAROLE BARCLAY	ERSKINE, AB
4318	L&S LIMOUSIN ACRES	KENTON, MB
5493	TERRY BARCLAY	ERSKINE, AB
5615	DIAMOND T LIMOUSIN	KENTON, MB

5941	RICHMOND RANCH LTD
6156	RICKY BARCLAY
6168	STONEYVIEW FARM
6592	AFTER HOURS LIMOUSINS
7061	BUCK CREEK LIMOUSIN
7383	HOCKRIDGE FARMS
8056	DALE E. TURNER
8445	JAYMARANDY LIMOUSIN
8518	DRY CREEK RANCH
8571	BOSS LAKE GENETICS
10103	SHORT GRASS LIMOUSIN
10177	D C FARMS
12144	TRIPLE R LIMOUSIN
13421	L. & S. CRAIG & FAMILY
15864	WILLOWCREST LIMOUSINS
18299	NORMAND GARNEAU
19197	JEFFREY GUTEK
20304	NORTH STREAM LIMOUSIN
20365	GIBSON FARMS
24174	ALLAN & DOROTHY MARTIN
24738	ALLAN & LORRIE MATTIE
25311	ADELE & SHAUN WALSH
25630	BROWN EDEN LIMOUSIN
26513	TOP MEADOW FARMS
27452	TOP OF THE HILL FARM
27531	KASH FARMS V
27687	DIXON PRODUCERS LTD.
28119	AMANDA MATTHEWS
28135	RIVERSTONE CATTLE COMPANY
133412	KRISTINE PAUL-BARCLAY
133832	CRESTHILL CATTLE CO.
135055	LINGLEY LIVESTOCK
136650	EMILY GIBSON
137209	DILLON HUNTER
138272	HORIZON LIMOUSIN
138312	RED MAPLE FARMS
139043	PASSION BOEUF
139240	HORIZON LIVESTOCK
139502	CASSIDY MATTHEWS
139826	HEWSON LAND & CATTLE
140196	HAYSTACK ACRES
140737	SHANE SILVERNAGLE
140807	GRANT LIVESTOCK COMPANY
140916	SYMENS LAND & CATTLE CO.
140934	CROWN HILL ACRES
140961	RIVER PINE CATTLE CO.
140993	NORFOLK CATTLE
141315	SAMANTHA KENNEDY
141396	HOLT N. HAYWOOD
141403	SMIBERT LIMOUSIN
141666	TGJ CATTLE CO.
141796	777 CATTLE LTD.
141960	LAZY H LIMOUSIN
142116	PARK PERFORMANCE LIMOUSIN
142262	RICASHAY LIMOUSINS

2019 Bronze Elite Herds	
1756	NORTH SLOPE FARMS INC.
2773	CEDAR PATCH ACRES
3138	JOHN F. MCKEE & SONS
3438	RUNNYMEDE FARMS
3526	GREENWOOD LIMOUSIN
3723	CAMPBELL LAND & CATTLE INC.
4384	MERLIN J. REDMOND
4697	LAURKEL LIMOUSIN
4749	PAYNE LIVESTOCK
4847	SMART LIMOUSIN
5327	TRIPLE D FARM ENTERPRISE
5328	BLUEBERRY FARMS TRUST
5497	SCOTT & JACQUELINE PAYNE
5792	EDWARDS LIMOUSIN
5876	LISLE LIMOUSIN
6028	GLEN IRVINE
6034	BOW PARK FARM

6102	RUMSEY, AB
6661	ERSKINE, AB
6847	LOCKWOOD, SK
7200	TARA, ON
7390	DRAYTON VALLEY, AB
7668	DAUPHIN, MB
7885	SASKATOON, SK
8192	ROBLIN, MB
8310	CECIL LAKE, BC
8577	PARKLAND COUNTY, AB
9267	SWIFT CURRENT, SK
9473	BARRHEAD, AB
9640	MACGREGOR, MB
9694	NORTH TRYON, PE
9720	LAC LA BICHE, AB
9791	BOUCHETTE, QC
10112	HENDON, SK
10518	BLUFFTON, AB
11704	RIPLEY, ON
12135	LISTOWEL, ON
13116	MIRROR, AB
13561	BON ACCORD, AB
13747	LITTLE BRITAIN, ON
13861	CLARKSBURG, ON
13865	SOUTHHAMPTON, NS
13868	ALLEYVIEW, AB
13962	HUMBOLDT, SK
15023	BRAGG CREEK, AB
16151	OLDS, AB
16948	ERSKINE, AB
18369	PROVOST, AB
18495	IRMA, AB
18659	GLENCOE, ON
18678	KENTON, MB
18741	ROCKYVIEW, AB
19192	ORONO, ON
20356	SAINT-PAUL, QC
21130	ROCKY VIEW, AB
21934	OLDS, AB
22603	CUT KNIFE, SK
22759	HARROW, ON
23096	CANDO, SK
23229	MARKDALE, ON
23329	CLARESHOLM, AB
23785	OMEMEE, ON
24350	VITA, MB
24678	TILLSONBURG, ON
25367	OMEMEE, ON
25391	BRAGG CREEK, AB
26375	ILDERTON, ON
26451	SINCLAIR, MB
26620	STETTTLER, AB
27164	GULL LAKE, SK
27193	VIRDEN, MB
27292	BURGESSVILLE, ON
27413	
27889	
28218	BAWLF, AB
28253	LISTOWEL, ON
28338	LISTOWEL, ON
28369	MATAPEDIA, QC
28892	LLOYDMINSTER, SK
29018	MINTO, MB
29019	HARTINGTON, ON
133337	PRINCE GEORGE, BC
133399	LLOYDMINSTER, SK
133623	MEAFORD, ON
133940	THORNDALE, ON
134362	FORT ST JOHN, BC
134601	LLOYDMINSTER, SK
135009	CRAIK, SK
135117	LISLE, ON
135217	SMITHS FALLS, ON
135779	BRANTFORD, ON

