

2022 ANNUAL REPORT

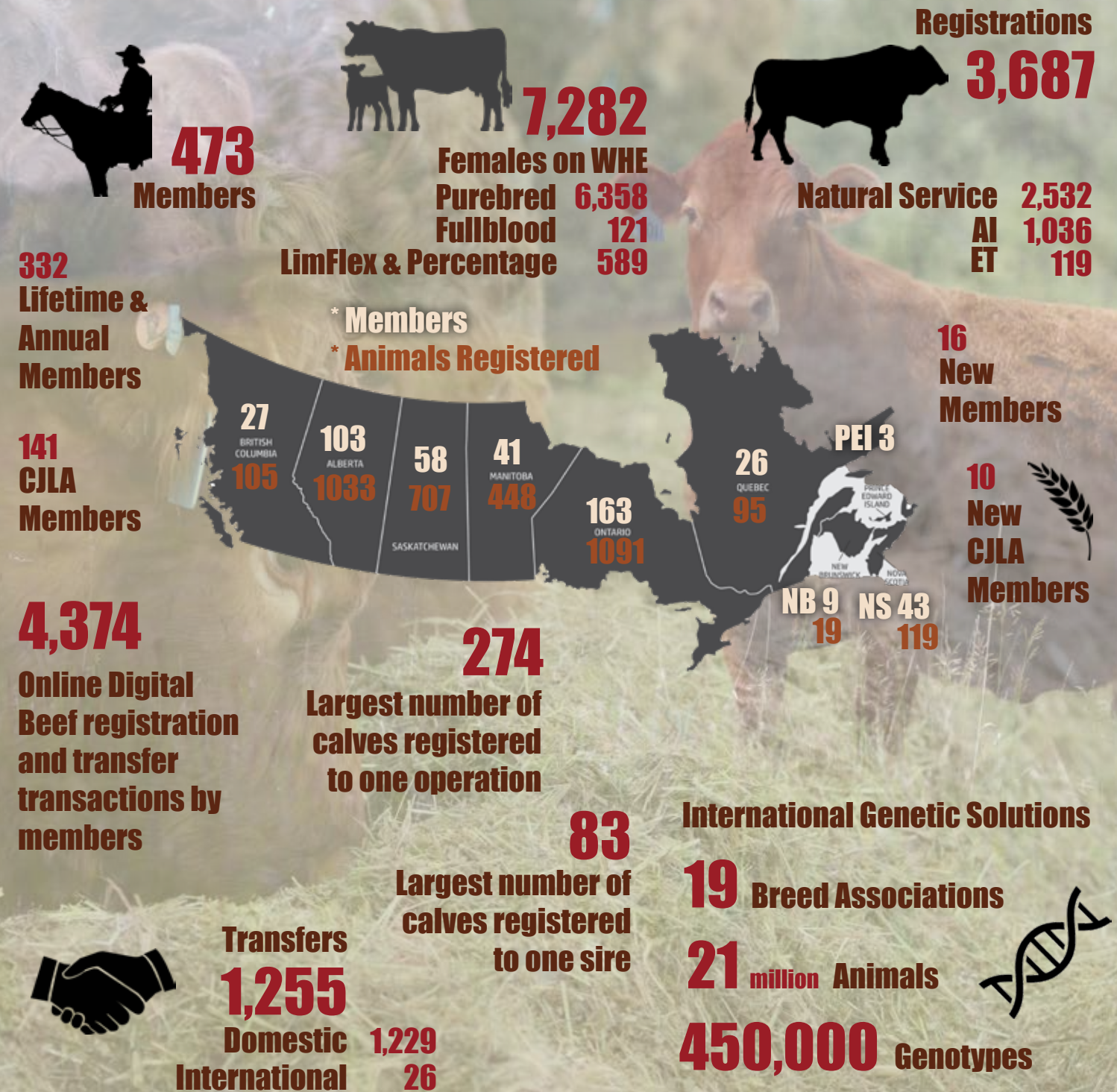
54th -Annual General Meeting
August 4th, 2023
Spencerville, Ontario



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Board of Directors



Staff & Service Providers

Canadian Limousin Association Past Presidents

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



President
Wayne Burgess, AB
403.813.8416



Vice President
Ashton Hewson, SK
306.390.7987



Treasurer
Travis Hunter, MB
204.851.0809



Cody Miller, AB
780.349.0644



Chad Homer, ON
519.339.9659



Carey Hirschfeld, SK
306.441.3723



Tyler Stewart, AB
403.741.9571



Michael Machan
613.857.1496



Past President
Amanda Matthews, AB
403.470.1812



General Manager
Laura Ecklund



Registry and Member Services
Jayme Smith



Registry and Member Services
Sue Bygrove

STAFF



Limousin Voice Editor
Tessa Verbeek



Limousin Voice Publisher
Katie Songer



Book Keeper
Rita Ricioppo



Genetic Consultant
Dr. Bob Weaber

SERVICE PROVIDERS

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



Phone: 403.253.7309
Toll Free: 1.866.886.1605
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www.limousin.com

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



Genetic Evaluation



DNA Lab



Registry

SERVICE PROVIDERS

Annual General Meeting Agenda

- Welcome, Call to Order – **Wayne Burgess**, CLA President
- Guest Introductions
 - CLA Past Presidents
 - CLA Board of Directors
 - CLA Staff
 - Other guests
- Moment of Silence
- Approval of Agenda
- Appointment of Parliamentarian
- Review and Approval of the 2022 Annual General Meeting minutes
 - a) Business arising from minutes
- President's Report – **Wayne Burgess**, President
- Canadian Junior Limousin Association Report – **Kira Axley**, CJLA President
- General Manager's Report – **Laura Ecklund**
- Financial Report – **Travis Hunter**, Treasurer
 - a) Appointment of Auditors
- Governance Committee Report - **Michael Machan**
- Breed Improvement Committee Report – **Ashton Hewson**
 - a) Limousin Forward DNA Project Discussion
- Registry Committee Report – **Chad Homer**
- Promotions Committee Report – **Carey Hirschfeld**
- Commercial Committee Report – **Travis Hunter**
- National Show and Sale Committee Report – **2023 Committee**
- Announcement of the appointed Canadian Limousin Association directors
- 2024 Annual General Meeting - TBD
- Adjournment

Sincere thanks to the Ontario Limousin Association and Ontario Junior Limousin Association and volunteers for hosting the 2023 CJLA Impact Show and CLA Annual General Meeting.



Minutes of the 2022 Annual General Meeting

CANADIAN LIMOUSIN ASSOCIATION
MINUTES OF THE 53rd ANNUAL GENERAL MEETING
Thursday, July 14, 2022 7:00pm MST
Highland Stock Farms, Bragg Creek, AB
In person and Online with DLMS

CALL TO ORDER

Wayne Burgess called the meeting to order at 7:07 pm
Presentation and thank you to Rob, Marci and Amanda Matthews the hosts of the 2022 AGM.
Thank you to this evening's sponsors Neogen Canada, MNP and DLMS.

MEMBERS IN ATTENDANCE

32 voting CLA members in attendance
25 participants viewing online

GUESTS IN ATTENDANCE

CLA past Presidents: Rob Matthews, Erin Kishkan
Past CLA General Managers: Tessa Verbeek, Harvey Tedford, John Lockhart
CLA Board of Directors: Amanda Matthews, Wayne Burgess, Cody Miller, Carey Hirschfeld, Ashton Hewson, Travis Hunter, Tyler Stewart, Chad Homer, Michael Machan (incoming director)
CLA Staff: Laura Ecklund
Guest Speaker: Nicki Westersund, Neogen Canada

APPROVAL OF AGENDA

*Moved by Lois Andrew to approve the agenda as listed in the AGM booklet.
Seconded by Colin Verbeek.
CARRIED*

APPOINTMENT OF PARLIAMENTARIAN

*Moved by Wayne Burgess to appoint Rob Matthews as parliamentarian.
Rob accepts.
Seconded by Chad Homer.
CARRIED*

APPROVAL OF THE 52ND ANNUAL GENERAL MEETING MINUTES

*Moved by Harvey Tedford to approve the 52nd Annual General Meeting minutes as presented in the AGM booklet.
Seconded by Michael Machan.
CARRIED*

BUSINESS ARISING FROM THE MINUTES

No business arising from the minutes.

Minutes of the 2022 Annual General Meeting

PRESIDENT'S REPORT – Wayne Burgess

President Wayne Burgess summarized the President's report as printed in the Annual Report.

- It's good to see all of you here and online and it's good to be seen as the Limousin breed
- It's also great to be back in person
- Thanks to everyone who participated in the Limousin Legacy Project

Moved by Wayne Burgess to adopt the President's report as presented.

Seconded by Amanda Matthews.

CARRIED

CANADIAN JUNIOR LIMOUSIN ASSOCIATION REPORT – presented by Laura Ecklund

CJLA President Cheyenne Porter submitted the written report for the Annual Report. CLA General Manager Laura Ecklund read the report.

- Laura thanked outgoing President, Cheyenne Porter for her long service on the board as well as outgoing director Madi Lewis

Moved by Michelle Kennedy to adopt the CJLA Report as presented.

Seconded by Amanda Matthews.

CARRIED

GENERAL MANAGER'S REPORT – Laura Ecklund

- Laura gave a powerpoint presentation highlighting the year registry and membership numbers, the Limousin Legacy Project and membership survey
- 322 active members and 143 junior members
- 7,029 WHE females, down from previous years
- Limousin Legacy Project Totals
 - LLP Total Head = 4,357
 - Bulls = 1,238
 - Females = 3,080
 - Incomplete = 245
 - 148 members participated
- Animals disqualified to a parent 4.4%
- 70% of respondents in the membership survey were also members of another breed associations
- 90% use Digital Beef
- 88% of respondents were satisfied or very satisfied with registry staff
- Breed improvement and advertising need to be a focus
- 76% are satisfied or very satisfied with the Limousin Voice

Moved by Michael Machan to adopt the General Manager's report as presented.

Seconded by Cody Miller.

CARRIED.

