



2020

Annual Report



*Canadian Limousin Association
52nd Annual General Meeting
Thursday, July 22nd 2021 Virtual Meeting*

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CLA President's Report



Salutations-

Thank you all for joining us for our annual general meeting, by attending this it shows your dedication to the progression of our breed.

It certainly has been an interesting eighteen months for everyone, we have had to all adapt our marketing, purchasing and in general our everyday lives. I want to commend everyone for your efforts, it has not been easy for anyone.

The last two years as President has taught me a lot about our breeders and it certainly has been quite interesting. I have had the great pleasure of getting to know people I would have previously just said "hello" to.

I am proud that our association voted to move our bylaws in line with the future. We introduced a new DNA project - "The Limousin Legacy" that had incredible uptake, we have more than doubled the amount of DNA the association would gather in a year. Thank you to everyone who put the work in to make this project a great success.

Another success was moving our office from Calgary to Medicine Hat, where both our staff, Laura & Nicole are able to work together and improve efficiencies for day-to-day work. Thank you to the volunteers who were able to help the office make the move.

I want to say thank you for the criticism and compliments, that the have come my way the last two years. Every occasion has been a learning experience and is an opportunity to strive for success in the future.

In closing, I hope we can put the pandemic behind us quickly and we can all meet again at The Royal or Agribition, and every opportunity in between— we shall raise a glass and toast to a happier future.

Thank you

Amanda Matthews

Canadian Limousin Association President



Board of Directors

Executive



Amarada Matthews

President

Bragg Creek, AB,
Cell: 403.403.470.1812
amandagracematthews@gmail.com

Term Expires: AGM 2021
Eligible for re-election



Wayne Burgess

Vice- President

Carstairs, AB
Tel: 403.940.0909
Cell: 403.813.8416
vle.burgess@gmail.com

Term Expires: AGM 2022
Eligible for re-election



Cody Miller

Treasurer

Westlock, AB,
Tel.: 780.801.0849
Cell: 780.349.0644
cody@excelranches.com

Term Expires: AGM 2023



Erin Kishkan

Past President

Quesnel, BC
Tel: 250.747.3836
Cell: 250.991.6654
kishkan@quesnelbc.com

Term Expires: AGM 2020

Directors



Carey Hirschfeld

Cando SK
Tel.: 306.937.7553
Cell: 306.441.3723
behirsch@hotmail.com

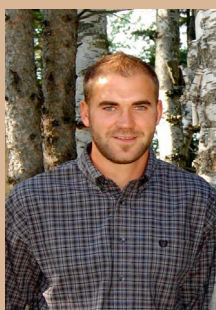
Term Expires: AGM 2022
Eligible for re-election



Travis Hunter

Kenton, MB
Tel: 204.838.2019
Cell: 204.851.0809
diamondtlimo@gmail.com

Term Expires: AGM 2023
Eligible for re-election



Ashton Hewson

Unity, SK
Cell: 306.390.7987
doublecattleco@yahoo.ca

Term Expires: AGM 2023
Eligible for re-election



Mike Geddes

Clarksburg, ON
Cell: 519.375.6230
Cell: 519.502.8864
mike@topmeadowfarms.com

Term Expires: AGM 2021



Matthew Heleniak

Norwich, ON
Tel.: 519.468.3617
Cell: 519.537.1451
matth@norpacbeef.com

Term Expires: AGM 2021

Thank You Retiring Directors

The Canadian Limousin Association board of directors, staff, and membership thank Canadian Limousin Association directors **Mike Geddes** and **Matthew Heleniak** who have completed their terms on the board of directors. Finally we would like to say thank you to outgoing President **Amanda Matthews**. Amanda has completed a three year term on the board with the last two serving as President. We appreciate the time Mike, Matthew and Amanda have taken away from their operations and their 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



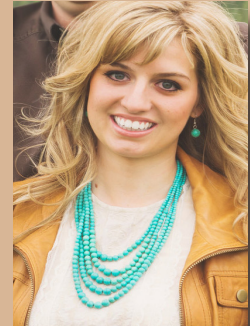
Laura Eckland
General Manager



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 Weaver
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	2019- 21	Amanda Matthews

2021 CLA Annual General Meeting Agenda



CANADIAN LIMOUSIN ASSOCIATION

52nd VIRTUAL ANNUAL GENERAL MEETING AGENDA

- Welcome, Call to Order – *Amanda Matthews*, President
- Guest Introductions
 - CLA Past Presidents
 - CLA Board of Directors
 - CLA Staff
- Identification of Voting Members
- Moment of Silence
- Approval of Agenda
- Appointment of Parliamentarian
- Review and Approval of the 2020 Annual General Meeting minutes
 - Business arising from minutes
- President's Report– *Amanda Matthews*, President
- Canadian Junior Limousin Association Report– *Madi Lewis*, CJLA Past President
- General Manager's Presentation – *Laura Ecklund*
- Financial Report– *Cody Miller*, Treasurer
 - Appointment of Auditors
- Committee Reports of the board
- Canadian Beef Improvement Network Presentation- *Sandy Russell*
- New Business
 - Increasing breed presences on a commercial level and Member retention
 - Digital Beef and joint ownership cattle discussion
- Announcement of Canadian Limousin Association directors elected by acclamation
- Presentations
 - Recognition of Outgoing Directors and President
- 2022 Annual General Meeting Location
- Adjournment

Minutes of the 2020 CLA Annual General Meeting

CANADIAN LIMOUSIN ASSOCIATION MINUTES OF THE 51st ANNUAL GENERAL MEETING Monday, October 5, 2020 5:00pm MST Virtual Meeting Via Zoom (Covid-19)

CALL TO ORDER

Amanda Matthews called the meeting to order at 5:12 pm

MEMBERS IN ATTENDANCE

43 voting CLA members in attendance.

GUESTS IN ATTENDANCE

CLA past Presidents: Brian Lee, Terry Hepper, Bill Campbell, Rob Matthews, Martin Bohrson

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

CLA Board of Directors: Amanda Matthews, Wayne Burgess, Cody Miller, Erin Kishkan, Matthew Heleniak, Carey Hirschfeld, Mike Geddes
Absent: Dan Darling

CLA Staff: Laura Ecklund, Shayla Chappell, Nicole Scott

APPROVAL OF AGENDA

Addition of CLA Website

*Moved by Eric Boon to approve the agenda as listed in the AGM booklet with the addition of the above noted item to be added to agenda.
Seconded by Cody Miller.
CARRIED*

APPOINTMENT OF PARLIAMENTARIAN

*Moved by Carey Hirschfeld to appoint Martin Bohrson as parliamentarian.
Seconded by Erin Kishkan.
CARRIED*

APPROVAL OF THE 50TH ANNUAL GENERAL MEETING MINUTES

*Moved by Wayne Burgess to approve the 50th Annual General Meeting minutes as presented in the AGM booklet.
Seconded by Carey Hirschfeld.
CARRIED*

BUSINESS ARISING FROM THE MINUTES

No business arising from the minutes.

PRESIDENT'S REPORT – Amanda Matthews

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

- 2019 was a fantastic year with the 50th Anniversary.
- 2020 has been a hard year for all with Covid-19
- Encouraged members to support fellow breeders
- Thank you to the CLA Board of Directors and Staff

Minutes of the 2020 CLA Annual General Meeting

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

CANADIAN JUNIOR LIMOUSIN ASSOCIATION REPORT – Samantha Kennedy

CJLA President Samantha Kennedy delivered the CJLA report as printed in the Annual Report.