RAYMOND AND KATHLEEN SMART	MEAFORD, ON
BAR 3R LIMOUSIN	MARENGO, SK
ALBERTVIEW LIMOUSIN FARMS	MOUNT ALBERT, ON
KOYLE FARMS	IONA STATION, ON
PINE CREEK LIMOUSIN	KENTON, MB
YOUNG LIMO FARMS	ENNISMORE, ON
HILLFOOT FARMS LTD.	AYLESFORD, NS
LAKE ROAD LIMOUSIN	WORSLEY, AB
STONERIDGE MEADOW	ORO-MEDONTE, ON
LAKESIDE LIMOUSIN	YELLOW HEAD COUNTY, AB
CORAD FARMS	PAKENHAM, ON
FERME A.T.J.C.L.A.	ST-HYACINTHE, QC
EMPIRE LIMOUSIN	BLUFFTON, AB
M & M RANCH	QUESNEL, BC
BOOTHVILLE FARMS	MARKDALE, ON
SPRINGVIEW LIMO FARM	WOLSELEY, SK
THREE WAY LIMOUSINS	LAKE FRANCIS, MB
NOR-ALTA LIMOUSIN	KINUSO, AB
LESLIE & DEB FALCONER	CLINTON, ON
RICHARD PLANTE	ST-BARTHELEMY, QC
LAZY S LIMOUSIN	RIMBEY, AB
KEN-DOC LIMOUSIN	SASKATOON, SK
G.SMART & T. ALEXANDER	MEAFORD, ON
VAL-BROOK FARMS	CHEPSTOW, ON
RILLA HUNTER	KENTON, MB
JAMES & WANDA LABIUK	KITSCOTY, AB
TREVOR DYCK	SWIFT CURRENT, SK
HI-WAY LIMOUSIN	BETHUNE, SK
TRIPLE A FARMS	CARLETON PLACE, ON
PRAIRIE PRIDE STOCK FARM	VEGREVILLE, AB
SPRUCE HILL FARMS	KINGSTON, ON
KING LIMOUSIN FARM	YARMOUTH, NS
MCNEIL LIMOUSIN	ST-MARC FIGURY, QC
HOLLEE LIMOUSIN	JANETVILLE, ON
QUALLY-T LIMOUSIN	ROSE VALLEY, SK
FERME D.M. SIMARD S.E.N.C.	STE-SOPHIE-DE-LEVRAR, QC
SPRING ROCK FARMS	HAGERSVILLE, ON
LANARK LIMOUSIN	LANARK, ON
BEAR CREEK FARM	MOORETOWN, ON
CARLTON TRAIL LIMOUSIN	DUCK LAKE, SK
3 RIDGE FARMS	OWEN SOUND, ON
ORBIT VALLEY LIMOUSIN	INVERARY, ON
MERV & DIANE SPRINGER	FOAM LAKE, SK
GERRY VILLENEAU	KELLIHER, SK
ROCK CREEK LIMOUSIN	RENFREW, ON
DENISON LIMOUSIN	KINGSTON, ON
LAZY T BAR RANCH	BAY TREE, AB
CHAD HUNT	PAKENHAM, ON
FERME TI-NOEL	MACAMIC, QC
ZAMORA RANCH	ROCK CREEK, BC
JAYMARANDY LIVESTOCK	BEAUSEJOUR, MB
JOEY & MARCI LABIUK	KITSCOTY, AB
MATTAGAMI HEIGHTS LIMOUSIN	TIMMINS, ON
JANELLE E. LABIUK	KITSCOTY, AB
CORY & GLENNA HUNT	PAKENHAM, ON
VERBEEK’S LIMOLEAN FARM	STURGEON COUNTY, AB
ELM GROVE LIMOUSIN	ELORA, ON
BONAPARTE LIMOUSIN	KILLALY, SK
BRANDON HERTZ	DUCHESS, AB
JAY-DEAN & TODD SMYTH	ROBLIN, MB
PRODUCTION F.A.T. SENC	ESPRIT-SAINT, QC
HOCHHAUSEN LIVESTOCK ENT.	EDMONTON, AB
FERMES BLB S.E.N.C.	DANVILLE, QC
WRIGHT WAY LIMOUSIN	BRANDON, MB
RED WING CATTLE COMPANY	ARNPRIOR, ON
PLAINS LIMOUSIN	WAINWRIGHT, AB
BFL CATTLE CO.	GRAND VALLEY, ON
LAIRD EDWARDS	CRAIK, SK
SELBY GENETICS	SELBY, ON
RANCLIFF LIMOUSIN	NAPANEE, ON
SUNRAY LIMOUSIN	JASPER, ON
MITCHELL FARMS	VIRDEN, MB
BILL ARTHUR	INVERARY, ON
JADE LIMOUSIN	GUELPH, ON