Minutes of the 2022 Annual General Meeting

FINANCIAL REVIEW ENGAGEMENT REPORT – Cody Miller

- CLA financials printed on pages 11-21 of the annual report
- Travis read the financials as presented in the annual report
- The Association saw a profit of \$12,967 fiscal year
- Question from the floor regarding lab revenue and expenses - did we lose money?
 - Lab testing is paid for by the member at the time the test is requested. The CLA pays Neogen for the test once it has been completed. 2022 also included some Limousin Legacy testing as the project was wrapped up. There was not a loss.
- Reviewed Limousin Voice financials

Moved by Travis Hunter to adopt the Reviewed Financial Statements as presented.

Seconded by Cody Miller.

CARRIED

APPOINTMENT OF AUDITORS

Moved by Marci Matthews, to appoint MNP as auditors of the review engagement for the year ending

December 31, 2022.

Seconded by Ashton Hewson.

Discussion:

- MNP are great supporters of agriculture and other breed associations
- They sponsored part of tonight's event
- Marci Matthews stated they cost more than Kenway Mack however they know agriculture and that is a benefit
- Harvey Tedford - this should be taken into account for the board to decide
- Laura Ecklund - in accordance with bylaws the auditor is to be appointed at the AGM by the membership

17 in favour

CARRIED

COMMITTEES OF THE BOARD REPORTS – CLA Board of Directors

Breed Improvement Committee - Ashton Hewson

- Thanked Highland Stock Farms for hosting
- Elite Dam Program is being reviewed by the committee to make sure the cattle being recognized are the "elite" and the forefront of the breed – what does this mean
- Reviewed the proposed criteria
- Disposal codes are being reviewed so that they are no longer general and that they match BIF guidelines

Moved by Ashton Hewson to adopt the committee report as presented.

Seconded by Carey Hirschfeld.

CARRIED

Registry Committee - Chad Homer

- There are lots of ideas being discussed to improve the user experience in Digital Beef
- Adding the ability for members to request DNA themselves in Digital Beef
- Filling the knowledge gap after the Limousin Legacy Project, for example the difference between 30K and 100K testing, add on testing costs, DNA definitions
- The new website will help with these tasks
- Educating members and providing more self-serve options is the focus

Moved by Chad Homer to adopt the committee report as presented.

Seconded by Erin Kishkan.

CARRIED

Minutes of the 2022 Annual General Meeting

Promotions Committee - Carey Hirschfeld

- Happy to be out for this event and supporting our juniors
- Nutec Embroidery of North Battleford, SK is the official supplier of CLA apparel
- The CLA website shows a small sample of what is available to order. Please contact Nutec for all options available
- We will be adding hats
- Shows vests are charcoal with the new logo. Old vests and shirts may still be worn.
- Pricing plus taxes and freight
- Proposed the idea of a "semen tank" that would be available to members to advertise semen for sale. There would be an annual cost to advertise. Promote to commercial industry.

*Moved by Carey Hirschfeld to adopt the committee report as presented.
Seconded by Rob Swann.
CARRIED*

Commercial Committee - Travis Hunter

- Travis Hunter read the report as printed in the annual report.

*Moved by Travis Hunter to adopt the committee report as presented.
Seconded by Cody Miller.
CARRIED*

National Show and Sale Committee- Chad Homer

- National Show will be held at the Royal Winter Fair November 5th at 3:30pm
- The OJLA will show on Monday in the morning
- There will not be a National Sale this year as the Royal Elite Sale is not happening due to scheduling conflicts in the ring at the time. Some of the other breeds have opted to have a sale off site or in a banquet room.

*Moved by Chad Homer to adopt the committee report as presented.
Seconded by Michael Machan.
CARRIED*

Wayne Burgess invited members at large to sit on the committees and share their ideas.

Question from the floor received from Jayden Payne via director Cody Miler.
Would like to see the board consider lowering the purebred percentage in the herdbook.

- Simmental has attempted to lower their percentage on bulls
- Would help breeders to be more progressive, positive change
- More compatible with NALF registry if this change was made
- Comment from Rob Matthews in his time on the board, using the same percentage as NALF was not possible due to the Canadian Pedigree Act that the CLA is incorporated under
- NALF and CLA have two very different herdbooks and memberships

Action steps: Cody Miller stated this would be taken back to the board for further discussion

Minutes of the 2022 Annual General Meeting

ANNOUNCEMENT OF CANADIAN LIMOUSIN ASSOCIATION DIRECTORS ELECTED BY APPOINTMENT

Wayne Burgess announced the incoming CLA Director. Congratulations to new board member Michael Machan who was elected by appointment for a three-year term.

2023 ANNUAL GENERAL MEETING

The 2023 AGM will take place in conjunction with the CJLA Impact Show, Spencerville, Ontario on August 4th.

The 2023 Impact Show will be August 2-5th in Spencerville, ON. The committee has been working hard on this show for the past two years.

ADJOURNMENT

Moved by Travis Hunter motions to adjourn the AGM at 8:30pm.

NEOGEN CANADA PRESENTATION- Nicki Westersund

Nicki's presentation can be viewed online on the CLA website under Annual General Meeting 2022.



Financial Statements Auditor's Report

To the Members of Canadian Limousin Association:

We have reviewed the accompanying financial statements of Canadian Limousin Association (the "Association") which comprise the statement of financial position as at December 31, 2022, and the statements of operations, changes in net assets and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

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

Practitioner's Responsibility

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

A review of financial statements in accordance with Canadian generally accepted standards for review engagements is a limited assurance engagement. The practitioner performs procedures, primarily consisting of making inquiries of management and others within the Association, 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 the financial statements do not present fairly, in all material respects, the financial position of Canadian Limousin Association as at December 31, 2022, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Other Matter

The financial statements of Canadian Limousin Association for the year ended were reviewed by another practitioner who expressed unmodified conclusion on those statements on June 22, 2022.

Edmonton, Alberta

April 18, 2023

MNP LLP

Chartered Professional Accountants

Statement of Financial Position as at December 31, 2022

Canadian Limousin Association Statement of Financial Position As at December 31, 2022

	2022	2021
Assets		
Current		
Cash	35,277	69,316
Accounts receivable	25,853	31,770
Marketable investments (Note 3)	748,704	814,137
Prepaid expenses	14,899	9,885
	824,733	925,108
Capital assets (Note 4)	901	1,026
	825,634	926,134
Liabilities		
Current		
Accounts payable and accruals	31,612	56,889
Member deposits	1,277	1,789
	32,889	58,678
Net Assets	792,745	867,456
	825,634	926,134
Approved on behalf of the Board		
Signed by "Laura Ecklund"	Signed by "Travis Hunter"	
Director	Director	

Statement of Operations for the year ended December 31, 2022

Canadian Limousin Association Statement of Operations and Changes in Net Assets For the year ended December 31, 2022

	2022	2021
Revenue		
Whole herd enrollment	175,582	180,975
Lab services	58,001	108,130
Memberships	30,246	29,615
Registrations	9,325	11,464
Other services	4,366	4,938
Sponsorships	3,000	-
Transfers	2,634	2,379
Tag	912	1,161
	284,066	338,662
Expenses		
Salaries and benefits	133,692	127,493
Lab services	72,586	118,478
Computer	23,027	22,463
Board expenses	22,712	10,959
Breed improvement	21,732	27,892
Office and bank service charges	17,701	22,608
Rent	12,000	17,438
Advertising	17,854	13,725
Professional fees	5,250	5,800
Travel	4,696	3,443
Postage and courier	4,581	3,670
Telephone	3,360	3,715
Industry memberships	1,612	6,789
Insurance	1,569	1,793
Equipment repairs and contracts	613	864
Amortization	122	434
	343,107	387,564
Deficiency of revenue over expenses before other items	(59,041)	(48,902)
Other income (expense)		
Investment income, net of fees	19,595	17,387
Unrealized gain (loss) on investments	(49,698)	36,244
Limousin Voice magazine, net (Note 5)	14,433	8,238
	(15,670)	61,869
Excess (deficiency) of revenue over expenses	(74,711)	12,967
Net assets, beginning of year	867,456	854,489
Net assets, end of year	792,745	867,456

Statement of Cash Flow for the year ended December 31, 2022

Canadian Limousin Association Statement of Cash Flows For the year ended December 31, 2022

	2022	2021
Cash provided by (used for) the following activities		
Operating		
Excess (deficiency) of revenue over expenses	(74,711)	12,967
Amortization	122	434
Unrealized gain (loss) on investments	49,698	(36,244)
Gain (loss) on disposal of marketable securities	(884)	2,920
	(25,775)	(19,923)
Changes in working capital accounts		
Accounts receivable	5,917	13,937
Prepaid expenses	(5,016)	(1,510)
Accounts payable and accruals	(25,272)	35,373
Members payable	(512)	466
	(50,658)	28,343
Investing		
Purchase of marketable investments	(215,388)	(134,996)
Proceeds on disposal of marketable investments	200,864	141,800
	(14,524)	6,804
Increase (decrease) in cash resources	(65,182)	35,147
Cash resources, beginning of year	107,640	72,492
Cash resources, end of year	42,458	107,639
Cash resources are composed of:		
Cash	35,277	69,317
Marketable investments	7,181	38,322
	42,458	107,639

Notes to Financial Statements for the year ended December 31, 2022

1. Incorporation and nature of the organization

Canadian Limousin Association (the "Association") was formed for the encouragement, development and regulation of the 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 a not-for-profit organization under the Income Tax Act and as such is exempt from corporate income taxes.

2. Significant accounting policies

The consolidated financial statements have been prepared in accordance with Canadian accounting standards for not-for-profit organizations set out in Part III of the CPA Canada Handbook - Accounting, as issued by the Accounting Standards Board in Canada.

Cash

Cash and cash equivalents include balances with banks and short-term investments with maturities of three months or less. Cash subject to restrictions that prevent its use for current purposes is included in restricted cash.

Capital assets

Purchased capital assets are recorded at cost. Contributed capital assets are recorded at fair value at the date of contribution plus all costs directly attributable to the acquisition.