*Moved by Samantha Kennedy to adopt the President's report as presented.
Seconded by Eric Boon.
CARRIED*

GENERAL MANAGER'S REPORT – Laura Ecklund

- 2019 Whole Herd Enrolment 7,987 and 2020 Enrolment 7,644
- Annual registrations have declined 2019: 4,213
- Transfers have remained steady
- Canadian Shorthorn Association Contract ends December 31, 2020. The Board of Director's have made the decision not to renew the contract. Shayla Chappell will be moving to Regina and will be employed as a staff member of the Canadian Shorthorn Association.
- The CLA Board of Directors gave notice to end the current lease of the office space in Calgary effective July 31, 2021. This is a financial decision and is an effort to find a more affordable office space for the current times.
- Announced the CLA Fall Webinar Series which will run from October through December. Members were excited about this series and the topics presented. Speakers will include Neogen Canada and Dr. Bob Weaver as well as Dr. Roy Lewis. Topics to include; DNA testing, Understanding EPDs, scrotal circumference in bulls and the importance of mental health.

*Moved by Chad Homer to adopt the General Manager's report as presented.
Seconded by Bill Zwambag.
CARRIED.*

FINANCIAL REVIEW ENGAGEMENT REPORT – Cody Miller

- CLA Financials printed on pages 10-19 of the Annual report
- During the 2019 fiscal year, the Association withdrew \$20,000 from marketable investments to fund operations.
- Revenue for 2019 \$34,518
- 2019 investment portfolio performed well
- The CLA provided the OLA with \$10,000 in seed money for the 50th Anniversary. This was returned in full in 2020.
- Lab service costs decreased in 2019 when Neogen took over Delta. There was also an increase in revenue as there was an increase in members using lab services.
- Board Member Expenses decreased in 2019 from \$26,987 to \$22,284
- Staff travel significantly decreased from \$21,291 in 2018 to \$8,030 in 2019
- Limousin Voice subscriptions have increased
- Limousin Voice revenue for 2019 \$8,985

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

APPOINTMENT OF AUDITORS

*Moved by Wayne Burgess, to appoint Kenway Mack Slusarchuk Stewart as auditors of the review engagement for the year ending December 31, 2020.
Seconded by Bill Zwambag.*

Minutes of the 2020 CLA Annual General Meeting

CARRIED

CLA PROPOSED BYLAW AMENDMENTS – Erin Kishkan & CLA Board of Directors

- Erin Kishkan provided the background on why the board of directors has proposed the by-law amendments
- The proposed by-law amendments are to protect the integrity of the Limousin herdbook. The breed is only as strong as the herdbook.
- The pedigrees in the herdbook are only as good as the data submitted by the breeder
- Based on industry data 15-20% of pedigrees could be incorrect
- Erin provided an example of a common incident where two cows switch calves at birth. In this case if the breeder doesn't know it happened the pedigrees of those calves would be incorrect
- The board of directors have spent a great deal of time discussing the needs of the associations and how best to handle DNA requirements

Proposed Bylaw Amendment #1

- All donor dams with a flush date on or after January 1 2021, must be PARENT VERIFIED and must have a protoporphyria genotype on file with the Canadian Limousin Association.
- Flushes that were done prior to December 31 2020, require sire verification and protoporphyria on file.
- If the sire or dam of a donor female with the CLA is found to be excluded after six years from the date of registration of such animal in the CLA, and parentage cannot be established, the pedigree of such animal as shown on the records shall remain as recorded without change.
- If the sire or dam of a Donor female with the CLA is found to be excluded after January 1, 2021 and parentage cannot be established and the rule above does not apply, such animal will have its pedigree changed to denote an unknown parent. In addition, all progeny of the animal will be changed to reflect an unknown ancestor in their pedigrees. Any costs associated with reissuing corrected registration papers are the responsibility of the breeder of the animal that does not parent verify. In the event the breeder of the animal is no longer in business, the CLA will cover costs of reissuing corrected papers.

Proposed Bylaw Amendment #2

- All walking herdsires born on or after January 1, 2021 must be PARENT VERIFIED prior to breeding in order for their progeny to be eligible for registration.

Additional Proposed Bylaw Amendments

- General wording updated in the bylaws to account for the proposed DNA bylaws
- A section to allow for virtual meetings to be added
- The ability to vote online or by mail in ballot to be added
- Random DNA testing will be defined in the bylaws

Discussion:

- Question was brought forward; how will older Donor dams be handled if her dam is deceased?
- Prior to breeding rule regarding herd sires was discussed. For the later bull sales end of March/April there wouldn't be time to have DNA completed before the bull is put out for breeding
- Are National Sale Cattle to be Parent Verified? No they must be Sire Verified.
- The proposed DNA bylaw changes will aid in eliminating error in pedigree
- This is a step in the right direction
- This will add more genotypes and integrity to the herd book
- Does this mean that members will need to do more parentage DNA in the future? The current board can not speak to what future boards may decide.

LIMOUSIN LEGACY GENETIC ADVANCEMENTS PROJECT – Amanda Matthews

- The CLA Board is please to announce the Limousin Legacy Genetic Advancement Project in partnership with Neogen Canada

Minutes of the 2020 CLA Annual General Meeting

- This is an opportunity to complete DNA on your cow herd and sale bulls at a significant discount
- Whole Herd Enrolled Females and Bulls qualify for the project at a testing price of \$20/head for the GGP100K test from October 6, 2020- December 31, 2021
- There is a maximum number of 3,000 animals that can be completed on the project
- As a breed this is an opportunity to gather a larger number of genotypes and improve the accuracy of the EPDs through genomically enhanced EPDs
- This is an important project for our breed
- If the proposed bylaws are passed this DNA project will offer a cost savings to complete parentage testing on the required animals
- This sounds like a good project, but is genomically enhanced EPDs what members want?

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

Laura Ecklund announced the incoming CLA Directors. Congratulations to new board members Travis Hunter and Ashton Hewson and re-elected director Cody Miller. Travis and Ashton will both be serving three terms. Cody will be serving his final three-year term on the board.

PRESENTATIONS

Matthew Heleinak thanks outgoing directors for their years of service on the CLA Board. This can be a tough volunteer role.

Outgoing CLA Directors

Erin Kishkan- Served 6 years on the board, 2 as the President. Erin will sit on the board for one additional year as the current Past- President

Dan Darling- Served 3 years on the board

Joe Cooper- resigned from the board after 4 years

CLA Industry Award of Distinction Award- Wayne Burgess presented the 2020 award to Masterfeeds for their long time commitment to the breed and to the Show Cattle of the Year Awards.

CLA Award of Distinction Award- Amanda Matthews presented the 2020 award to Scott and Jackie Payne for being committed Limousin breeders who have excelled in the breed.

2020 ANNUAL GENERAL MEETING

The 2021 AGM will take place July 30th in Spencerville, Ontario in conjunction with the CJLA Impact Show.

ADJOURNMENT.

Moved by Eric Boon to adjourn the AGM at 7:37pm.

2020 Financial Report



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



June 21, 2021

Ms. Laura Ecklund
Canadian Limousin Association
3378 15 Ave SW
Medicine Hat AB T1B 3W5

Dear Ms. Ecklund:

We are pleased to provide a copy of the unaudited financial statements of Canadian Limousin Association as of December 31, 2020, copies of appropriate tax returns and copies of the trial balance and the adjusting journal entries.

As the T2 Return (federal) is to be e-filed, there is a form T183 attached, which authorizes Kenway Mack Slusarchuk Stewart LLP ("KMSS") to e-file the federal tax return on your behalf. Please sign the form and return to KMSS by June 30, 2021 and we will proceed to e-file the return.

No provincial returns are required to be filed.

The T1044 Not for Profit Information Return, signed in the appropriate places, must be received by Canada Revenue Agency by June 30, 2021. A covering letter is enclosed for your convenience.

You should receive assessment notices from Canada Revenue Agency and once they have processed your return. Please retain these documents and provide us with copies during our next engagement.

The additional copies of the returns in the folder are for your files.

If you have any questions concerning the above, please do not hesitate to contact us.

Yours very truly,

A handwritten signature in black ink, appearing to read 'R Bishop'.