135971	KURT & ERIN ROSSMANN	QUESNEL, BC
136050	PRESTON ACRES LIMOUSIN	PONTYPOOL, ON
136560	CARPENTER CATTLE CO.	HANLEY, SK
137208	BRODIE HUNTER	KENTON, MB
137807	DANA CARPENTER	HANLEY, SK
137929	FORT ELLICE LIMOUSIN	ST-LAZARE, MB
138278	LISLE LIVESTOCK	LISLE, ON
138282	TIM DAVEY	WESTBOURNE, MB
138531	JAYDEN PAYNE	LLOYDMINSTER, SK
138538	KAREN BROWN & BETHANY STOREY	NAPANEE, ON
138623	RAILWAY CREEK FARMS	MADOC, ON
138675	PEPINIERE JANELLE & FILS INC.	ST-GERMAIN GRANTHAM, QC
138764	NEW FRONTIER LIMOUSIN	LUCAN, ON
138772	JAXON PAYNE	LLOYDMINSTER, SK
138884	HIP LIMOUSIN	TWEED, ON
139052	SUNSET FARMS	PICTON, ON
139275	PLAINS LIMOUSIN	WAINWRIGHT, AB
139286	DRY CREEK RANCH	CECIL LAKE, BC
139361	JAYSON W LABIUK	KITSCOTY, AB
139362	ZACKARY A LABIUK	KITSCOTY, AB
139423	NORTH PLAINS LIMOUSIN	BETHUNE, SK
139564	VYKKI JOHNS	RIMBEY, AB
139603	BIT BY BIT FARM	INVERARY, ON
139608	KEVLON LAND & CATTLE	TABER, AB
139708	KAITLYN DAVEY	WESTBOURNE, MB
139716	MICHEALA MCCORD	FORT ST JOHN, BC
139803	COLBY JAMES GERALD LABIUK	KITSCOTY, AB
139920	ANGUS SMYTH	ROBLIN, MB
139925	JULES SMYTH	ROBLIN, MB
139987	ANNAMARIE & ELISABETH STUDER	CLIFFORD, ON
140007	DARLING FARMS	CASTLETON, ON
140093	BRENDAN ROFFEY	MOUNT ALBERT, ON
140325	SPARE TIME LIVESTOCK	OXFORD MILLS, ON
140361	SQUIRREL CREEK LIMOUSIN	MACGREGOR, MB
140446	NITH VALLEY LIMOUSIN	AIRDRIE, AB
140608	JEAN POIRIER	SALABERRY DE VALLEYE, QC
140619	JL LIMOUSIN	MACKLIN, SK
140672	RCN LIVESTOCK	PARADISE HILL, SK
140732	PLAINS LIMOUSIN	WAINWRIGHT, AB
140857	CREEK SIDE FARMS	ATWOOD, ON
140925	SYMENS LAND & CATTLE	CLARESHOLM, AB
140967	GRAY VALLEY	LYNDHURST, ON
140999	GROSSI FARMS LTD	LITTLE BRITAIN, ON
141004	RAFTER 7 LIMOUSIN	VANDERHOOF, BC
141090	ELEVAGES DENCY	DAVELUYVILLE, QC
141127	ACH HOLDINGS LLC	BOWLING GREEN, KY
141130	CRINAN FARMS	WEST LORNE, ON
141134	AMGS LIMOUSIN	MEAFORD, ON
141147	TIM AND RHONDA SMITH	SALFORD, ON
141224	ASHLEIGH LOWE	FLESHERTON, ON
141225	WINDMILL ESTATES LIMOUSIN	VERNER, ON
141304	TAYLORVILLE FAMILY FARM	CHASWOOD, NS
141336	ISLAND NOVA LIMOUSIN	LADY FANE, PE
141378	NYK CATTLE COMPANY	DOUGLAS, MB
141427	KEILER CHERRY	LLOYDMINSTER, AB
141547	REDLAWN LIMOUSIN	ATWOOD, ON
141584	CJLA DONATION HEIFER	KILLAM, AB
141613	LAURAL LIMOUSIN	FERGUS, ON
141713	ENDOENJA RANCH	CREMONA, AB
141761	FIELDS OF GRACE FARM	DARLING LAKE, NS
141763	ASHLEY FARMS	BELWOOD, ON
141791	STONE VALLEY	EAST GARAFRAXA, ON
141800	POPLARVIEW LIVESTOCK	VIRDEN, MB
141824	JILL ANN BARRON	GORE, NS
141851	DOUBLE TROUBLE CATTLE COMPANY	EAST MOUNTAIN, NS
141864	WHITNEY LEE LABIUK	KITSCOTY, AB
141905	DIAMOND D LIMOUSIN	PHELPSTON, ON
141932	ANDY GRAVELINE LIMOUSIN	CAMPBELL, QC
142015	LA FERME TOURNEVENT S.E.N.C.	SAINT-LUCE, QC
142030	MURRAY HILL FARM	BLACKSTOCK, ON
142256	FERME FAMILIALE SDB	ST-GABRIEL DE RIMOUSKI, QC
142295	CARRONDALE CATTLE COMPANY INC.	ST ANDREWS, NS
142364	KLONDIKE HILLS LIMOUSIN	CHATSWORTH, ON
142520	VALLEY VIEW LIMOUSIN	CARLOW, NB