Amortization is provided using the declining balance method at rates intended to amortize the cost of assets over their estimated useful lives.

	Rate
Computer equipment	35 %
Computer software	20 %
Furniture and fixtures	20 %

Revenue recognition

The Association follows the deferral method of accounting for contributions. 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.

Revenue from whole herd enrollment and memberships is recognized on a calendar basis in the period to which it relates, and excludes fees collected on behalf of provincial associations. Amounts received from members in advance for the following year are included in deferred revenue.

Lab services revenue is recognized at the time payment is received, which closely corresponds to when the lab results are delivered to the member.

Revenue for consulting, management services, and other services are recognized in the period which the services have been rendered.

Interest earned on marketable investments is recognized in the month it is earned.

Unrestricted investment income is recognized as revenue when 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.

Notes to Financial Statements for the year ended December 31, 2022

2. Significant accounting policies (Continued from previous page)

Contributed materials

Contributions of materials are recognized both as contributions and expenses in the statement of operations when a fair value can be reasonably estimated and when the materials are used in the normal course of the Association's operations and would otherwise have been purchased.

Due to the difficulty of determining the fair value of volunteer hours, contributed services are not recognized in the financial statements.

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 assets and liabilities at the date of the financial statements, and the reported amounts of revenues and expenses during the reporting period.

Accounts receivable are stated after evaluation as to their collectability and an appropriate allowance for doubtful accounts is provided where considered necessary. Amortization is based on the estimated useful lives of capital assets.

By their nature, these judgments are subject to measurement uncertainty, and the effect on the financial statements of changes in such estimates and assumptions in future years could be material. These estimates and assumptions are reviewed periodically and, as adjustments become necessary they are reported in excess of revenues over expenses in the years in which they become known. Amortization is based on the estimated useful life's of property and equipment.

Financial instruments

The Association recognizes financial instruments when the Association becomes party to the contractual provisions of the financial instrument.

Arm's length financial instruments

Financial instruments originated/acquired or issued/assumed in an arm's length transaction ("arm's length financial instruments") are initially recorded at their fair value.

At initial recognition, the Association may irrevocably elect to subsequently measure any arm's length financial instrument at fair value. The Association has not made such an election during the year.

The Association subsequently measures investments in equity instruments quoted in an active market and all derivative instruments at fair value. All other financial assets and liabilities are subsequently measured at amortized cost.

Transaction costs and financing fees directly attributable to the origination, acquisition, issuance or assumption of financial instruments subsequently measured at fair value are immediately recognized in excess of revenue over expenses. Conversely, transaction costs and financing fees are added to the carrying amount for those financial instruments subsequently measured at cost or amortized cost.

Notes to Financial Statements for the year ended December 31, 2022

2. Significant accounting policies (Continued from previous page)

Related party financial instruments

The Association initially measures the following financial instruments originated/acquired or issued/assumed in a related party transaction ("related party financial instruments") at fair value.

All other related party financial instruments are measured at cost on initial recognition.

At initial recognition, the Association may elect to subsequently measure related party debt instruments that are quoted in active market, or that have observable inputs significant to the determination of fair value, at fair value.

The Association subsequently measures investments in equity instruments quoted in an active market and all derivative instruments at fair value.

Transaction costs and financing fees directly attributable to the origination, acquisition, issuance or assumption of related party financial instruments are immediately recognized in excess of revenue over expenses.

Financial asset impairment

The Association assesses impairment of all its financial assets measured at cost or amortized cost. The Association reduces the carrying amount of any impaired financial assets to the highest of: the present value of cash flows expected to be generated by holding the assets; the amount that could be realized by selling the assets at the balance sheet date; and the amount expected to be realized by exercising any rights to collateral held against those assets.

Any impairment, which is not considered temporary, is included in current year excess of revenue over expenses.

The Association reverses impairment losses on financial assets when there is a decrease in impairment and the decrease can be objectively related to an event occurring after the impairment loss was recognized. The amount of the reversal is recognized in excess of revenue over expenses in the year the reversal occurs.

3. Investments

	2022	2021
Measured at fair value		
Cash equivalents	7,181	38,322
Fixed income, book value of \$387,145	366,907	314,439
Publicly traded equities, book value of \$248,721	284,660	311,276
Mutual funds, book value of \$89,452	89,956	150,100
	748,704	814,137

4. Capital assets

	Cost	Accumulated amortization	2022 Net book value	2021 Net book value
Computer equipment	40,161	39,551	610	651
Computer software	41,508	41,327	181	236
Furniture and fixtures	16,226	16,116	110	139
	97,895	96,994	901	1,026

Notes to Financial Statements for the year ended December 31, 2022

5. Limousin Voice Magazine

	2022	2021
Revenue		
Advertising	88,613	75,640
Subscriptions	8,098	8,310
	96,711	83,950
Expenses		
Production	(46,317)	(35,816)
Editorial	(35,961)	(39,896)
	(82,278)	(75,712)
Excess of revenue over expenses	14,433	8,238

6. Financial instruments

The Association, as part of its operations, carries a number of financial instruments. It is management's opinion that the Association is not exposed to significant interest, currency, credit, liquidity or other price risks arising from these financial instruments except as otherwise disclosed.

Credit concentration

Financial instruments that potentially subject the Association to concentrations of credit risk consist primarily of trade accounts receivable. Association sales are concentrated in the agricultural sector; however, credit exposure is limited due to the Association's large customer base.

Market risk

The association is exposed to risk that the fair value of its marketable investments and restricted investments will fluctuate because of changes of public markets.

7. Commitments

The Association has entered into an agreement with a company to provide research and analysis of genetic data related to the Limousin breed. This agreement requires the Association to pay the company semi-annual retainer payments of \$7,500.

The Association has entered into various lease agreements with estimated minimum annual payments as follows:

2023	12,000
2024	3,000
	15,000

8. Comparative figures

Certain comparative figures have been reclassified to conform with current year presentation.

Message from the President



As we bring another fiscal year to a close, I want to say what a pleasure and honor it has been to lead your association the past two years, without question a definite highlight of my life. I also want to commend the Directors that have worked together on the board for these past two years, giving of their time and knowledge to lead us forward as a breed - thank you!

Next, I want to thank you – the breeders for continuing to promote the breed in any way that you have, be it through successful events, industry leading sales and of course displaying an incredible display of cattle at shows, both on the local and the National scene. As we follow this success on both sides of the border, we see the uptake of Limousin in the commercial sector as well, where we can see the benefits of cross breeding for performance, efficiency, calving and of course the maternal characteristics that we have to offer. This reminds me of a quote that I recently read, “You can be the ripest, juiciest peach in the world, and there’s still going to be somebody that hates peaches.” And I truly believe that this can be the same for the cattle business, especially our breed that can do so much.

It goes without saying that our staff at the CLA office is the best that there is, and maybe the smallest that there is but they still get the job done and done well. Led by Laura, who’s passion and desire to make our breed better is unmatched, and now she is surrounding herself with people of like mind and desire as we welcome Jayme and Sue to the team. We truly appreciate everything that you have done and are doing for all and for understanding that because of our size we cannot be all that some are. Of course, we cannot forget Tessa who is doing a stellar job keeping the Voice in our mailboxes and getting the word of Limousin spread across our country – thank you!

Currently we are running at a quick turnaround in most aspects of work that are complete on request and that any follow-up work is completed or scheduled. It is because of our above-mentioned staff size that you as breeders are diligent in getting your requests in a timely manner so that they have time to make sure that everything is done for deadlines well in advance. Make sure that your DNA requests for embryo calves and herd bulls are taken care of well in advance so that any and all unforeseen issues can be deflected before any issues can develop.

On the heels of a very exciting Limousin Legacy project, we are busy getting ready to roll out another that will complement the work currently done and further enhance the Limousin Herdbook. We look to get some assistance from Neogen as well as some discounts on work from the CLA. Watch closely for more details in the near future.

We must now all take a few minutes to thank the organizing committee of this weekend of fun and young people. It has been a long time coming for them with all the dastardly delays that we had to shut down the country for. I am sure the delays are only going to make it better and we look forward to it.

I will wrap up now but do know that I am pumped to have spent this time in the leadership role and even more excited as to where this breed can go as we go forward and regain our rightful market share again. Thank you to everyone for what you do and continue to promote our breed and know that we are here to assist you in any way that we can.

Wayne Burgess
President



“There are four things you can’t get back in life... the word after it has been said, an opportunity after it is missed, time after it is gone, trust after it is lost.”

Message from the General Manager



Welcome to the 2022 Annual Report and Annual General Meeting. I would like to start off by thanking and congratulating the Impact Show Committee for Ontario. This committee has preserved and stayed committed to bringing our juniors and their families a fantastic event! This show was originally planned for 2020 and I am very excited to see it come to life in 2023. Please make sure to thank these awesome volunteers. The breed and our juniors’ futures are in good hands.

I would like to share a few reflective thoughts on 2022 and then turn our attention towards the potential we hold for the future. We were all excited to be back together in person for the Impact Show and Annual General Meeting hosted by Alberta. The ability to meet and conduct the Association’s business online was great but it sure doesn’t beat being together in person. The Association saw a loss in 2022 of \$59,041. There was a decrease in revenue from 2021 most significantly being less cattle on Whole Herd Enrollment. On the expenses side the board has worked to decrease expenses where applicable with the most note worthy being a decrease in rent expense. The Limousin Voice saw a profit of \$14,433 thank you to the great work of two important ladies, Tessa Verbeek and Katie Songer. Their talent and team work are what sets our magazine apart from other national breed publications.

We welcomed Jayme Smith and Sue Bygrove to registry positions in 2022. The decision was made to go back to two part-time positions sharing the role of the registry rather than one full-time role. This will allow for more knowledge transfer and seamless service for our members should one decide to leave. Jayme and Sue are excellent additions to the team that provide efficient, timely and friendly service to our members. I am proud and fortunate to work with them on a day-to-day basis. By now many of you have visited with these friendly new faces on the phone and completed registry work with them with positive reviews. Between staff and hired contractors there is a strong team behind you supporting your Limousin business!