Roland A. Bishop

/bgc
Enclosures

2020 Financial Report



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



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, 2020, 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, 2020, and the results of its operations for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

June 16, 2021
Calgary, Alberta

Chartered Professional Accountants

150 13 Avenue SW, Suite 300 Calgary AB T2R 0V2 Tel: 403.233.7750 Fax: 403.266.5267
714 10 Street, Suite 3 Canmore AB T1W 2A6 Tel: 403.675.1010 Fax: 403.675.6789

www.kmss.ca



2020 Financial Report

Statements of Financial Position

As at December 31,

2020

2019

Assets

Current assets

Cash	\$	72,491	\$	128,971
Accounts receivable		45,707		50,721
Prepaid expenses		8,376		8,192
Marketable investments (note 5)		749,293		677,310
		<u>875,867</u>		<u>865,194</u>

Equipment (note 6)

		<u>1,460</u>		<u>2,181</u>
	\$	877,327	\$	867,375

Liabilities and Net Assets

Current liabilities

Accounts payable and accrued liabilities (note 7)	\$	21,515	\$	48,122
Member deposits		<u>1,323</u>		<u>1,454</u>
		22,838		49,576

Net Assets

		<u>854,489</u>		<u>817,799</u>
	\$	877,327	\$	867,375

Approval on behalf of the Board:

Director

Director

2020 Financial Report

Canadian Limousin Association

Statements of Operations

For the year ended December 31,	2020	2019
Revenue		
Whole herd enrollment	\$ 191,559	\$ 202,800
Lab services	62,083	38,067
Management services	50,845	52,020
Memberships	29,231	30,319
Other services	11,538	4,006
Registrations	10,225	9,140
Government wage subsidies	9,181	-
Transfers	3,000	3,000
Tag	1,067	749
Grants	-	2,573
	<u>368,729</u>	<u>342,674</u>
Expenses		
Salaries and employee benefits	174,169	168,837
Lab services	47,522	28,978
Breed improvement	24,846	24,476
Computer programming	24,094	21,704
Rent	21,450	21,450
Office and bank service charges	21,187	24,735
Professional fees	10,000	3,500
Advertising and promotion	8,828	14,726
Travel	8,124	8,030
Postage and courier	4,843	4,212
Board	3,698	22,244
Insurance	3,491	3,128
Telephone	3,423	4,342
Industry memberships	2,476	4,997
Amortization	721	990
Steer challenge contest	-	750
	<u>358,872</u>	<u>357,099</u>
Other income (expenses)		
Investment income	21,824	26,921
Unrealized gain (loss) on investments	6,730	14,975
Realized loss on sale of investments	22	(1,938)
Limousin Voice magazine, net (Schedule I)	<u>(1,743)</u>	<u>8,985</u>
	<u>26,833</u>	<u>48,943</u>
Excess of revenues over expenses	<u>\$ 36,690</u>	<u>\$ 34,518</u>

See accompanying notes to financial statements

2020 Financial Report

Canadian Limousin Association

Statements of Changes in Net Assets

Year ended December 31,	2020	2019
Balance, beginning of year	\$ 817,799	\$ 783,281
Excess of revenues over expenses	36,690	34,518
Balance, end of year	\$ 854,489	\$ 817,799

Canadian Limousin Association

Statements of Cash Flow

For the year ended December 31,	2020	2019
Operating activities		
Excess of revenues over expenses	\$ 36,690	\$ 34,518
Items not affecting cash		
Amortization	721	990
Interest reinvested	(724)	(1,614)
Realized loss on investments	(22)	1,938
Unrealized (gain) loss on investments	(6,730)	(14,975)
	29,935	20,857
Change in non-cash working capital balances		
Accounts receivable	5,014	(10,775)
Loan receivable	-	10,000
Prepaid expenses	(184)	4,963
Accounts payable and accrued liabilities	(26,607)	(10,510)
Members payable	(131)	(2,120)
	8,027	12,415
Investing activities		
Purchase of marketable investments	(129,007)	(119,490)
Proceeds on disposal of marketable investments	64,500	126,933
Purchase of equipment	-	(550)
	(64,507)	6,893
Increase in cash	(56,480)	19,308
Cash, beginning of year	128,971	109,663
Cash, end of year	\$ 72,491	\$ 128,971

See accompanying notes to financial statements

2020 Financial Report

Canadian Limousin Association

Notes to Financial Statements

December 31, 2020

1. Nature of operations

The Canadian Limousin Association (the “Association”) is a not-for-profit organization incorporated under the Societies Act of Alberta. The Association was formed for the encouragement, development and regulation of breeding of Limousin cattle in Canada. It is incorporated under the Federal Animal Pedigree Act which imposes rules of conduct on the Association and its members acting as purebred livestock breeders.

The Association is dependent on its members to continue as a going concern. The Association is a not-for-profit organization under the Income Tax Act and as such is exempt from corporate income taxes.

2. Basis of presentation

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

3. Novel coronavirus (“COVID-19”)

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

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

4. Significant accounting policies

(a) Measurement uncertainty

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

Canadian Limousin Association

Notes to Financial Statements

December 31, 2020

4. Significant accounting policies, continued

(b) Measurement of financial instruments

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

Financial assets measured at amortized cost include cash and accounts receivable. Financial liabilities measured at amortized cost include accounts payable and accrued liabilities and member deposits.

Impairment

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

(c) Cash equivalents

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

(d) Equipment

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

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

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

2020 Financial Report

Canadian Limousin Association

Notes to Financial Statements

December 31, 2020

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 \$16,679 (2019 - \$11,181) of accounts receivable from another association, which represents 36% (2019 - 22%) 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:

	2020	2019
Measured at amortized cost	\$ 118,198	\$ 179,692
Measured at fair value	749,293	677,310
	<u>\$ 867,491</u>	<u>\$ 857,002</u>

10. Contributed materials and services

The Board of Directors volunteers their time to attend board meetings and represent the Association at events. Members also volunteer their time to organize and operate the provincial associations and represent the Association at events. Due to the difficulty of determining the fair value of volunteer hours, contributed services are not recognized in the financial statements.

Canadian Limousin Association

Limousin Voice Magazine

Schedule of Operations

Year ended December 31,	2020	2019
Revenue		
Advertising	\$ 64,896	\$ 88,169
Subscriptions	8,456	8,322
	<u>73,352</u>	<u>96,491</u>
Direct expenses		
Production	45,003	43,836
Editorial content	30,092	43,670
	<u>75,095</u>	<u>87,506</u>
Excess (deficiency) of revenue over expenses	<u>\$ (1,743)</u>	<u>\$ 8,985</u>

General Manager's Report

Submitted by Laura Ecklund



Welcome to the 2020 Annual Report and the 52nd Annual General Meeting of the CLA. 2020 was the year the world did not expect. However, we worked through the year and made positive changes to the association. We improved on existing systems and found more efficient ways to conduct our business. 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.

In 2020 we were proud to partner with Neogen Canada to release the Limousin Legacy Project. The project was the result of the board recognizing the importance of correct pedigrees in the herd book and genomically enhanced EPD. The project is now open to all animals in the CLA herd book and the cost of testing is \$20. All animals will be sire verified and where possible animals are being fully parent verified. There have been many breeders complete DNA testing on their entire herd. I would like to thank the membership for their excitement resulting in a successful project that will move our breed forward.

Also this year the CLA Board of Directors worked on an amendment to the current bylaws. The new 2021 Bylaws were passed and approved by the Animal Pedigree Act. Please take the time to review these bylaws and know what is required as a breeding when registering cattle. Should you have questions please reach out to member of the board or the CLA office.

The CJLA was unfortunately not able to have their in-person Impact Show, so they came up with a new way for juniors to be involved through a virtual event. Both conformation and general competitions were offered with participation from across Canada. I would like to congratulate our juniors for thinking outside of the box and for putting together a great event that was enjoyed by all.

2020 also marked the end of our contract with the Canadian Shorthorn Association. We enjoyed working with the Shorthorn membership, directors and staff and wish them the best. Shayla Chappell moved on to Regina to work for the Shorthorn Association full time. Thank you to Shayla for her dedication to both breeds over the past 3 years.