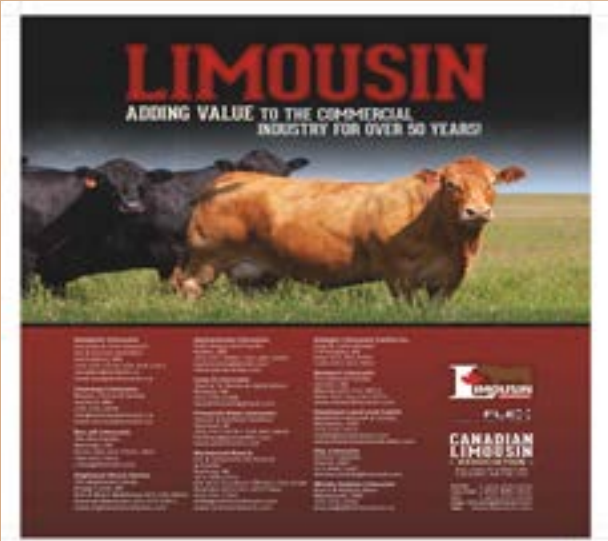
Elite Herds



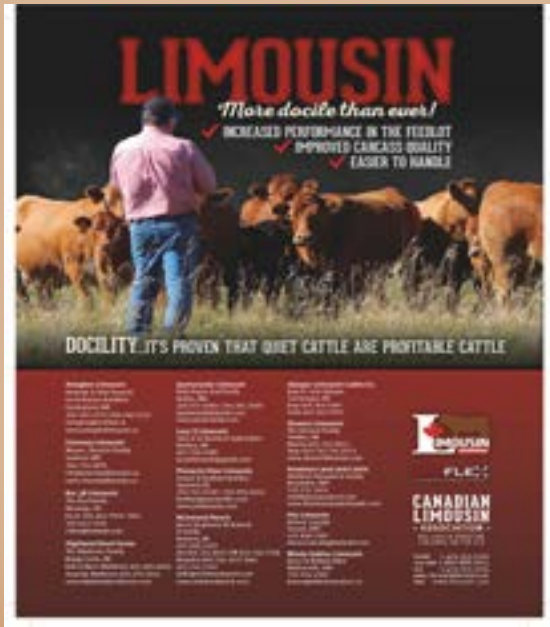
Advertising & Promotion

The Canadian Limousin Association focused our 2019 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 for \$400 (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 \$100 per issue (limited spots available).



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

**CLA Website, Facebook & Twitter:** Information on website such as upcoming events, blog posts, etc. updated regularly. 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.

**In person attendance at events:** The CLA Board made the decision for travel for 2019 to be scaled down in order to meet budget requirements. CLA General Manager Laura attended the Royal Winter Fair to promote the Limousin breed during the 50th Anniversary. Attendance at industry conferences and events is also an important aspect of keeping our breed in the forefront. We had a Canadian Limousin Association booth at the Canadian Beef Industry Conference and Ontario Beef Industry Conference.