This breed moves forward because of the breeders and leadership behind it. The cattle and their ability to perform and earn at all levels of the beef value chain speak for themselves. Are we using this information to it’s full potential to market the breed? No, I don’t believe we are. We have fallen into a pattern of becoming one of the “best kept secrets” in the industry. Those that experience firsthand the benefits and potential of the Limousin breed know it well. For over 50 years breeders and cattle feeders have made a living from Limousin cattle. This demonstrates there is financial success to be had in the breed. However, we have become quieter and less present as a breed at an industry level.

Capturing market share for the Limousin breed and increasing our industry presence should be at the forefront of everyone’s mind. From the national board of directors to provincial associations to your own operation, marketing the breed should be an immediate goal and discussion point. The way forward is to acknowledge what is working well and then to invest time and resources on making improvements on the rest. We hold the key to the best kept secret, let’s turn that into profit and growth!

Laura Ecklund
General Manager





Kira Axley
CJLA President



Tessa Verbeek
Editor & Advertising Representative

This past year brought forward a lot of positive momentum for the CJLA! 2022 saw the return of an in-person Impact Show, the first since 2019 in Saskatoon! The show was held in conjunction with Summer Synergy in Olds, Alta. July 12-16, 2022. 30 Limousin juniors attended the show coming from BC, Alberta, Saskatchewan, and Ontario and representing all four age divisions. 31 head of cattle were exhibited in the National Limousin Show on Friday, July 15 alongside many other breeds, creating a great showcase of our breed. Our out of province members were able to show thanks to the generous support of Alberta members. Chairs Amy Miller and Anne Burgess and the entire Alberta Limousin Association all worked hard to organize an incredible show. Joining Summer Synergy allowed for our Limousin Peewees to participate in the well-known Peewee Pursuit program throughout the week, providing them with numerous fun crafts and games along with engaging learning opportunities! Our Limousin juniors also got to participate in a few new competitions such as team herdsmanhood allowing many more networking connections and learning opportunities and memories to be made. The CJLA AGM was also held in conjunction with the Impact Show. The board gained one new member, Megan Connors, and said farewell to three, Cheyenne Porter, Madi Lewis and Joe Scott as they aged out of the program. The 2022/2023 board now consists of President Kira Axley; Vice President Emma Qually; Secretary Bianca Byers; Treasurer Taylor Annett; Press Reporter Cedar Hayne and Directors Megan Connors and Jocelyn Kennedy.

The CJLA has once again been well supported by our breeders with the donation of funds from an open heifer which was sold at the Triple R Limousin Reduction Sale. The heifer was sold by Dutch auction with pre-sale tickets and sale day tickets. These funds will be put towards member initiatives and development. Our junior program which provides juniors with numerous opportunities for networking and personal growth is grateful for the generous support from fellow breeders.

The new year brought forward new member programming initiative ideas. 2023 has been filled with the board working hard at developing their Herd Building Lottery Program. This program is aiming to increase junior enrolment and involvement in the breed by offering semen and sale credits to be won by juniors. The sale vouchers

will be used by the junior to purchase a registered heifer from any Limousin breeder or breed sale in the year to either start or grow their own personal herd. Semen will also be given away as a method for juniors to develop their own progeny and grow their herd that way.

In February, the Canadian Junior Shorthorn Association invited the CJLA board to attend their National Junior Stars conference. The conference was held in Calgary over the weekend of February 4-5. Four members were able to attend the conference along with Laura Ecklund. The weekend was filled with informative and motivational guest speakers covering various industry education topics and personal development reflections, along with tours of Olds College Smart Farm, shopping at Irvines and a fun filled evening of bowling! We are thankful to have been able to make use of the funds from the Ken-Doc Limousin Donation Steer and Triple R Limousin Donation Heifer to help cover the costs for our juniors to attend the conference. Plans are in place to continue this partnership with the CJSA in planning and attending future conferences!

With the lifting of travel restrictions, the Australia exchange was finally able to get back into action! I was able to travel to Australia for the month of April to attend the Sydney Royal Easter Show and the Limousin National Show and Sale. I met numerous Limousin breeders and had the opportunity to prepare lots of cattle for the Sydney breed show, Interbreed Junior Heifer Supreme, and the National Show and Sale!

August sees the happenings of the Impact Show in Ontario - third time is the charm! After having the show canceled twice from commencing in Spencerville, the Ontario Limousin Association was finally able to host our juniors! The show has many great features to offer with various tours of local attractions and a new event, the team washing competition!

Our board has also been very active on social media. We have seen an increase of 50.3% in our page's interactions this past year! We would also like to remind everyone that cookbooks are still available for purchase by contacting any of the board members. Cookbooks are \$25 each with shipping or delivery options available.

The Limousin Voice magazine is published three times per year in October, December and February. **Every issue** of the Limousin Voice magazine is mailed to the household of **every commercial cattleman who has purchased a Limousin bull in the past 3 years** as well as Canadian Limousin Association member subscribers, international readers, industry organizations, and **new this year, auction markets and Limousin feeders**. This means the magazine is landing in the mailbox of serious Limousin buyers from across Canada who are actively seeking Limousin genetics. It is the only advertising vehicle that reaches all of these important Limousin stakeholders and customers in one full sweep with every issue. **As the mailing list is updated with each issue, it is imperative that sellers transfer bulls to buyers in a timely manner.**

All new members (including juniors) receive a 1 year complementary subscription to the Limousin Voice magazine, with the option to purchase an annual subscription thereafter. A Limousin Voice 1 year subscription is \$35 + GST in Canada or \$50 USD + GST for USA or international mailing addresses. Limousin Voice subscriptions are automatically renewed annually. Please contact the CLA office if your address changes or should you ever wish to cancel your subscription. For more information on subscribing to or advertising in the Limousin Voice magazine or to view past issues online visit www.limousin.com

Every effort is made to ensure the magazine is relevant to both commercial and seedstock producers. We hope that you will find the Limousin Voice magazine to be an enjoyable read, with informative and entertaining articles and columns.

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 and sales. 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. Please send upcoming events/sales and content suggestions to **Tessa Verbeek, Limousin Voice Advertising Representative and Editor at 403-636-1066 or tverbeek@limousin.com**.

The Canadian Limousin Association extends a sincere thanks to the many operations who have been dedicated supporters of the magazine. All profits from the magazine go back into your Canadian Limousin Association. If you are interested in making an advertising plan, please contact Tessa.

Many thanks to the talents of Katie Songer who acts as Publisher/Creative Director for the Limousin Voice magazine. Complementary ad design is included in the price of all ads.

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)

Commercial Committee

Travis Hunter
Chair, Commercial Committee

It's been a slow year for the commercial committee as it's hard to find a program that works to get commercial cattle together across the country.

The Association has put together some digital ads and they are running in the Heartland and VJV auction marts in Western Canada as well as DLMS. The ads promote the benefits of the breed and use of pink tags to recognize Limousin calves and the premium they receive at sale barns.

The Association is working on our email list for commercial producers, this will make it easier and more efficient to send out newsletters, promo material and webinar notices. If you have commercial buyers who would like to be added to the email list, please contact the CLA office. NALF has some excellent promotional material that the CLA has access to and e-blasts would be a very cost-effective way to reach our producers with this material.

The Commercial Committee is open to ideas to promote the breed, if you have got something in mind please forward to myself or a board director in your area.

Promotions Committee

Carey Hirschfeld
Chair, Promotions Committee

As a board and as a committee we have been working hard to create and source new ideas and products to promote the Limousin breed in Canada and abroad. Our goal was to keep the promotions simple with data proven designs and eye-catching graphics, and swag that everyone wants to show off! During a very productive meeting we have come up with the new slogan for Canadian Limousin Association and Limousin beef.

#LBS #LimousinBreedsSuccess

This new slogan is spreading like wildfire across social media platforms. It has helped to give a new face to Limousin beef and its benefits from hoof to plate, barn to sale ring, calving time to fall calf sale, and the importance of breeding Limousin to improve fertility, calf vigour and maternal consistency. Feel free to use and promote the new slogan as it is our membership that guarantees our success!

Place orders for clothing early to guarantee orders and delivery. **A reminder that all exhibitors at a National Show must wear CLA show shirts or vests.**

The CLA wants to help you promote Limousin at your upcoming event. Please contact the CLA office to book your own promotion box. Box contents may include free

swag, Limousin Voice magazines and CLA hats. We are currently working on printable PDF's of Limousin ads to hand out at your event. For all these items and more please contact the CLA office for availability and to get your Limousin swag box sent to you.

Our new website is slowly getting ready for launch. It is a task that takes time to update all the necessary data and design. As always, we are looking for new pictures to display our breed to our members and website users. Please forward any of those captured moments to the CLA office. We appreciate your patience. Until the new launch happens, please continue to access Digital Beef and Limousin information on the current CLA website.

We invite any CLA member to be a part of our committees in making the CLA a better Association. Please contact a board member for more information.

The CLA board of directors is dedicated to work hard to promote the Limousin breed and be the voice for its membership. Feel free to contact any board member anytime with any concerns and ideas.

Promotions Committee: Chair, Carey Hirschfeld; Members at Large, Cody Miller, Sue Bygrove

Advertising & Promotion

The Canadian Limousin Association focused our 2022 advertising and promotion endeavours on the following to maximize exposure for the breed and add value for our membership:

Canadian Cattlemen Bull Buyer's Guide (distributed to over 103,000 people): a one page advertisement is in the late February issue with space for CLA members to list their operation for \$150 per issue (limited spots).

Canadian Cattlemen Fall Female Buyer's Guide (distributed to over 103,000 people): a one page advertisement is in the October issue with space for CLA members to list their operation for \$150 per issue (limited spots).

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

CLA Website, Facebook: Information on website such as upcoming events, blog posts, etc. updated regularly. Regular posts on Facebook and/or Twitter to promote/showcase Limousin, advertise upcoming member and industry events, share information relevant to Limousin breeders and cattle industry, promote and encourage junior participation, etc. Our new website will bring about a new look and more timely updates in 2023. **In person attendance at events:** Attendance at industry conferences and events is also an important aspect of keeping our breed in the forefront.