At this time, I would like to thank both the CLA and CJLA Board of Directors for the work they do as leaders in the association. The past year presented many changes and I feel both boards rose to the occasion and continued to engage with the membership. Thank you to the membership for your patience as we worked through staff changes and working from home during the early days of the pandemic. Finally a big thank you to Amanda Matthews, CLA President for her guidance, passion and overall commitment to the Limousin breed and its membership as she led through a very challenging year.

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.

I look forward to visiting with Limousin breeders at events again soon.

Kind Regards,
Laura Ecklund

Canadian Junior Limousin Association Report

Submitted by Madi Lewis

This past year has created many new challenges. These challenges have created a huge learning curve for everyone, but with the passionate members on our board, we were able to adapt and made the best of the year.

The recipient of the 2020 CJLA Scholarship is Megan Smith of Truro, Nova Scotia.

The recipient of the 2020 CJLA Australian trip was Bianca Byer of Blackstock, Ontario.

CJLA Junior Pride 1J is the 2020 progeny from our CJLA Donation Female Program, and she is currently residing at Eden Meadows Farm. We cannot thank Terry and Lynette Hepper and family enough for all of their support with this program and for taking care of our donation female and her calf for the past few years.

In April, the CJLA board of directors decided to postpone the 2020 Impact Show, due to the current global pandemic. It was to be rescheduled to 2021 where it would be held in Spencerville, ON July 28-31, which has since been postponed until 2022.

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 the volunteers and the show committee that gave their time and effort to help make this show possible. Thank you to all the participants parents for supporting the juniors and aiding them with their projects in such a challenging time.

Thank you to Laura Ecklund and Amy Miller for their dedication to the CJLA board and for playing such a vital role in the organization of our very first virtual impact show.

I would like to thank my fellow board members, no matter what this year brought forth they always dove in head first. Their passion for agriculture and the Limousin breed really showed in these trying times.

Once again, on behalf of the board I would like to thank everyone who has supported the CJLA throughout these trying times and having such amazing membership for promoting their passion for agriculture and the Limousin breed.



2020 VIRTUAL IMPACT SHOW
GRAND CHAMPION FEMALE
PINCH HILL GINGERSNAP 911G
Exhibitor: Liam Banks



2020 VIRTUAL IMPACT SHOW
GRAND CHAMPION MARKET ANIMAL
TRIPLE J GRID IRON
Exhibitor: Whitney Labiuk

Scott and Jackie Payne & Family



The 2020 Canadian Limousin Association Award of Distinction goes to individuals who are incredible marketers and presenters of Limousin cattle. Succession plans in the seedstock industry are not new to us. However, each generation's story carries its own element of excitement and hard work. Scott and Jackie Payne are one of the great generational succession stories of our breed.

Married in 1992, Scott and Jackie owned their own land and cattle, but ran them with Scott's parents Bernie and Mona Payne. They continued together, having the same passion and ideals of the Limousin breed. Jackie says it did not take her long to fall in love with Limousin cattle. Coming from a Hereford background, she was familiar with the seedstock world. Scott and Jackie believe that being a part of any breed, and producing seedstock cattle, comes with significant responsibilities. This includes finding and offering exceptional genetics that will make females that add value to a maternal program and create bulls with structure and testicle development to compliment both the commercial and purebred producer to move programs to the next level.

They have had significant success in the show ring with Limousin cattle, all carrying Greenwood tattoos – Canadian Impact, Ally and Electric Impact. The outstanding phenotype of these three animals brought so much excitement regardless of their breed.

It should be noted that Scott and Jackie could not have been more humble and grateful for their supreme successes and these wins drew attention throughout all breeds.

Beyond the supreme wins, Scott and Jackie say the proudest accomplishment was giving their kids the opportunity to grow up through the junior and 4-H programs.

“We need young, progressive cattle people to stay and help feed the world. That is our proudest accomplishment, without a doubt,” Jackie says of watching sons, Jayden and Jaxon, fall in love with the cattle industry and wanting to continue to be a part of it.

Both Scott and Jackie are personable individuals that are always willing to visit with passers at their stalls or at sales. They have taken their business internationally. For them, being able to flush great donors and collect semen from powerful bulls to offer worldwide is extremely exciting. They love watching their cattle, whom they have put blood, sweat and tears into, go to new homes and complete the job they were purchased for – as producers there is no better feeling.

It is with great honour that we announce them as our 2020 CLA Award of Distinction recipients – they are truly deserving individuals.

Masterfeeds an Alltech Company



It is with great pleasure that the Canadian Limousin Association (CLA) announces Masterfeeds as the recipient of the 2020 CLA Industry Award of Distinction.

Masterfeeds extends their congratulations to all past winners and best wishes for continued success of the Canadian Limousin Association.

Early on, Masterfeeds were involved with the Ontario Limousin Association, and then in 2012, during Brian Lee's time as the CLA President, he and friend Walt Taylor took them to the National level for sponsorship. Henceforward, they have sponsored the awards for the Canadian Limousin National Show Bull, Show Female, Show Sire and Show Dam of the year. Plaques and Masterfeeds gift certificates, valued at \$500 & \$200, are presented to the winners of these titles at the conclusion of the show season, at Canadian Western Agribition.

Masterfeeds, headquartered in London, Ont., has served Canadian farmers for over 90 years. As a leader in the Canadian animal nutrition industry, Masterfeeds serves livestock and poultry producers with research-based and proven animal feeding solutions, supported by skilled employees, dealers and sales staff. Masterfeeds maintains a targeted regional approach to service local farmers and ranchers who surround Masterfeeds' 16 premix and feed plants across Alberta, Saskatchewan, Manitoba and Ontario. This team approach extends to more than 340 trusted Masterfeeds dealer locations that serve thousands of Canadian farm families every day. Masterfeeds is proud to support hundreds of local and national agricultural events, shows, associations and clubs across Canada every year, focusing on youth and sponsorships which go towards supporting the future of agriculture.

Masterfeeds have been proud to support the Canadian Limousin Association, through sponsorship of the Show Cattle of the Year awards since 2012, up to and including 2019, the 50th Anniversary of the CLA. To commemorate this special year, the top ten placements, in each category, were recognized during the presentation at Canadian Western Agribition, in November 2019.

We thank Masterfeeds for their continued support of the Canadian Limousin Association.

Past Award of Distinction Honorees

1990: Lloyd Atchison (CLA Distinguished Service Award)	2000: Ron † & Marg Sangster Mark Cressman & Simone Peta	2008: Andre Lussier Rob & Marci Matthews
1996: Allan † & Sammy Parke Walter Shatto † Ernie † & Wilma Tedford Christina Baumann Massie Jim & Ruth McBride Norm & Joyce McNally	2001: Angus Campbell † Frank & Darlene Edwards	2009: Kym & Carole Anthony Lorne & Flossie Bodell Don & Lorna Downie
1997: Glen Powell † Harald Gunderson † Bill Perry	2002: Don Matthews † Stan & Pat Cochrane	2011: Wayne & Anne McPhail
1998: Mickey Collins † Jeanne & Ray Locke † Wilbur & Melva † Stewart	2003: Ben & Kathryn Plumer † Bill & Marg † Karwandy Jack & Eleanor Ward	2013: Leone Karwandy-Hagel †
1999: Marvin & Mary Latimer Dave † & Sherrie McNally Bernard & Mona Payne	2004: Clarence & Shirley Ackert Bob Garner † Louis de Neuville †	2014: Martin & Donna Bohrsen
	2005: Dale † & Carole Barclay John † & Doreen Knight	2015: Lynn Combest
	2006: Gordon Meadon	2016: Mary Hertz & family Bill Campell & family
	2007: Roger † & Anne Mawer Hugh Filson Alton & Shirley McKay	2017: Jim & Susan Butt
		2018: Ian & Bonnie Hamilton
		2019: Bryce Allen Mike Geddes
		2020: Scott & Jackie Payne & Family