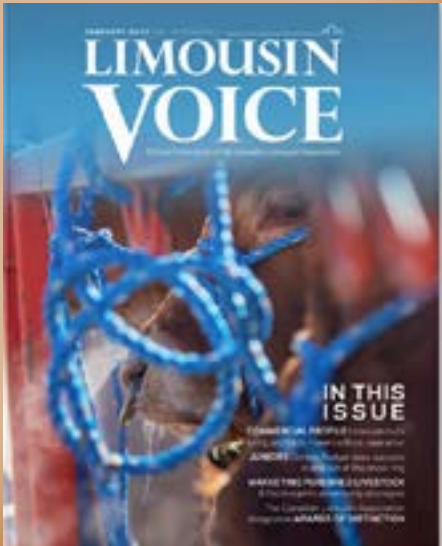
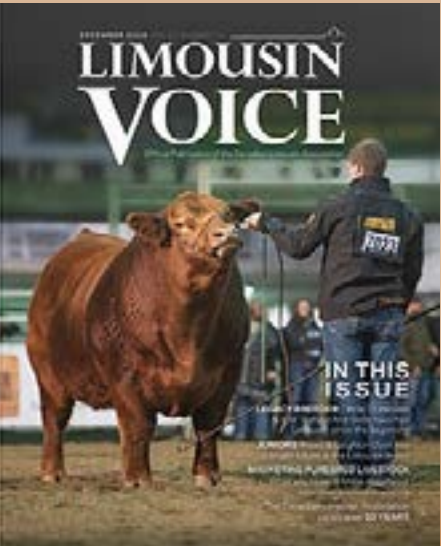
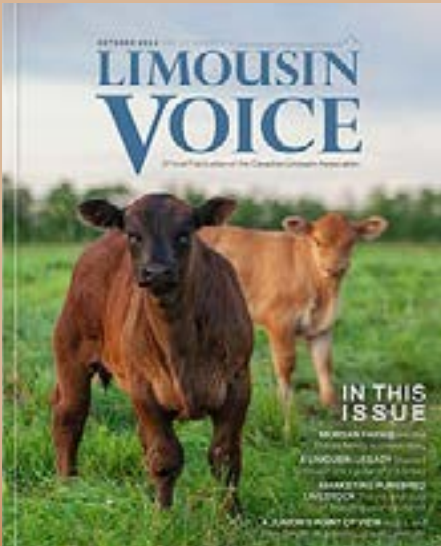
**Sponsorship:** In 2019 the CLA sponsored the Livestock Markets Association of Canada (LMAC) Convention/ Auctioneer Competition and the Canadian Beef Industry Conference. Corporate international memberships were taken out at Farmfair International and Canadian Western Agribition, allowing Canadian Limousin to be promoted to international visitors at these shows. We are also members of the International Limousin Council and Beef Improvement Federation.

**50th Anniversary Membership Directory:** A membership directory was created to commemorate the 50th Anniversary.

Submitted by Tessa Verbeek

The Limousin Voice Magazine is the official publication of the Canadian Limousin Association. Three issues, fall, winter, and spring, are published annually. Approximately 2,000 households across Canada as well as international subscribers receive each of the three issues. All commercial bull buyers from the past three years also receive a complimentary copy provided the bull they purchased was transferred to them. 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 cattlemen across Canada who is interested in Limousin as well as all of your fellow Limousin breeders.

The talented Katie Songer continues to capably serve as the publisher and creative director of our publication. Tessa Verbeek continues to handle all advertising booking as well as writing, content acquisition and editing. 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 strongly encourage that you share your suggestions and leads on contacts for articles so that we can spread this great information and stories with the entire country and beyond.



Limousin Voice Magazine

Advertising in the Limousin Voice magazine remains as an integral part of the marketing programs of many of the most successful Limousin operations in Canada. We extend a sincere thanks to the many operations who have been dedicated supporters of the magazine for many years. If you are interested in making an advertising plan please contact Tessa Verbeek at 403-636-1066 or tverbeek@limousin.com. You will not only be elevating the profile of your own operation but also supporting your breed as all magazine profits go directly back into the Association. As always, the more advertising we have in the magazine, the more pages of editorial, commercial focused content, show and sale results, and additional interest pieces we can have.

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)





Report to Canadian Limousin Association

The CBBC effectively became an incorporated division of the Canadian Cattlemen's Association (CCA) on July 1, 2020. At the CBBC AGM & SGM the membership approved a bylaw change where CCA would become the sole member of CBBC

Michael Latimer  
CBBC Executive Director

and the current members (breed associations, exporters, and service providers) would maintain a similar structure and operate CBBC as the Seedstock Advisory Committee. There will be a transition time required to align financial year ends as well as administration systems and procedures. Through aligning organizations, we are confident that we can create a stronger unified industry that will allow us to better serve beef producers across Canada.

The COVID-19 pandemic has impacted the international market development activities of CBBC and its membership. Nearly all livestock events around the world have been cancelled or postponed until 2021 due to restrictions on travel and events. CBBC was approved for funding under the AAFC-AgriMarketing program for the 2020-2021 fiscal year. Due to changing market conditions resulting from the pandemic, we are now in the process of amending our contribution agreement to include activities that are virtual or digital based and do not require travel.

The pandemic has directly impacted the seedstock industry in Canada. Health protocol and event restrictions were changing daily at the peak of bull sales in March and April. This created uncertainty for both buyers and sellers. The industry adapted and complied with restrictions and most bulls sold via the phone or online platforms. Fortunately, this only resulted in a minimal impact on prices which was likely a reflection on market conditions and not due to buyers not able to attend in person. The fall production sales will also be held under similar conditions where international buyers with possible exception of USA, will not be able to attend and event restrictions remain in place.