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

Sponsorship: The CLA sponsors the Livestock Markets Association of Canada (LMAC) Convention/Auctioneer Competition and the Canadian Beef Industry Conference.

Corporate international memberships were taken out at Farmfair International and Canadian Western Agribition, allowing Canadian Limousin to be promoted to international visitors at these shows. We are also members of the International Limousin Council and Beef Improvement Federation.

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



Breed Improvement Committee

Ashton Hewson
Chair, Breed Improvement Committee

This past year saw many new ideas and suggestions from the membership to enhance the experience within our Association and for the betterment of the breed. Through ideas and proposals come discussion and that is what we experienced during the Canadian Limousin percentage town hall. I want to make it clear to our members that this is your breed! We are all in this together to not only make your program better but to make our breed better and to help our membership market their product. I was so proud of our membership for their involvement regarding the percentage topic. I do question why it took the subject mentioned to have that much participation.

We as a breed improvement committee want to hear your ideas and proposals. We need community around our breed to find new ways or improvements to better the everyday lifestyle of being a Limousin breeder. I

would like to talk about what 2022 brought to our breed in regards to breed improvement but it's in the rear-view mirror and we have to look what is ahead for our breed! We shouldn't forget what has been a strong discussion topic but use it to keep the momentum moving forward in having membership participation because this is your breed, be proud of it!

Along with all other board committees, we are always looking for volunteering members to join our committees. Thanks for your time and look forward being a Limousin breeder of 2023!

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

Registry Committee

Chad Homer
Chair, Registry Committee

In the past year the CLA Registry Committee has been working on the goals laid out in the last report of getting DNA member-based requests available on Digital Beef. This upgrade is operational and is currently undergoing troubleshooting and testing with selected members and the CLA office staff. I would like to thank everyone that has played a roll in this task so far and hope to roll it out to the complete membership later this year. This roll out will come complete with support via instructional aids to help guide our members through the upgraded features of the DNA Request Queues.

Another item that was on our punch list was to start to produce and publish visual aids to address some of the questions that get raised frequently by the membership, these being clarification of the DNA bylaws around herd sires and donor dams and how the 2021 bylaw updates affected and changed these topics, also included in this first step would be the registration of embryo transplant calves. Over the past months the first series of these aids have been published on social media and will be available in numerous other locations going forward.

Hopefully as these come out on social media members take time to review the information provided and are seeing a value in these.

Going forward the Registry Committee will continue to strive to aid and support the membership with educational aids and guides to make interaction with the CLA Bylaws and Digital Beef an easier and more effective experience. We will be starting work on some educational aids that go along with transferring animals after sale and the importance of accurate dates and provided information.

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

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

Genetic Consultant Report

Bob Weaver, PhD., Professor, Kansas State University
CLA Genetic Consultant

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

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



breadth of genetic variation represented in the Limousin population. Effective genomic tools require the association of variation in genotype with variation in phenotype.

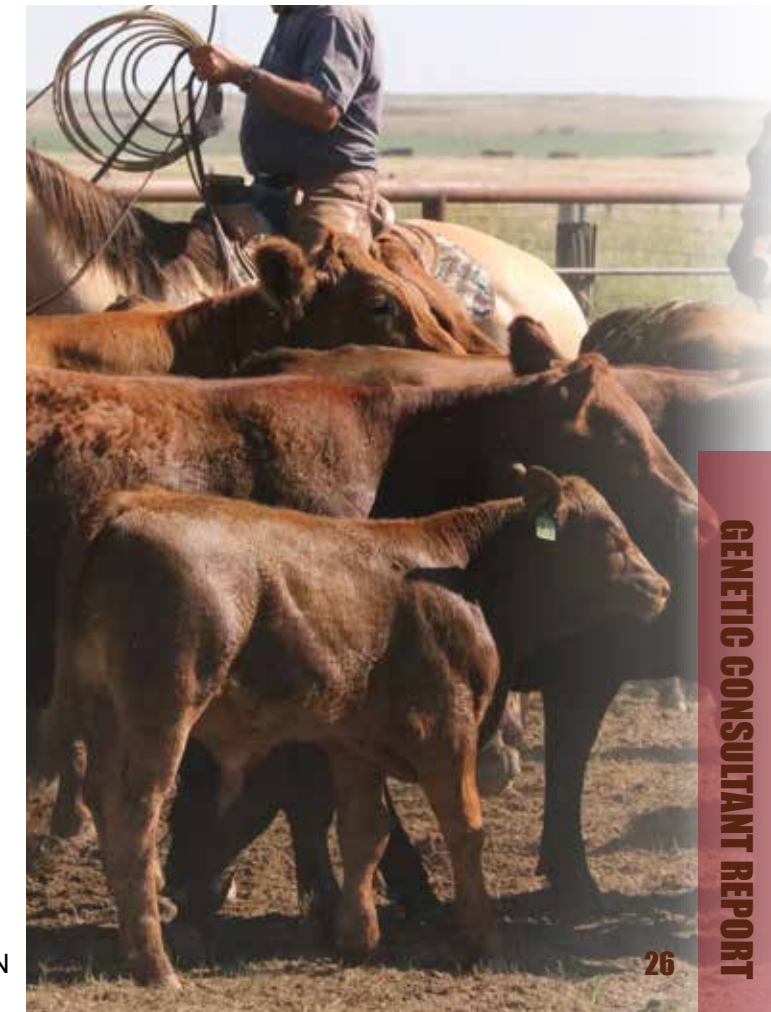
Current counts of genotyped animals from CLA now exceeds 8,050 animals many of which were genotyped through the Limousin Legacy project. The Limousin Legacy program has been a tremendous success and will enable improved genomic predictions in the Association's genetic evaluation moving forward. The IGS evaluation now includes genotypes from more than 430,000 animals across more than two dozen breed groups.

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

New trait development work continues for dry matter intake, mature cow weight and body condition score, pulmonary arterial pressure (PAP) and heifer pregnancy rate. Several other traits are in development to support a broad suite of traits evaluated. Dry matter intake and mature cow weight are the current priorities for the IGS development team. Completion of these traits will provide more robust information about the genetic influences these traits contribute to the cost of production for cow-calf producers and downstream owners such as feedlots. Routine, breed wide evaluation of these traits will allow for implementation of updated selection indexes. If you're not already reporting yearling weights, mature cow weights/conditions scores or feed intake data, please consider how these might fit into your animal phenotyping strategy and business plan

moving forward. Inflationary pressures on feed, fuel, supplies and labor make profitability in the beef sector ever more complicated. Helping understand Limousin's advantages, and documenting genetic differences within breed, for cow-size, feed efficiency and red meat yield should be on the mind of every breeder.

Each year, your CLA staff and I have a meeting with our IGS science team to review our data and identify opportunities for growth. As you compare CLA data recording to other breeds there are some clear successes and some areas where we could improve. The Limousin Legacy project is a clear pride point! Let's keep that momentum and make sure we genotype calves born in 2022 and 2023 to validate and support our breeding programs. Birth weight data exceeds the IGS average substantially. However, weight recording at weaning, yearling and maturity lags substantially. Like many breeds, carcass data is an area that could benefit from attention. As we look forward to the coming year, let us each commit to redoubling our efforts to expand our knowledge of performance data reporting, genetic evaluation, the use of genomics tools and the implementation of profitable selection systems.



Canadian Beef Breeds Council Report

Sandy Russell
CEO, Canadian Beef Breeds Council

It has continued to be an extremely busy and exciting time for the Canadian Beef Breeds Council (CBBC) as we work to focus on our key priorities for the organization and ultimately drive value for our members by advancing the importance of genetics within the Canadian beef industry and translating those efforts into tangible outcomes. CBBC has undergone significant changes over the past year and a half in an effort to revitalize the organization and elevate our engagement and collaboration within the Canadian beef industry and that has driven positive growth and advancements on many fronts. One of the most recent changes is the addition of Carla Borsa as Executive Coordinator. Carla joined CBBC late in 2022 and has quickly become a critical piece of our organization. She has an extensive background in the beef industry and is the initial point of contact for our members. We look forward to her working with us as we continue to work to advance our overall service to our members.

If you haven't already noticed, CBBC has also rolled out a new updated look. As part of our efforts to revitalize the organization we are excited to have a refresh of our CBBC logo and rolling out a completely new and more accessible website. You will see our new logo throughout the industry on our new website that will be live the beginning of June. Watch for increased communications and more details as we share more on our social media channels throughout the summer and fall.

CBBC has continued to actively represent the seedstock sector both domestically and internationally to maintain and build market opportunities as well as drive transformational change as it relates to the utilization of beef cattle genetic data and adoption of innovative technologies. Through the unprecedented cross-sector collaboration of the Canadian Beef Improvement Network (CBIN) we continue to work to elevate the conversation of the importance role genetics plays in beef cattle sustainability. As with any large collaboration, there are always challenges and unexpected learnings that you encounter through development. With that being said, CBBC and its collaborative stakeholders remain committed and focused on achieving the identified outcomes for the entire industry and driving results through our four stages of development:

1. Unify and standardize genetic data capture;
2. Facilitate the linkages of genetic data flow through the entire production chain;
3. Create trusted analytics and tools to translate genetic data into value; and
4. Enhance genetic literacy and knowledge transfer within the beef production system.

New development initiatives always require commitment to the process and the journey and the path to value creation for CBIN is no different. In the short time period that we have been actively developing CBIN the collaborative efforts of our participating stakeholders have reaped outcomes that include the development of a Genetic Data Strategy, completion of a prototype portal and advancement of the build of a foundational system for unifying and standardizing genetic data. We have also enabled unprecedented, industry-wide collaboration and attracted international interest from various participants in the beef cattle production system all while elevating the beef cattle genetics conversation and the role that the seedstock sector plays in the overall sustainability of the beef cattle industry.