† Denotes Deceased

Industry Award of Distinction Honorees

2019: Norpac Beef

2020: Masterfeeds an Alltech Company

Elite & Super 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 2020

Super Elite Dam	Owners
ABSOLUTELY LOVELY	3 RIDGE FARMS
ANCHOR B AVA 7A	ANCHOR B LIMOUSIN
CJSL 1005Y	PINNACLE VIEW LIMOUSIN
EXCEL POLLED ZURI	EXCEL RANCHES
GREENWOOD PLD TREFFIC	WINDY GABLES LIMOUSIN
RICHMOND ALANNA SRD 25A	HANSEN'S LIMOUSIN
RICHMOND AQUAMARINE SRD 148A	RICHMOND RANCH LTD
RICHMOND PERFECT WISH SRD 60W	RICHMOND RANCH LTD
RLF 814A	BALAMORE FARM LIMITED
RPY PAYNES SABRINA 17Y	PAYNE LIVESTOCK
TMF MISS 370Z	BALAMORE FARM LIMITED
TMF MISS 925Z	BALAMORE FARM LIMITED

Elite Dams

Elite Dam	Limousin Cows Designated Elite Dams in 2020	Owners
BALAMORE COCOA 506C		BALAMORE FARM LIMITED
B BAR NICOLE 13C		B BAR CATTLE
B BAR NICOLE 1D ET		B BAR CATTLE
B BAR URBAN GIRL 27B		DARLING FARMS

Elite Dam

DC ABRAKADABRA 103A
EXCEL POLLED DREAM 609D
EXCEL POLLED XEMPLIFY
GREENWOOD BROADWAY
GREENWOOD PLD BERETTA
JYF ALLURE 52A
MISS BAR-DALE 329C
MISS BAR-DALE 467A
MURPHY'S 14A
PINNACLE'S AIN'T I SEXY 1A
RCN BALLROOM BLITZ
RICHMOND BEAUTIFULMISS SRD202B
RICHMOND BIG MISCHIEF SRD 189B
RICHMOND CHERRY PIE SRD 117C
RICHMOND CLEMENTINE SRD 135C
RIVERSTONE CHEERLEADER
RLF 805A
RLF 848A
RPY PAYNES BLAZE 29B
RPY PAYNES DAKOTA 38D
RPY PAYNES PEPPERMINT 41U
R & R MILKMAID 109U
R&R MILKMAID 16Y
R & R MILKMAID 24Z
R & R MILKMAID 49Y
R & R MILKMAID 69Z
SIRLOIN ZENNA SFL4Z
TMF 525T
TMF MISS 311A
TMF MISS 3Y
TMF MISS 45A
TMF MISS 501X
TMF MISS 906Z
TMFS MISS 50U
WGL ABERCROMBIE 35A
WULFS USHEILA 8283U
ZSA ZSA RPY 1Z

Limousin Cows Designated Elite Dams in 2020 Owners

HEWSON LAND & CATTLE
EXCEL RANCHES
777 CATTLE LTD.
EXCEL RANCHES
WINDY GABLES LIMOUSIN & CLARK CATTLE
J. YORGA FARMS LTD
RICKY BARCLAY
RICKY BARCLAY
STEWART LIMOUSIN
WINDY GABLES LIMOUSIN
RICKY BARCLAY
HANSEN'S LIMOUSIN
RICHMOND RANCH LTD
RICHMOND RANCH LTD
NORTH STREAM LIMOUSIN
ANCHOR B LIMOUSIN
RAIL LINE FARMS
RAIL LINE FARMS
PAYNE LIVESTOCK
PAYNE LIVESTOCK
JAYDEN PAYNE
R & R ACRES
R & R ACRES
R & R ACRES
R & R ACRES
R & R ACRES
STEWART LIMOUSIN
BALAMORE FARM LIMITED
HIGH CATTLE COMPANY
NEW LIFE LIMOUSIN
BALAMORE FARM LIMITED
CHASE HIGH
HAYSTACK ACRES
NEW FRONTIER LIMOUSIN
BALAMORE FARM LIMITED
CLARK CATTLE
LISLE LIVESTOCK

Elite Herds

2020 Platinum Elite Herds

7429 AMAGLEN LIMOUSIN
134389 AMANDA HAMILTON-SEWARD
28756 BENNVILLE FARM
140042 CHASE HIGH
13535 EXCEL RANCHES
4435 HIGH CATTLE COMPANY
2020 Gold Elite Herds
28119 AMANDA MATTHEWS
1452 ANDREW RANCHES
141671 ANDREW RANCHING LTD.
141157 ARCON CATTLE COMPANY
7912 ARLEY CATTLE CO.
91447 BALAMORE FARM LIMITED
7456 B BAR CATTLE
18424 BEE ZEE ACRES
3723 CAMPBELL LAND & CATTLE INC.
138328 CARLSRUHE CATTLE COMPANY
15179 CHERWAY LIMOUSIN
25558 CLARK CATTLE
140934 CROWN HILL ACRES
10177 D C FARMS
133408 DIAMOND C RANCH
141422 DOUBLE B CATTLE CO.
140838 EAST COAST LIMOUSIN
1079 E M TEDFORD & SONS
134157 ERIN KISHKAN
17863 FOUILLARD LIMOUSIN
7928 FRITZ, SANDRA & NADINE OTHBERG
139972 GIRDLER CATTLE COMPANY
3880 HANSEN'S LIMOUSIN
138198 HAWKEYE LAND AND CATTLE
1087 HIGHLAND STOCK FARMS
5594 HILLVIEW FARMS
16187 HI-VALLEY LIMOUSIN
18678 HOLLEE LIMOUSIN
5689 J. YORGA FARMS LTD
141842 K. AXLEY LIMOUSIN
139604 LAKESIDE FARMS
133748 LAZY A LIMOUSIN
140252 LAZY A LIMOUSIN
140253 LAZY A LIMOUSIN
135055 LINGLEY LIVESTOCK
26211 LOYAL LINE LIMOUSIN
142436 MAPLE VALLEY INC.
139032 MARTENS LIVESTOCK
28896 NEW LIFE LIMOUSIN
10518 NOR-ALTA LIMOUSIN
4009 NORDAL LIMOUSIN
141378 NYK CATTLE COMPANY
21825 OAK RIDGE LIMOUSIN
8556 PINCH HILL LIMOUSIN
19557 PINNACLE VIEW LIMOUSIN
141800 POPLARVIEW LIVESTOCK
16772 POSTHAVEN LIMOUSIN
137792 RAIL LINE FARMS
138312 RED MAPLE FARMS
5941 RICHMOND RANCH LTD
14484 ROBERT C. MATTHEWS
23132 R & R ACRES
20270 VENTURE LIVESTOCK ENTERPRISES

2020 Silver Elite Herds

141796 777 CATTLE LTD.
25311 ADELE & SHAUN WALSH
6592 AFTER HOURS LIMOUSINS
141134 AMGS LIMOUSIN
12094 ANCHOR B LIMOUSIN
6661 BAR 3R LIMOUSIN
8571 BOSS LAKE GENETICS

139946 BRANDON AND SAMANTHA NEMETZ
1848 CAROLE BARCLAY
139502 CASSIDY MATTHEWS
133832 CRESTHILL CATTLE CO.
140007 DARLING FARMS
138846 DE JAGER LIMOUSIN CATTLE CO.
3617 EDEN MEADOWS FARM
27889 ELM GROVE LIMOUSIN
136650 EMILY GIBSON
19192 FERME D.M. SIMARD S.E.N.C.
29018 FERMES BLB S.E.N.C.
20365 GIBSON FARMS
13747 G.SMART & T. ALEXANDER
142348 HILTZ LIVESTOCK
15023 HI-WAY LIMOUSIN
7383 HOCKRIDGE FARMS
141336 ISLAND NOVA LIMOUSIN
19197 JEFFREY GUTEK
133412 KRISTINE PAUL-BARCLAY
142015 LA FERME TOURNEVENT S.E.N.C.
140310 LAZY A LIMOUSIN
141960 LAZY H LIMOUSIN
13421 L. & S. CRAIG & FAMILY
4318 L&S LIMOUSIN ACRES
138764 NEW FRONTIER LIMOUSIN
20304 NORTH STREAM LIMOUSIN
7390 PINE CREEK LIMOUSIN
16948 PRAIRIE PRIDE STOCK FARM
6102 RAYMOND AND KATHLEEN SMART
6156 RICKY BARCLAY
141177 RILEY BOHRSON
28135 RIVERSTONE CATTLE COMPANY
10103 SHORT GRASS LIMOUSIN
4847 SMART LIMOUSIN
140325 SPARE TIME LIVESTOCK
1083 STEWART LIMOUSIN
6168 STONEYVIEW FARM
141304 TAYLORVILLE FAMILY FARM
5493 TERRY BARCLAY
10112 THREE WAY LIMOUSINS
13962 TREVOR DYCK
142520 VALLEY VIEW LIMOUSIN
138499 ZWAMBAG CATTLE COMPANY