The major shows have been cancelled which attract international buyers and provide a platform that facilitates commerce in the industry. Alternate plans have been developed that will allow our industry to adapt to new realities and market our world leading genetics in new ways.

The Canadian Beef Improvement Network (CBIN) business plan was completed by the Advisory Working Group (AWG). The business plan is a dynamic living document that will guide the implementation of CBIN. The following are the areas of focus in the development stage:  
Activity 1: Seedstock Industry Benchmarking and Engagement;  
Activity 2: Data Sharing Systems for Verification of Program Specifications;  
Activity 3: Commercial Producer Interface and Resource Development.

The business plan established that CBBC and CCA will act as incubators of CBIN until it can be established as its own legal entity and able to thrive as a viable entity. The AWG has expanded and now includes representatives from CCA, CBBC, BCRC, NCFA, Angus, Hereford, Simmental, Charolais, Lactanet (Dairy Network), McDonalds Canada and Cargill. We have also included several producers on the AWG to ensure it remains focused on genetic improvement from a producer perspective. Being inclusive is important to the outcome of CBIN and all breed associations will have the opportunity to participate in the initiative.

Nombre d'assemblées

En 2019, l'Association des Éleveurs de Limousin du Québec tenait son assemblée générale annuelle le 24 mars 2019, suivi de l'AGA de la Station Unique Limousin.

Nom des administrateurs

Le conseil d'administration 2019 de l'Association des Éleveurs de Limousin du Québec est formé par :

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

La secrétaire est madame Diane Joly.  
Le poste de propagandiste reste ouvert à tous les administrateurs.

Participation aux expositions et activités connexes

Journée Portes Ouvertes de l'U.P.A. :

Pour sa huitième année consécutive, la Ferme SDJ accompagnée de la Ferme Passion Boeuf, présentaient aux citoyens Montréalais la race bovine Limousin sur le site du Stade Olympique. Logé sous le même chapiteau, Monsieur Julien Levac Joubert, agent de communication de la Fédération des producteurs de bovins du Québec informait les visiteurs sur les qualités bouchères du bœuf du Québec tandis que Judith, vétérinaire du Centre d'insémination du Québec faisait la joie des enfants en leur faisant écouter avec son stéthoscope le système digestif d'un jeune taureau.

Ventes en CEB

Cinq éleveurs Limousin étaient présents à la Station génétique de St-Martin, soit la Ferme ATJCLA, la Ferme D.M. Simard, Normand Garneau, la Ferme SDJ et madame Diana Lussier-Pelletier.

Résultats de l'encan du 16 février 2019 du CEB Saint-Martin :  
16 taureaux vendus pour un prix moyen de 3 356\$  
Le prix maximum payé fut de 5500\$ et le prix minimum, 2500\$  
La bannière pour le meilleur taureau Limousin a été remis à la Ferme D.M. Simard Senc.



Publicité et promotion

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



# Alberta Limousin Association Report

Submitted by *Cameron Olson*

I pray this update finds you all well and safe in the midst of a challenging time. When I wrote my previous update, no one had any clue what was coming this spring! It is amazing how quickly things can happen.

On this end of the bull sale season, I would like to congratulate the ALA members who held or participated in bull sales on a successful year. Unfortunately, many members sales fell after the restrictions on gatherings were implemented, but those sales continued through a mix of online, over-the-phone and in-person bidding. I would like to recognise the resiliency of those ALA members who navigated holding a bull sale during this time!

## ANNOUNCEMENTS

Due to ongoing uncertainty about restrictions on gatherings, the ALA board has elected to cancel the 2020 Field Day and postpone the AGM to a later date. This was difficult decision, as we very much wanted to be able to come together this summer in Carmangay to meet, eat, and have some fun. Carla and Jaap De Jager have graciously extended their invitation to host the Field Day next year instead. Please stay tuned to the website and social media as we decide on a prudent date to hold the AGM later this year, as the situation allows.

The ALA has formed a committee and made much progress on a complete revision of the association bylaws. These bylaws are ready for approval by the ALA members when we can meet. Thanks to Tiffany Richmond, Wayne Burgess, and Amy Miller for their efforts on the committee over the last few months. Your hard work has resulted in a set of usable, updated bylaws that lend clarity to the operations of the ALA.

In February, the ALA was able to complete the buyer's draw. Congratulations to Rim Rock Ranch, Trevor Miller, and Ridge Ranch for being the lucky recipients!

Remember, if you are a Limousin breeder in Alberta, the ALA would like to count you among our membership! Membership forms can be found on the website, and all are welcome – you need not be a breeder of purebred cattle or a member of the CLA to participate in the ALA.

As we are promised a slow return to normality, I hope all the Limousin breeders across Canada remain safe. See you down the road, six feet apart!