Clearly, CBIN continues to advance and while progress may not always be as fast as some would like, awareness, industry support and collaboration has never been greater as it relates to beef cattle genetics and those are outcomes that we will continue to build upon to create success.

In the upcoming months, CBBC will remain focused on elevating the role of genetic advancements and the seedstock sector within the Canadian beef industry, growing our membership and advancing the value of our organization for our members, and driving the development of CBIN forward to capture increased value for Canadian beef cattle genetics both domestically and internationally. We know there is much work that continues to need to be done but we remain committed to our focus of delivering outcomes for our members.



**CANADIAN BEEF
BREEDS COUNCIL**



British Columbia Report

Erin Kishkan
British Columbia

Greetings from beautiful BC. British Columbia, like everywhere else, was very glad to see COVID restrictions lifted and life returning back to some normalcy. Events around the province were back in full swing and Limousin was well represented around the province. Bull sales were strong sending Fullblood, Purebred, and Lim-Flex bulls around the province and to three other Canadian provinces.

BC Limousin juniors were very active in representing our breed at many events including the inaugural Cariboo Classic Steer and Heifer show in Williams Lake, BC. BC was also represented at the CJLA Impact show in Olds, Alta. held in conjunction with Summer Synergy.

Many 4-H shows also saw Limousin genetics take home banners, including Grand Champion Steer in the Quesnel District.

The Dawson Creek Fall Fair, IPE in Armstrong, and Farmfair International all saw BC Limousin genetics compete and take home some banners as well. All in all, it was a positive year for Limousin in BC, the breed is strong in the province and the commercial producers using Limo genetics are reaping the benefits at the market. With cattle futures looking very strong the outlook for 2023 is exciting and positive.



Alberta Limousin Association Report

Tim Andrew
President, Alberta Limousin Association

The ALA has had a busy year promoting the Limousin breed within Alberta.

We would like to recognize the efforts of Amy Miller and Anne Burgess who took the lead to organize the 2022 CJLA Impact Show in Olds, Alta. last summer. We are all looking forward to the hospitality of the Ontario team as they host this year's Junior event.

We have had some new projects that are returning positive results.

1. Out of Province Commercial Buyers Incentive has been fully subscribed with three out of province buyers being very active purchasers of feeder cattle. Their aggressive acquisition of loads of top end feeder cattle made for some of the highest returns in the history of the Canadian cattle industry.

2. The Junior Sweepstakes has been launched with Alberta and BC Juniors nominating their steers and heifers that they are showing at various Jackpot and 4-H regionals shows. They are vying for the major cash award of \$2000 for having the highest point total at the end of the calendar year. The runner up will receive \$1000. Entries are still open. Look to the ALA website under programs for complete details.

In May of this year, the Canadian Livestock Market Association held its Annual Convention and Auctioneers Contest in Olds, Alta. The ALA offered a \$1000 sale credit as a black box item as part of the contest. The certificate brought beyond face value to help support the event and put the Limousin breed in the spotlight once again.

At the time of this writing, our annual meeting and field day is being planned, and will be

hosted by the North Stream Limousin and Diamond C Limousin families on the weekend of June 24, 2023. We look forward to their hospitality as they show case their programs and offer their facilities for our meeting, meals and annual calendar auction.

At our meeting there will be a discussion regarding the ALA buyer draw certificate. Major changes will include that only commercial buyers will be eligible to be included in the draw and only one certificate will be awarded to a single entity in any given year.

As well, we are looking forward to our calendar auction. The calendar which is included in the December Limousin Voice reaches every Limousin buyer in the past three years - this is great value for your money. We certainly appreciate the many breeders along with industry partners who support this popular promotional venture. The funds raised from this auction support the programs in place and any new ventures the ALA may take on.

At this year's ALA annual meeting we have the opportunity to thank Lois Andrew and Brandon Nemetz for their service to the provincial organization. Consequently, we are looking for new board members to match Lois' and Brandon's counsel and energy to the job of enhancing the Limousin message throughout Alberta.

As the cattle cycle heads to new peaks there has never been a better time to be on the team promoting the Limousin breed with its legendary record returns. We are looking forward to a strong election of candidates to the ALA board who can turn their vision to promoting the Limousin breed into reality.

Saskatchewan Limousin Assoc. Report

Jean Hewson
Secretary, Saskatchewan Limousin Association

The SLA celebrated their 50th Anniversary in conjunction with their annual meeting on June 25, 2022. The day began with farm tours of the Greenwood and Payne Livestock operations. The Greenwood crew started the tour with coffee and pastries before taking us on a pasture tour of their cattle. We headed to Debbie and Rocky's operation for a tour and were treated to a barbeque lunch. Later that afternoon we met at the Greenwood Hall for socializing and supper where we had our annual meeting.

Vice President Ashton Hewson chaired the meeting for the absent President Eric Martens. Elections were held for board members and directors. Ashton Hewson was elected President; Vice President, Terry Hepper; Treasurer, Janet Hale; Secretary, Jean Hewson; Saskatchewan Stock Growers Representative, Jeff Yorga; and Junior Representative and Past President, Eric Martens. Board members Kyle Payne, Jay Bohson and Bob Turner were joined by newly elected members Carey Hirschfeld, Wyatt Dyck and Andrew Webb.

Our board is once again offering our youth incentives when showing their Limousin influenced animals at their club or regional shows throughout the year. Please contact Eric Martens for more information. CLA General Manager, Laura Ecklund gave a very informative report on WHE and membership enrollment.

The SLA once again worked with the CWA to showcase our breed at Agribition. Our show, although slightly down in numbers was not down in quality and we had another successful show. The annual Solid Gold Limousin Sale was held with top quality lots being auctioned off under MC Marketing Management. The SLA once again held "The Chosen One" heifer jackpot and online bidding. Special thank you to all the contributors, banner sponsors, heifer jackpot sponsors and volunteers who helped the show continue. Plans are underway for the 2023 CWA show which will be the "National Limousin Show". Watch our SLA Facebook page for more news on upcoming events.

Manitoba Limousin Association Report

Kyle Wright
President, Manitoba Limousin Association

President Kyle Wright
Vice President Amanda Hamilton-Seward
Treasurer Bill Campbell
Secretary Jay-Dean Smyth
Directors Art Rogers, Travis Hunter, Larissa Stewart, Tim Davey, Trevor Atchison, Bob Davey, Amanda Scott, Dillon Hunter, Cheryl McPherson

The Manitoba Limousin Association started 2022 off with their AGM with a Zoom meeting held on January 7, 2022. We welcomed Laura Ecklund and Wayne Burgess to this meeting to bring greetings and information from the CLA.

The Manitoba Bull Test Station had 12 Limousin bulls on test in the 2021-2022 season selling on March 26, 2022. Other bulls in the province were sold by private treaty and at the Lundar Bull Sale. Another 20 bulls started the test in the fall of 2022 to sell in the spring of 2023.

The spring of 2022 was challenging for Manitoba producers with 3 Colorado lows hitting us in April, causing major snow falls challenging the calving season, and subsequently causing major spring flooding.

The Manitoba Limousin community was very saddened to lose one of our own in June of 2022. Wayne McPherson of Cherway Limousin was a great supporter of the breed.

The MLA supports 4-H members across the province by awarding every member with a Limousin influenced 4-H project, each member received an insulated lunch bag with the MLA logo in 2022.

The MLA was thrilled to recognize Three Way Limousin, Dianne Riding and Gary Wilkinson, as the 2022 Manitoba Limousin Ambassadors for their contribution to the cattle industry and enthusiasm towards the Limousin breed. They have acted as mentors to other producers and have an extensive background in serving the beef industry in our province. Dianne has served on the Manitoba Beef

Producers on numerous committees and took a term as President. She has also been actively involved in Agriculture in the Classroom and 4-H among many other community activities. There are no stronger advocates for the Manitoba beef industry and the Limousin influence in commercial herds in the province.

Triple R Limousin held a production sale on November 15, 2022 at the farm, selling 90 cows, 20 bred heifers, pick of the 2022 calf crop and a CJLA donation heifer. Tickets were sold by dutch auction raising \$5,450 for the CJLA. Congratulations to Karen Gordan from Hanna, Alta. for winning the heifer.

A fitting end to Limousin events in 2022 was the "The Final Chapter" sale, Bill and Lauren Campbell's Complete Dispersal on November 16. They sold 50 bred cows, 20 bred heifers, 20 open heifers, 8 bulls and 10 bull calves. The Campbell's have been an institution for Limousin cattle in the province and their influence and contributions to the breed will be felt for generations to come.

Congratulations to Jules Smyth, of Jaymarandy Livestock, who was awarded a 2022 CJLA Scholarship and the Brian Lee Memorial Scholarship.

The end of 2022 also marked the last issue with Cheryl McPherson as our very capable editor of our provincial magazine. Her creativity, attention and effort to go above and beyond produced an excellent quality Limousin publication. The Manitoba Limousin Association would like to thank Cheryl McPherson for her 17 years in this role. She has made an everlasting impact on our provincial associations' success and the breed in general and for that, we are truly grateful. We are truly proud of our provincial publication which had three issues in 2022 and are actively looking for a new editor.



Ontario Limousin Association Report

Matthew Zwambag
President, Ontario Limousin Association

Brian Lee Memorial Scholarship 2022 Recipient Jules Smyth

The Ontario Limousin Association welcomed a return to normal in 2022 and we were able to host several events throughout the province to promote the Limousin breed.

Our Annual Meeting took place at David Carson Farms and Auctioneer Services in Listowel, Ont. on July 30, 2022. This event included a show for 22 of our Ontario Junior Limousin Association members in showmanship and conformation of the animals they entered. The show was judged by Jared Ball. Following the show, we held a luncheon and then the OLA and OJLA Annual General Meetings.

Our 2022 Board was elected:
President Matthew Zwambag
Vice-President Nathan Allen
Secretary/Treasurer Nancy Lawrence
Past President Chad Homer
Board Members Ben Bellanger, Justin Burgess, Carolyn Darling, Mike, Geddes, Emily Gibson, Wayne Lawrence, Madison Lewis, Nolan McLarty, Nicholas Zimmerman

Ontario held its Ontario Limousin Association Provincial Show at Markham Fair on Sunday, October 2, 2022. The event was well attended by breeders from across the province. The show

was judged by Mike Early.