2020 Bronze Elite Herds

22759 3 RIDGE FARMS
24738 ALLAN & LORRIE MATTIE
140847 ANGELINA CHRISTIANSEN
139920 ANGUS SMYTH
141224 ASHLEIGH LOWE
139159 ASHLEY MCCONNELL
21934 BEAR CREEK FARM
142140 BIANCA BYERS
135217 BILL ARTHUR
5328 BLUEBERRY FARMS TRUST
28218 BONAPARTE LIMOUSIN
9720 BOOTHVILLE FARMS
136141 BOULDER LAND & CATTLE COMPANY
6034 BOW PARK FARM
140093 BRENDAN ROFFEY
137208 BRODIE HUNTER
25630 BROWN EDEN LIMOUSIN
7061 BUCK CREEK LIMOUSIN
22603 CARLTON TRAIL LIMOUSIN
142295 CARRONDALE CATTLE COMPANY INC.
25367 CHAD HUNT
135862 CJC CATTLE COMPANY
141584 CJLA DONATION HEIFER
139803 COLBY JAMES GERALD LABIUK
9267 CORAD FARMS

142493	CORRLYNN FARM	9694	M & M RANCH
27292	CORY & GLENNA HUNT	142030	MURRAY HILL FARM
141130	CRINAN FARMS	140446	NITH VALLEY LIMOUSIN
8056	DALE E. TURNER	18299	NORMAND GARNEAU
24350	DENISON LIMOUSIN	139423	NORTH PLAINS LIMOUSIN
5615	DIAMOND T LIMOUSIN	1756	NORTH SLOPE FARMS INC.
137209	DILLON HUNTER	23096	ORBIT VALLEY LIMOUSIN
27687	DIXON PRODUCERS LTD.	142116	PARK PERFORMANCE LIMOUSIN
141851	DOUBLE TROUBLE CATTLE COMPANY	139043	PASSION BOEUF
8518	DRY CREEK RANCH	4749	PAYNE LIVESTOCK
5792	EDWARDS LIMOUSIN	138675	PEPINIERE JANELLE & FILS INC.
141090	ELEVAGES DENCY	133399	PLAINS LIMOUSIN
9640	EMPIRE LIMOUSIN	139275	PLAINS LIMOUSIN
141713	ENDOENJA RANCH	140732	PLAINS LIMOUSIN
141900	ENTREPRISE KARINE VINCENT INC.	136050	PRESTON ACRES LIMOUSIN
9473	FERME A.T.J.C.L.A.	28369	PRODUCTION F.A.T. SENC
142504	FERME COSA S.E.N.C.	18741	QUALLY-T LIMOUSIN
139978	FERME SDJ POLLED LIMO	138623	RAILWAY CREEK FARMS
25391	FERME TI-NOEL	134601	RANCLIFF LIMOUSIN
137929	FORT ELLICE LIMOUSIN	140672	RCN LIVESTOCK
142226	FOSSIL RIDGE FARMS	133337	RED WING CATTLE COMPANY
23329	GERRY VILLENEAU	141865	RENEGADE RIDGE LIVESTOCK
6028	GLEN IRVINE	142496	REVINGTON R. HAYWOOD
142665	GLENWOOD MEADOWS	142262	RICASHAY LIMOUSINS
140807	GRANT LIVESTOCK COMPANY	12135	RICHARD PLANTE
140967	GRAY VALLEY	13865	RILLA HUNTER
3526	GREENWOOD LIMOUSIN	140961	RIVER PINE CATTLE CO.
140196	HAYSTACK ACRES	23785	ROCK CREEK LIMOUSIN
139826	HEWSON LAND & CATTLE	14839	ROCKY ACRES LIMOUSIN
138884	HIP LIMOUSIN	142354	ROSLIN CATTLE COMPANY LTD.
28892	HOCHHAUSEN LIVESTOCK ENT.	28960	RUNAWAY RANCH
141396	HOLT N. HAYWOOD	5497	SCOTT & JACQUELINE PAYNE
138272	HORIZON LIMOUSIN	134362	SELBY GENETICS
139240	HORIZON LIVESTOCK	140737	SHANE SILVERNAGLE
135779	JADE LIMOUSIN	5102	SOUTHBRIDGE LIMOUSINS
142260	JAMES PATRICK	20356	SPRING ROCK FARMS
13868	JAMES & WANDA LABIUK	18369	SPRUCE HILL FARMS
27193	JANELLE E. LABIUK	140361	SQUIRREL CREEK LIMOUSIN
138772	JAXON PAYNE	8310	STONERIDGE MEADOW
28338	JAY-DEAN & TODD SMYTH	141791	STONE VALLEY
138531	JAYDEN PAYNE	135009	SUNRAY LIMOUSIN
8445	JAYMARANDY LIMOUSIN	139052	SUNSET FARMS
26451	JAYMARANDY LIVESTOCK	140925	SYMENS LAND & CATTLE
139361	JAYSON W LABIUK	140916	SYMENS LAND & CATTLE CO.
140608	JEAN POIRIER	141666	TGJ CATTLE CO.
141824	JILL ANN BARRON	141147	TIM AND RHONDA SMITH
140619	JL LIMOUSIN	138282	TIM DAVEY
26620	JOEY & MARCI LABIUK	26513	TOP MEADOW FARMS
3138	JOHN F. MCKEE & SONS	27452	TOP OF THE HILL FARM
139925	JULES SMYTH	142579	TOWNLINE LIMOUSIN
139708	KAITLYN DAVEY	11547	TRILLIUM LIMOUSIN
27531	KASH FARMS	142555	TRIPLE 7 CATTLE
141427	KEILER CHERRY	16151	TRIPLE A FARMS
13561	KEN-DOC LIMOUSIN	5327	TRIPLE D FARM ENTERPRISE
139608	KEVLON LAND & CATTLE	140581	TRIPLE HERD LIMOUSIN
142364	KLONDIKE HILLS LIMOUSIN	12144	TRIPLE R LIMOUSIN
7200	KOYLE FARMS	6467	TWIN OAK STABLES
135971	KURT & ERIN ROSSMANN	142590	TWISTED K LIMOUSIN
133940	LAIRD EDWARDS	27413	VERBEEK'S LIMOLEAN FARM
8577	LAKESIDE LIMOUSIN	142544	WHISPERIN HILLS FARMS
4697	LAURKEL LIMOUSIN	141864	WHITNEY LEE LABIUK
13116	LAZY S LIMOUSIN	138642	WINDY GABLES LIMOUSIN
24678	LAZY T BAR RANCH	141376	WINDY GABLES LIMOUSIN & CLARK CATTLE
5876	LISLE LIMOUSIN	29019	WRIGHT WAY LIMOUSIN
138278	LISLE LIVESTOCK	7668	YOUNG LIMO FARMS
142522	MANDERSLOOT LIVESTOCK FARMS	139362	ZACKARY A LABIUK
5250	MAPLEHURST FARMS	26375	ZAMORA RANCH
141862	MAPLE RIDGE LIMOUSIN	141350	ZIMMERMAN CATTLE COMPANY
27164	MATTAGAMI HEIGHTS LIMOUSIN		
18659	MCNEIL LIMOUSIN		
141932	MELRAY FARMS LIMOUSIN		
4384	MERLIN J. REDMOND		
23229	MERV & DIANE SPRINGER		
139716	MICHEALA MCCORD		

Advertising & Promotion

The Canadian Limousin Association focused our 2020 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 \$300 (limited spots available). Spots are sold on a first come, first served basis.