Submitted by *Travis Hunter*

## 2018 Manitoba Limousin Assoc. Board of Directors

President	Travis Hunter
Vice President	Bill Campbell
Secretary	Jay-Dean Smyth
Promotions	Sherry Daniel
Summer Show	Art Rodgers
Bull Test	Bob Davey

Greetings from the Manitoba Limousin Association

Our 2019 year started off with our AGM held in Brandon early January. Our new executive was elected and plans were set to celebrate 50 Years of Limousin in Canada. Our ambassador award for 2019 was awarded to Campbell Limousin. Congratulations to Bill, Lauren and family on your years of dedication to the Limousin Breed.

The Association presented awards through out the summer to 4-H members that exhibited Limousin sired calves at their achievement. 25 plus awards were handed out and from all reports Limousin calves held their own in the show ring and carcass competitions. The Manitoba Bull Test Station at Douglas had a solid set of bulls from Manitoba breeders. The high indexing bull was consigned by Pine Creek limousine and received a plaque from the MLA. The sale averaged \$3796 and the high seller belonged to Amaglen Limousin and sold for \$7000.

We were unable to organize a summer cattle show but a MLA pasture tour and picnic was held in early June. Triple R and Maplehurst farms hosted the event , it was a wonderful day touring their pastures and seeing some great limousine cattle. We ended the day at Triple R and enjoyed a great barbeque supper and had a short quiz on the history of Limousin that proved to be quite interesting.

Our Manitoba Junior association is growing in numbers. The majority of them are still young but they are all dedicated cattlemen and love their Limousin, give them a few years and I feel they will be ready to host a National Event.

Congratulations to everyone that has been part of the Limousin breed for the past 50 years and lets see where the next 50 takes us.

# Manitoba Limousin Association Report



Manitoba Limousin Association Board of Directors 2020



Angus and Jule Smyth are presented the 2020 Ambassador of the Breed Award



Bill and Lauren Campbell and Family received the 2019 Manitoba Ambassador Award.



# Ontario Limousin Association Report

Submitted by Mike Geddes

## 2018 Ontario Limousin Association Board of Directors

- President -Mike Geddes
- Vice President - Chad Homer
- Treasurer - Brent Black
- Secretary - Nancy Lawrence
- Executive Director - Jonathan Bell
- Wayne Lawrence - OJLA Adult rep

As we close the books on 2019, we realize it was a year full of special Limousin events.

The 50 Steers for 50 Years competition was a great way to put real numbers to the value of the Limousin carcass. Anytime we can showcase our merits in a public setting, it reiterates our real world value.

Not only was Broniek Family Farms home to the 50 Steers, it was also the host for the OLA Field Day which created a great viewing opportunity for these steers and a interesting panel of industry speakers.

The OLA Provincial Show continues to grow in numbers and quality with total entries making it the 2nd largest halter show in North America. Limousin breeders and enthusiasts gather in Markham, the first weekend in October each year.

The headline event for the entire 2019 CLA membership was the 50th Anniversary celebrations headquartered at The Royal Winter Fair. The OLA was very proud to welcome the country to these special events. The agenda featured a exciting banquet with our own Limousin Beef being served, compliments of the “50 Steers”, a industry leading sale and the largest Limousin halter show in North America. Proceeds of the 50th Anniversary were split between the OLA and CLA, each receiving \$6,803.

This breed should be very proud of its accomplishments and influence in the Canadian Beef industry over the last 50 years. Let’s do our part to ensure we keep striving to keep Limousin traits recognizable and appreciated in this industry.

Respectfully  
Mike Geddes



Nathan Allen- MC of the 50th Anniversary Banquet



Dan Darling presents an award to long time Limousin supporter Jim Clarke of Ontario



The beef served at the banquet was from the “50 Steers for 50 Years” Competition



CJLA members from the Maritimes

### Schedule Of Events

**FRIDAY NOVEMBER 1/19**  
*National Junior Beef Heifer Show • Showmanship*

**50TH ANNIVERSARY BANQUET**  
*Chelsea Hotel Toronto - Churchill Ballroom*  
*Cocktails at 6 PM • Dinner at 7 PM*

**SATURDAY NOVEMBER 2/19**  
*National Junior Beef Heifer Show Confirmation*

**SATURDAY NOVEMBER 2/19**  
*Royal Elite Sale*

**SUNDAY NOVEMBER 3/19**  
*National Limousin Show*

**MONDAY NOVEMBER 4/19**  
*Junior Limousin Show*

### Hotel Information

**CHELSEA HOTEL**  
*33 Gerrard Street West, Toronto, ON*

*Hotel Rooms have been reserved. When booking mention the Canadian Limousin Association to get your special rate*

**Chelsea Phone # Reservations**  
**1-800-CHELSEA (243-5732)**  
*Main (416) 595 1975 • Fax (416) 585 4375*  
*Email cstor.info@chelseatoronto.com*

**POST ROYAL TOUR**  
**Points of Interest - TBD**

**LIMO LOUNGE**  
*This will be a place for breeders to network & socialize at the Royal in cattle barns*



Mike Hern accepts an award for the 50 Steers for 50 Years Competition from the Broniek's



Pinch Hill Limousin accepts an award for the 50 Steers for 50 Years Competition



# Saskatchewan Limousin Association Report

Submitted by Eric Martens

2019 was a busier year than normal for the SLA.