After a two-year break, Ontario hosted the National Limousin Show at the 100th Royal Agricultural Winter Fair. The Royal celebrating 100 years helped purchase some new shirts for exhibitors to wear under their vests that displayed the new CLA logo as well as the 100th RAWF logo. These shirts are still visible across the province and continue to promote the breed.

On Saturday, December 10, 2022, the OLA hosted its 2nd Annual Eastern Showcase Sale in Hanover, Ont. A great selection of females was on offer that sold throughout Canada from 20 Ontario breeders.

To wrap up the year and kick-start 2023, the OLA distributed their annual 2023 Day Planners that feature advertisements from breeders and business partners of the Limousin breed. These planners are distributed to all members as well as commercial cattle operations throughout the province.

It was great year with many activities and events that we all had been missing. The laughter and fellowship in the barns was a great indication of how strong the Limousin breed is in Ontario.

Congratulations to the 2022 Brian Lee Memorial Scholarship recipient Jules Smyth of Roblin, Man. receiving a \$2,500 scholarship. Jules grew up in the Limousin breed on her family's operation Jaymarandy Limousin. She graduated from Casper College in Casper, Wyoming majoring in Agribusiness and Animal Science and is now attending Panhandle State University majoring in Animal Science- Nutrition.

Founded in 2021, this scholarship is in memory of Brian Lee, a passionate supporter of the Limousin breed in Canada. Brian passed away suddenly in May of 2021. Brian and his wife Holli operated Hollee Limousin of Janetville, Ont. He played an important role in the Limousin breed, taking on leadership roles at both the provincial and national levels. Brian served as the CLA President from 2013-2015. He enjoyed showing cattle and many members will remember him as the Barn Boss at the Royal Winter Fair for many years. Brian was always a passionate supporter

of the junior program and helped many young Limousin enthusiasts get their start in the breed. His passion for the breed and the juniors will live on through this scholarship. Applicants for the 2022 year were asked to answer; "In your opinion what are the 3 most significant changes that have happened with the Limousin breed since it first came to Canada?"

Jules was also the recipient of one of two CJLA \$500 monetary scholarships. The other \$500 CJLA scholarship was awarded to Leighton Dyck of Swift Current, Sask. Leighton along with his family operates Short Grass Limousin. He is currently attending Lethbridge College majoring in Animal Science.

The CJLA \$500 scholarships are chosen based on post-secondary education, involvement in leadership activities and commitment to the CJLA.



2022 CLA Award of Distinction Payne Livestock - Rocky & Debbie Payne

The Canadian Limousin Association is proud to recognize Payne Livestock as recipients of a CLA Award of Distinction in 2022.

2023 marks the 24th anniversary of one of the most decorated purebred operations in the Canadian Limousin Association, Payne Livestock. Rocky and Debbie Payne are the 2022 CLA Award of Distinction recipients.

Founded in 1999, Payne Livestock has been breeding Limousin cattle and showcasing their genetics worldwide. They are well known for their generosity, passion, and dedication to the breed that has been greatly recognized by other breeders and commercial producers in Canada.

Rocky bought his first Limousin female from the Pacesetter Sale in 1975 and the rest is history! Debbie was raised on a farm with purebred Charolais cattle and continues to develop and build her herd today. Married on June 8, 1991, they supported each other with their own herds and in 1998 built their farm where they reside today.



Through the years of breeding Limousin cattle, they have seen numerous females and bulls influence, not only their own program, but many herds across North America! RPY Paynes Derby 47Z went undefeated in all eligible divisions through three show seasons and has played a huge role in their maternal foundation through the years. A female that comes to the top for Rocky and Debbie that they are proud to have bred and raised is RPY Paynes Will I Do 23W. A Limousin female that to this day is the only Limousin female to be crowned the Legends of the Fall, All Breeds Champion. She then made her presence known within the Payne Livestock program, being an instrumental donor. Her legacy lives on with daughters and granddaughters within their herd today. Other notable females throughout the years are Heatwave, Simply Irresistible, Princess and, most recently, Zena!

Four decades of memorable moments breeding and showcasing some of the best Limousin cattle in the world! They still cherish the memories of Caesar parties and social drinks after tie outs and sales with the many friends they have made in the industry. That is why they have become one of the most respected and decorated breeders in Canada, not only for their dedication to the breed but for their continued support of the Canadian Limousin Association and Canadian Junior Limousin Association!



2022 ANNUAL REPORT | CANADIAN LIMOUSIN ASSOCIATION

2022 CLA Industry Award of Distinction David Carson Farms & Auction Services Ltd.

It is with great pleasure that the Canadian Limousin Association announces David Carson Farms & Auction Services Ltd. as the recipient of the 2022 CLA Industry Award of Distinction. This is an award that is presented to an individual or company that supports and promotes the Limousin breed and its breeders. David Carson Farms & Auction Services Ltd., located in Listowel, Ont., was started by a young David Carson and is approaching six decades in business. David has been an accomplished Auctioneer that has been selling beef and dairy cattle, machinery, and horses for over half a century. They have also had impressive accomplishments with breeding, exhibiting, and selling Clydesdale horses. Some of these accomplishments include selling horses to the famed Budweiser Clydesdales and Champion Six Horse Hitches at the Royal Winter Fair and the World Clydesdale Shows.

The facilities at David Carson Farms & Auction Services are second to none. They feature clean and well-maintained display areas for cattle and/or horses and an excellent sale ring with great visitor comforts for buyers and sellers alike. They host regular bred cow, dairy, and feeder calf sales throughout the year, which are operated in a professional fashion. Carson's relationship with the Limousin breed and its breeders stretches back decades when they played host to the Annual Golden Opportunity Sale, that for years was held in conjunction with the Ontario Limousin Association Provincial Show. This event was held every August at this establishment

and lasted through the 1990s and into the 2000s. In addition, every May, the Northern Lights Limousin Club held their annual consignments featuring cow/calf pairs that were ready to go to grass and breeding aged females. During the International Limousin Congress that was hosted by Canada in 2002 Carson allowed breeders from Ontario to display cattle at a central location to the International Guest before they headed to Calgary. Some historic dispersals and production sales have sold through the buildings in Listowel over the past decades as well.

More recently David Carson Farms & Auction Services has been a huge supporter of the Ontario Limousin Association in hosting a fall Limousin influenced feeder calf sale in October, as well as a Limousin influenced female sale in November. In the fall of 2021, they graciously opened their doors to the Ontario Limousin Association and allowed us to host a Junior Show and Display Day for our youth and breeders in place of the Royal Agricultural Winter Fair that year and it was met with great attendance and enthusiasm. In the summer of 2022, the OLA used the facilities again to put on a Junior Limousin Show in the morning and then followed it up with a very well attended Annual Meeting. We would like to thank David Carson Farms & Auction Services Ltd. for their past, present and future support of the Canadian Limousin Association, our juniors, and our breeders.



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CLA Award of Distinction Past Recipients



- 1990: Lloyd Atchison
(CLA Distinguished Service Award)
- 1996: Allan † & Sammy Parke
Walter Shatto †
Ernie † & Wilma Tedford
Christina Baumann Massie
Jim & Ruth McBride †
Norm & Joyce McNally
- 1997: Glen Powell †
Harald Gunderson †
Bill Perry
- 1998: Mickey Collins †
Jeanne & Ray Locke †
Wilbur † & Melva † Stewart
- 1999: Marvin & Mary Latimer
Dave † & Sherrie McNally
Bernard † & Mona Payne
- 2000: Ron † & Marg Sangster
Mark Cressman & Simone Peta
- 2001: Angus Campbell †
Frank & Darlene Edwards
- 2002: Don Matthews †
Stan & Pat Cochrane
- 2003: Ben & Kathryn Plumer †
Bill & Marg † Karwandy
Jack † & Eleanor Ward
- 2004: Clarence & Shirley † Ackert
Bob Garner †
Louis de Neuville †

- 2005: Dale † & Carole Barclay
John † & Doreen Knight
 - 2006: Gordon Meadon
 - 2007: Roger † & Anne Mawer
Hugh Filson
Alton & Shirley McKay
 - 2008: Andre Lussier
Rob & Marci Matthews
 - 2009: Kym & Carole Anthony
Lorne & Flossie Bodell
Don & Lorna Downie
 - 2011: Wayne & Anne McPhail
 - 2013: Leone Karwandy-Hagel †
 - 2014: Martin & Donna Bohrsen
 - 2015: Lynn Combest
 - 2016: Mary Hertz & family
Bill Campell & family
 - 2017: Jim & Susan Butt
 - 2018: Ian & Bonnie Hamilton
 - 2019: Bryce Allen
Mike Geddes
 - 2020: Scott & Jackie Payne & Family
 - 2021: Brian † & Holli Lee
Delanie, Deanna, Eric & Terra Boon
 - 2022: Rocky & Debbie Payne
- INDUSTRY AWARD OF DISTINCTION**
- 2019: Norpac Beef
 - 2020: Masterfeeds an Alltech Company
 - 2022: David Carson Farms & Auction Services Ltd.