LIMOUSIN
ADDING VALUE TO THE COMMERCIAL
INDUSTRY FOR OVER 50 YEARS!

Amesley Limousin
Amesley & Co. Sales/Service
Box 100, Amesley, Ontario
L0R 1A0
226-246-2222 / 226-246-2312
amesleylimousin.ca
www.amesleylimousin.ca

Cherway Limousin
Wheeler, Carter & Family
Sarnia, ON
519-276-1100
info@cherwaylimousin.ca
www.cherwaylimousin.ca

Bar at Limousin
The Beef Ranch
Marquette, ON
K0M 2K0 / 463-7350 / Ken
519-463-7454
kbar@baratlimousin.com

Highland Stock Farms
The Matthews Family
Bridges Creek, AB
R0M 2M0 / Matthews 403-585-5660
Amesley Matthews 403-470-1812
www.hillstockfarms.com

Jaymenden Limousin
John Angus and Family
Sarnia, ON
226-937-4980 / 226-281-5099
jaymendenlimousin.com
www.jaymendenlimousin.com

Lay & Limousin
Lay & Limousin
Sarnia & Yorkville, Yorkville
Sarnia, ON
403-736-0200
laylimousin@gmail.com

Pinetree View Limousin
Sutton & Sons Farm
Chatham, ON
226-742-2618 / 226-991-4654
info@pinetreeviewlimousin.com
www.pinetreeviewlimousin.com

Richmond Ranch
Jim & Stephanie Richmond
Sarnia, ON
403-368-1103
403-323-8623 / 403-760-3749
Richmond 403-742-2625 / Sam
403-742-2622
info@richmondlimousin.com
www.richmondlimousin.com

Delager Limousin Cattle Co.
Ralph & Celia Delager
Sarnia, ON
226-937-4980 / 226-281-5099
delagerlimousin.com
www.delagerlimousin.com

Stewart Limousin
The Stewart Family
Sarnia, ON
519-237-1431
stewartlimousin.com
www.stewartlimousin.com

Hawkeye Land and Cattle
Matthew, Robert & Family
Sarnia, ON
519-237-1431
math@hawkeyeland.com
www.hawkeyelandandcattle.com

Big Limousin
Dorsey Cassidy
Sarnia, ON
403-368-1103
dorsey-cassidy@hotmail.com

Windy Gables Limousin
Dorsey & Family
Sarnia, ON
403-368-1103
windygableslimousin.com
www.windygableslimousin.com

Canada Limousin
Canada Limousin
Sarnia, ON
403-368-1103
canadalimousin.com
www.canadalimousin.com

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)

LIMOUSIN
CALVING EASE THAT GETS UP AND
GROWS
INTO THE MOST PROFITABLE
CROSS ON BRITISH CATTLE

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Cherway Limousin
Wheeler, Carter & Family
Sarnia, ON
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info@cherwaylimousin.ca
www.cherwaylimousin.ca

Diamond T Limousin
The Beef Ranch
Marquette, ON
K0M 2K0 / 463-7350 / Ken
519-463-7454
kbar@diamondtlimousin.com

Richmond Ranch
Jim & Stephanie Richmond
Sarnia, ON
403-368-1103
403-323-8623 / 403-760-3749
Richmond 403-742-2625 / Sam
403-742-2622
info@richmondlimousin.com
www.richmondlimousin.com

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

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

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

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

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

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

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

With Katie Songer as Publisher/Creative Director and Tessa Verbeek as Editor/Advertising Representative, the Limousin Voice continued to be a jewel among breed association publications in the 2020 year. The past year saw the Limousin Voice cover a variety of feature stories and Limousin news highlighting our members and youth as well as providing educational and interest pieces for our readers. Over the course of the past 3 issues, the digital version was read 2,422 times by households across the world. Past issues can be found online on www.limousinvoice.net

We are looking forward to the upcoming issues with fresh ideas and enthusiasm as 2021 unfolds. Your suggestions and ideas are always welcome – particularly supporters of the Limousin breed that we may spotlight (ie. commercial cow/calf, feeder, packer, etc.), Limousin stories, social news, and coming events. Limousin breeders have their fingers on the pulse of the breed in their respective provinces and areas – we encourage you to pass on your suggestions and leads on contacts for articles so that we can share this great information and stories with the entire country and beyond.

The Canadian Limousin Association extends a sincere thanks to the many operations who have been dedicated supporters of the magazine in 2020 and for many years prior. If you are interested in making an advertising plan, please contact Tessa Verbeek at 403-636-1066 or tverbeek@limousin.com.

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)

Country	Number of Reads
Argentina	1
Australia	108
Austria	1
Belgium	2
Brazil	2
Canada	2050
Denmark	1
France	4
Germany	2
Ireland	17
Italy	9
Luxembourg	1
Malaysia	1
Mexico	5
Namibia	1
Netherlands	2
New Zealand	4
Nigeria	2
Norway	16
Philippines	27
Portugal	4
South Africa	1
Spain	8
Turks and Caicos Islands	1
United Kingdom	5
United States of America	147
TOTAL READS	2422

2020 Ontario Limousin Association Board of Directors

President- Chad Homer

Vice President- Nathan Allen

Treasure- Brent Black

Executive Director- Jim Wiley

Board Members- Mike Geddes, Wayne Lawrence, Dan Darling, Matt Zwambag, Emily Gibson, Rob Weppeler, Justin Burgess, Carolyn Darling

The year of 2020 sure looked different to most and the Ontario Limousin Association was no different, with in person events cancelled in the province shortly after the 2020 AGM. The 2020 AGM was a day of informative presentations, discussions around how best to move the breed forward, recapping the 50th Anniversary Celebrations from 2019 and of course some socializing and fellowship. A spirited auction was held to raise money for the OJLA which was used to provide prizes to all Ontario 4-H members with a Limousin Project. The AGM was also the place to present the OLA Annual Awards which are the Margret Madgett Award and the Angus Campbell award. The Madgett Award is for the Purebred Producer of the Year and the Angus Campbell Award is presented to the Commercial Promoter of the Year. The board decided to delay the elections of the Executive until later into the fall, in hopes of having an in person meeting.

The OLA added a paid Secretary position in 2020, which was filled by Nancy Lawrence, in an effort to better support and serve the Board and the membership. Following the addition of this position it was decided to add a paid Treasurer position as well, which was filled in the first quarter of 2021, to help aide in the creations of invoices and prompt billing.

One of the highlights of the 2020 year for the OLA and OJLA was the 50 Years Forward Scholarship. Intermediate and Senior Members created a 3-5 minute video on the topic of: How has your involvement in the Limousin breed influenced you as a young producer and what goals do you see producers across Canada striving to achieve in the Limousin breed in both short and long term.

The Pee Wee and Junior Members created a 1-3 minute video on the topic of: Showcase the proper animal

husbandry skills that are implemented on your farm to raise and care for Limousin cattle in the best possible way. This can include management handling facilities, pasture management, working with or around livestock or providing proper water and nutrition, etc. These videos were outstanding in quality and detail. Over \$3000 was rewarded to some very deserving youth and a sample of these videos can be viewed on the OLA Facebook page.

The Promotions Committee had a busy year and plan to continue expanding on the promotion of the Limousin breed in Ontario and assist our breeders in the promotion of the quality genetics that we have to offer in Ontario. The Day Planner continues to be a big part of that, as we printed and distributed 900 copies this year throughout the province as well as other provinces. Also, the Ontario Beef Magazine is another avenue we use to promote the breed, with a full-page ad in each of the 5 publications per year with a recirculation of 16,000 readers.