Our annual meeting was hosted in June at the Elbow Golf club, it was a productive and well attended meeting. Thank you to everyone that took time to come and contribute to our association.

The positions nominated were:  
President - Eric Martens  
Vice President - Ashton Hewson  
Secretary - Carey Hirschfeld  
Treasurer - Janet Hale  
Active Board Directories at large Jeff Yorga, Jay Bohrson, Lee Carpenter, Ryley Boon,  
Past president - Rhett Jones

Our attention quickly moved to hosting the CJLA IMPACT show in Saskatoon. 38 juniors were in attendance representing BC, Alberta, Saskatchewan, Manitoba and Ontario. Geoff Anderson sorted through a strong showing of 46 head. Embryo and semen packages were offered to the aggregate winners in the Junior, Intermediate and Senior age categories. The senior aggregate champion was Samantha Kennedy, reserve was Cheyenne Porter. The intermediate aggregate champion was Riley Bohrson, and reserve was Jocelyn Kennedy. The junior aggregate champion was Lane Steen, and the reserve was Avery Bohrson. Congratulations to all of these aggregate winners as well as the kids who competed to make these champions work hard for their title! The competition was real! We also hosted a clover bud age division in all areas of the show and there was a strong number of little competitors who did an amazing job!! Thank you to all of the older and more experienced CJLA members who helped out with these younger members, they really look up to you and could not do it without you!

We had a great team of SLA members who worked tirelessly to make the CJLA Impact show happen. As most know, there are countless hours put in by volunteers to fundraise, plan, set up, take down, etc. A big thank you to everyone that contributed in big and small ways. It was worth every minute to see the fun, friendships, growth and lifelong skills develop in these youth because of this event! Thank you also to the many sponsors who contributed money or items to make this show a success.

Fall always sees the SLA busy with preparations for the Canadian Western Agribition. As we celebrated 50 years of the Limousin breed in Canada, we were very proud of the display of animals once again in the show barn. We had a successful show with Vern and Eileen Davidson judging for us. They did a great job of sorting through some of the top show animals in our breed.



Champion Female went to DBCC Fool's Gold 2F exhibited by Double B Cattle Co, and Reserve Champion Female to RPY Paynes Gracelynn 9G exhibited by Paynes Livestock. Champion Bull was awarded to Greenwood Electric Impact exhibited by Greenwood Limousin, and Reserve Champion Bull to RPY Paynes Aftershock exhibited by Paynes Livestock. We also hosted a Pick of the Barn draw this year at CWA. A lot of great animals were entered to be chosen and tickets were successfully sold as everyone wanted their chance to win some of the best! The winner of the Pick of the Barn draw was TaDomi Hunt. Congratulations!

Congratulations to all members for a successful year and we look forward to bringing events together in 2021.





# 2019 Registry Statistics

## WHE Enrollment Statistics

### Relevant Statistics

	2014	2015	2016	2017	2018	2019
Cows Assessed per Member	31.7	29.6	27.9	27.8	28.8	28
<b>Cow Classification</b>						
Fullblood	597	477	420	360	304	237
Purebred	7306	7026	6985	7076	7233	7117
Other	1005	421	585	594	625	633
<b>TOTAL COWS ASSESSED</b>	<b>8,908</b>	<b>7,924</b>	<b>7,990</b>	<b>8,030</b>	<b>8,162</b>	<b>7,644</b>

## Canadian Limousin Association

### Active Members by Province for Fiscal Years 2017,2018,2019

*As of December 31, 2019*

	2017				2018				2019			
Province	Life	Annual	Junior	Total	Life	Annual	Junior	Total	Life	Annual	Junior	Total
AB	56	29	33	118	57	29	35	121	51	30	36	117
BC	14	3	9	26	14	3	13	30	13	3	14	30
MB	20	16	14	50	20	19	14	53	19	14	14	47
NB	1	3	5	9	1	2	6	9	1	2	6	9
NS	4	7	33	44	3	10	47	60	4	11	43	58
ON	71	61	57	189	70	66	61	197	64	59	57	180
PE	1	1	0	2	1	1	0	2	1	1	0	2
QC	16	12	0	28	15	12	0	27	11	13	0	24
SK	38	14	18	70	40	14	18	72	35	17	21	73
<b>Total</b>	<b>221</b>	<b>146</b>	<b>169</b>	<b>536</b>	<b>221</b>	<b>156</b>	<b>194</b>	<b>571</b>	<b>199</b>	<b>150</b>	<b>191</b>	<b>540</b>









## Canadian Limousin Association Mission Statement

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