Last fall, the OLA helped promote a select group of feeder sales as a source of Limousin influenced calves. This is something that the Board is hoping to grow again this year and will lead to increased sales of the pink CCIA tags so they can take part in these premium priced sales. The OLA has also committed to and has plans in motion to host a purebred sale this fall on the 4th of December 2021.

As 2020 came a close the OLA has some plans for the future and hope to be able to continue to serve our membership and the breed we all love.

Chad Homer

President

2020 Manitoba Limousin Assoc. Board of Directors

President - Travis Hunter
Vice President – Art Rodgers
Treasure – Bill Campbell
Secretary – JayDean Smyth
Directors at large- Sherry Daniels, Tim Davey, Bob Davey, Trevor Atchison, Peter McConnell, Amanda Hamilton-Seward, Larissa Stewart, Kyle Wright

Hello fellow breeders. It's been an interesting year here in Manitoba. The start of 2020 started just like every other year. We had our AGM at Canada Inn in Brandon. We had a great turn out of members from across the providence. Many ideas were brought up to host events and gatherings but over the next couple months things changed where we went into lock down and not able to hold events which lead to all cattle shows in Manitoba being cancelled.

Angus and Jules Smyth where are 2020 MLA Ambassadors. It is great seeing youth like the Smyth kids so involved in the Limousin breed as well in agriculture.

Kyle Wright
President



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

British Columbia Association Report

Submitted by Erin Kishkan

Everyone is very aware that 2020 was an unprecedented year where the whole world came to a screeching halt. This included almost all Limousin activities in BC and around the country. COVID-19 made for a very difficult bull sale season in BC as provincial restrictions tightened and uncertainties rose. But breeders forged ahead and made due with the circumstances they were given.

We were all forced to get creative and get “techy”, but thankfully the loyal commercial cattleman adapted to the new online only purchasing environment. Along with the few Limousin bull sales in BC, most 4h clubs were still able to pull off an achievement day and sale. Limousin prevailed in many 4h show rings around the province including both Champion and Reserve Champion honors in the Quesnel 4H district.

The weather also brought many challenges to the plate in 2020 for British Columbians. It was a wet year here and that made cropping very difficult with most hay fields either harvested way over mature, or some not at all. The silver lining to the abundance of moisture was most pastures held out much longer than usual and cows were able to graze well into the fall.

We have high hopes that restrictions will be lifted later in 2021 and allow for some cattle activities to resume in BC. There are some summer shows still hoping to go ahead as well as planned Limousin production sales. So we all have our fingers crossed that we will be able to get together as fellow Limousin enthusiasts once more and celebrate our breed!

Saskatchewan Limousin Association Report *Submitted by Ashton Hewson*

The Saskatchewan Limousin Association kicked off the 2020 year with a our local member bull sales. The demand was high all spring for these Limousin bulls inspite breeders having to adapt to the new province wide covid guidelines. Sales were restricted to number of guests held and many had to utilize the internet bidding platform to extend out to previous customers and also expand customer base!

The SLA held their AGM on June 26 at the Harbour Golf Clubhouse where few local members took in discussion and enjoyed a round of golf. Also held our 2020 Board of Directors elections ...

President- Eric Martens

Vice President- Ashton Hewson

Treasurer- Janet Hale

Secretary- Jean Hewson

Directors- Terry Hepper

Bob Turner

Jeff Yorga

Jay Bohrson

Lee Carpenter

With the uncertain times and cancellation of many breed shows in the fall, The Lloyd Exhibiton was able to hold their Stockade Round-Up all breed show and was recieved with great anticipation and success. Local Saskatchewan breeders were able to exhibit their cattle and had great success. Payne Livestock and Zimmerman Cattle Company exhibited RPY Rush 1H ET, who won the all breed King of the Ring Jackpot. Boss Lake Miss Pillow Talk 008 was Stockade Lady Reserve Champion Female and was exhibited by Boss Lake Genetics!

With the cancellation of Agribiton, CWA hosted the virtual Evolution Series. The Limousin Show was judged by Lee & Dawn Wilson of Miller Wilson Angus from Camrose Alberta.

The show results were as follows.

Champion Heifer Calf born in 2020

Balamore Hollister 007H exhibited by Balamore Farm Ltd, NS

Reserve Champion Heifer calf born in 2020

Balamore Helenka 039H exhibited by Balamore Farm Ltd, NS

Champion Yearling Heifer

Koyle Georgia 1G exhibited by Bear Creek Farms, ONT

Grand Champion Female & Champion Senior Female

Boss Lake Ms Molly 812F ET

Calf at side - Royal Holly RBGL 005H exhibited by Royal Beef Genetics, MN

Reserve Grand Champion Female & Reserve Champion Senior Female

Lazy A Desire Me

Calf at side- HL Lazy A Hidden Gem exhibited by Lazy A Limousin,SK & Hollee Limousin, ONT

Grand Champion Bull

East Coast Hector 009H exhibited by East Coast Limousin, NS

Reserve Grand Champion Bull

Lazy A High Impact exhibited by Lazy A Limousin, SK

CWA also hosted a Junior Spotlight Virtual Show and honorable mention goes to Wiley Fanta of Royal Beef Genetics, who exhibited Royal Holly, and was AOB 2020 Champion Female!

The province wide sales hosted late in the year were strong overall and demand was high as the quality and depth of the limousin females & bulls were exceptional. With much anticipation and optimism for 2021, the last year is in our rear view mirror and next year will bring much excitement and relief as events and shows will continue once again!

Keep your stick on the ice!

SLA Vice President

Ashton Hewson



2020 Virtual Impact Show Photography Entires

2020 Registry Statistics

Relevant Statistics				
	2017	2018	2019	2020
Cows Assessed per Member	30.5	30.9	29.6	27.7
Cow Classification				
Fullblood	361	308	242	149
Purebred	7075	7251	7141	6932
Other	595	635	632	606
TOTAL COWS ASSESSED	8031	8194	8015	7687

Canadian Limousin Association Active Members by Province for Fiscal Years 2018-2020												
As of December 31, 2020												
	2018				2019				2020			
Province	Life	Annual	Junior	Total	Life	Annual	Junior	Total	Life	Annual	Junior	Total
AB	57	29	35	121	51	30	36	117	49	31	34	114
BC	14	3	13	30	13	3	14	30	13	2	15	30
MB	20	19	14	53	19	14	14	47	19	13	15	47
NB	1	2	6	9	1	2	6	9	1	2	5	8
NS	3	10	47	60	4	11	43	58	3	8	38	49
ON	70	66	61	197	64	59	57	180	58	58	57	173
PE	1	1	0	2	1	1	0	2	1	1	0	2
QC	15	12	0	27	11	13	0	24	9	13	0	22
SK	40	14	18	72	35	17	21	73	34	17	24	75
Total	221	156	194	571	199	150	191	540	187	145	188	520

LIMOUSIN LEGACY

Genetic Advancement Project

The Canadian Limousin Association is proud to partner with Neogen Canada to offer GGP-100k DNA testing at a significant discount. With a testing price this low, now is the time to complete DNA on your cow herd and all sale bulls.

This is a powerful project that will deliver accurate genomically enhanced EPD's backed by a parentage verified pedigree. Have confidence buying and selling Limousin animals with the Limousin Legacy Project.

DETAILS:

1. All Active CLA members are able to participate in the project
2. Both Bulls & Whole Herd Enrollment Females Qualify for the special testing price
3. A limited number of GGP-100K tests at the special rate will be available between October 6, 2020 and December 31, 2021.
4. All animals will be sire verified and where possible, parent verified
5. Samples must be submitted using an Allflex Tissue Sampling Unit or Hair Card
6. Payment for testing must be made in full at the time of the request

The special rate will be offered on a first come, first served basis.

GGP-100K TESTS
\$20*
PER ANIMAL

* Genomically Enhanced EPDs and Parentage included in the price



Please contact the CLA office by phone or email to order your Limousin Legacy DNA testing

limousin@limousin.com **1.866.886.1605**





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.