CLA Elite & Super Elite Dams Designated in 2022



Eligibility

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

Criteria

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

Super Elite Female	Sire	Breeder	Owner
BALAMORE CHARLOTTE 577C	TMF 26A	BALAMORE FARM LIMITED	BALAMORE FARM LIMITED
B BAR NICOLE 13C	CAM POLL YESMAN	B BAR CATTLE	B BAR CATTLE
BENVILLE CHLOE	WULFS XTRACTOR X233X	BENVILLE FARM	BENVILLE FARM
GREENWOOD BROADWAY	GREENWOOD PLD XTRA CHARGE	GREENWOOD CATTLE	EXCEL RANCHES
GREENWOOD MISS PYN 99C	B BAR TITANIUM 3Z	GREENWOOD CATTLE	WINDY GABLES LIMOUSIN
RICHMOND BEAUTIFULMISS SRD202B	IVY'S MARKSMAN HTZ 10Z	RICHMOND RANCH LTD	HANSEN'S LIMOUSIN
B BAR URBAN GIRL 105C ET	IVY'S BUBBA WATSON HTZ24B	B BAR CATTLE	B BAR CATTLE & VENTURE LIVESTOCK ENTERPRISES
WULFS YIELDING 1117Y	WULFS US ARMY GENERAL5093	WULF CATTLE	CLARK CATTLE
CJSL 1005Y	SENNETT PREDATOR 827U	PINNACLE VIEW LIMOUSIN	PINNACLE VIEW LIMOUSIN
B BAR NICOLE 5D ET	IVY'S BUBBA WATSON HTZ24B	B BAR CATTLE	B BAR CATTLE
RLF 848A	RPY PAYNES ELVIS 34X	RAIL LINE FARMS	RAIL LINE FARMS
TMF MISS 3Y	TMF WESTWOOD 505W	NEW LIFE LIMOUSIN	NEW LIFE LIMOUSIN

Elite Female	Sire	Breeder	Owner
DARLING ECHO 25E	RPY PAYNES ELVIS 34X	DARLING FARMS	LAKESIDE FARMS
AFTER HOURS BREAKING BAD	B BAR BRASS 50Z	AFTER HOURS LIMOUSINS	AFTER HOURS LIMOUSINS
PINNACLE'S CALL ME MAYBE 28C	JYF YIELDMASTER 80Y	PINNACLE VIEW LIMOUSIN	PINNACLE VIEW LIMOUSIN
JYF BOWBELLS 107B	WULFS ZEPHYR X624Z	J. YORGA FARMS LTD	J. YORGA FARMS LTD
R & R MILKMAID 49Y	KAJO RESPONDER 120R	R & R ACRES	R & R ACRES
RLF 805A	RPY PAYNES ELVIS 34X	RAIL LINE FARMS	RAIL LINE FARMS
BALAMORE DIAMOND 613D	PLNS POLLED BOHEMIAN	BALAMORE FARM LIMITED	BALAMORE FARM LIMITED
JYF MISS FLINTOFT 86C	WULFS ZEPHYR X624Z	J. YORGA FARMS LTD	J. YORGA FARMS LTD
EXCELS ANGELE 703E	IVY'S MARKSMAN HTZ 10Z	EXCEL RANCHES	EXCEL RANCHES
B BAR NICOLE 1D ET	IVY'S BUBBA WATSON HTZ24B	B BAR CATTLE	B BAR CATTLE
EXCEL POLLED DANCIN 707E LMF	IVY'S MARKSMAN HTZ 10Z	EXCEL RANCHES	EXCEL RANCHES
RICHMOND CLEMENTINE SRD 135C	RICHMOND ALEXANDER SRD66A	NORTH STREAM LIMOUSIN	NORTH STREAM LIMOUSIN
R & R MILKMAID 42Y	WOODHILL FORESIGHT	R & R ACRES	R & R ACRES
SOUTHBRIDGE CATTAIL	SOUTHBRIDGE XPLODED	NOR-ALTA LIMOUSIN	NOR-ALTA LIMOUSIN
TMF MISS 45A	EXLR MATRIX 075M	BALAMORE FARM LIMITED	BALAMORE FARM LIMITED
BALAMORE ENDERS GAME 742E	HUNT CREDENTIALS 37C ET	CLARK CATTLE	CLARK CATTLE
B BAR URBAN GIRL 27B	RPY PAYNES ELVIS 34X	DARLING FARMS	DARLING FARMS
CAM POLL DANCING GIRL	NYK BISMARCK 104B	GREENLINE LIMOUSIN	GREENLINE LIMOUSIN
TMF 525T	CARROUSELS MVP	BALAMORE FARM LIMITED	BALAMORE FARM LIMITED
R & R MILKMAID 24Z	R&R BEEFMAKER 3P	R & R ACRES	R & R ACRES



CLA Elite Herds in 2022

CLA Elite Herds in 2022

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

Based on data submitted by December 31, 2022

Elite Herd Awards are divided in 4 categories:

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

Platinum Elite Herds

138328	CARLSRUHE CATTLE COMPANY	HANOVER	ON
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Gold Elite Herds

1452	ANDREW RANCHES	YOUNGSTOWN	AB
141671	ANDREW RANCHING LTD.	TILLEY	AB
7456	B BAR CATTLE	LUCKY LAKE	SK
28756	BENNVILLE FARM	HAGERSVILLE	ON
25558	CLARK CATTLE	PORT HOPE	ON
142493	CORRLYNN FARM	LAMONT	AB
10177	D C FARMS	BARRHEAD	AB
133408	DIAMOND C RANCH	PONOKA	AB
8518	DRY CREEK RANCH	CECIL LAKE	BC
29018	FERMES BLB S.E.N.C.	DANVILLE	QC
7928	FRITZ, SANDRA & NADINE OTHBERG	SUMMER FIELD	NB
5689	J. YORGA FARMS LTD	FLINTOFT	SK
141842	K. AXLEY LIMOUSIN	CZAR	AB
5250	MAPLEHURST FARMS	WESTBOURNE	MB
28896	NEW LIFE LIMOUSIN	HANOVER	ON
19557	PINNACLE VIEW LIMOUSIN	QUESNEL	BC
16772	POSTHAVEN LIMOUSIN	ALMA	ON
23132	R & R ACRES	ROCKY VIEW COUNTY	AB
1083	STEWART LIMOUSIN	STETTLER	AB
20270	VENTURE LIVESTOCK ENTERPRISES	OLDS	AB

Silver Elite Herds

12094	ANCHOR B LIMOUSIN	HANLEY	SK
91447	BALAMORE FARM LIMITED	GREAT VILLAGE	NS
15179	CHERWAY LIMOUSIN	SANFORD	MB
141130	CRINAN FARMS	WEST LORNE	ON
8056	DALE E. TURNER	SASKATOON	SK
142504	FERME COSA S.E.N.C.	HENRYVILLE	QC
142226	FOSSIL RIDGE FARMS	ST-PASCAL-BAYLON	ON
25602	FOUR MAC FARM	BEACHBURG	ON
139972	GIRDLER CATTLE COMPANY	OWEN SOUND	ON
18678	HOLLEE LIMOUSIN	JANETVILLE	ON
139708	KAITLYN DAVEY	WESTBOURNE	MB
27531	KASH FARMS	VALLEYVIEW	AB
142125	LIL' COUNTRY CATTLE CO.	ALMA	ON
27164	MATTAGAMI HEIGHTS LIMOUSIN	TIMMINS	ON
141177	RILEY BOHRSON	HANLEY	SK
138282	TIM DAVEY	WESTBOURNE	MB
138642	WINDY GABLES LIMOUSIN	WARKWORTH	ON
141350	ZIMMERMAN CATTLE COMPANY	CLIFFORD	ON

Bronze Elite Herds

3 RIDGE FARMS	OWEN SOUND	ON	BOW PARK FARM	BRANTFORD	ON
777 CATTLE LTD.	STETTLER	AB	BRANDON AND SAMANTHA NEMETZ	RUMSEY	AB
ADELE & SHAUN WALSH	BON ACCORD	AB	BRENDAN ROFFEY	MOUNT ALBERT	ON
AFTER HOURS LIMOUSINS	TARA	ON	BRITTANY HIRSCHFELD	CANDO	SK
ALBERTVIEW LIMOUSIN FARMS	MOUNT ALBERT	ON	BRODIE HUNTER	KENTON	MB
ALLAN & LORRIE MATTIE	MIRROR	AB	BROWN EDEN LIMOUSIN	LITTLE BRITAIN	ON
AMAGLEN LIMOUSIN	DARLINGFORD	MB	BRYCE & ANNIE STEWART	PONOKA	AB
AMANDA HAMILTON-SEWARD	DARLINGFORD	MB	BUCK CREEK LIMOUSIN	DRAYTON VALLEY	AB
AMANDA MATTHEWS	BRAGG CREEK	AB	CAMPBELL LAND & CATTLE INC.	MINTO	MB
AMGS LIMOUSIN	MEAFORD	ON	CARLTON TRAIL LIMOUSIN	DUCK LAKE	SK
ANGUS SMYTH	ROBLIN	MB	CAROLINE HIRSCHFELD	CANDO	SK
ARCON CATTLE COMPANY	EVERETT	ON	CARRONDALE CATTLE COMPANY INC.	ST ANDREWS	NS
ARLEY CATTLE CO.	ALLISTON	ON	CENTRE CREEK FARMS	ALMA	ON
ASHLEIGH LOWE	FLESHERTON	ON	CHAD HUNT	PAKENHAM	ON
BAR 3R LIMOUSIN	MARENGO	SK	CHASE HIGH	ROCKY VIEW COUNTY	AB
BEAR CREEK FARM	MOORETOWN	ON	CJC CATTLE COMPANY	ALMONTE	ON
BEE ZEE ACRES	GLENCOE	ON	COLBY JAMES GERALD LABIUK	KITSCOTY	AB
BIANCA BYERS	BLACKSTOCK	ON	CORAD FARMS	PAKENHAM	ON
BILL ARTHUR	INVERARY	ON	CROWN HILL ACRES	OMEMEE	ON
BLUEBERRY FARMS TRUST	FORT ST JOHN	BC	DAKOTA VIGNAL	MIRROR	AB
BOOTHVILLE FARMS	MARKDALE	ON	DARLING CATTLE COMPANY	CASTLETON	ON
BOSS LAKE GENETICS	PARKLAND COUNTY	AB	DARLING FARMS	CASTLETON	ON
BOULDER LAND & CATTLE	OMEMEE	ON	DENISON LIMOUSIN	KINGSTON	ON

Continued on next pages

CLA Elite Herds in 2022

CLA Elite Herds in 2022

Bronze Elite Herds

DIAMOND T LIMOUSIN	KENTON	MB
DILLON HUNTER	KENTON	MB
DIXON PRODUCERS LTD.	HUMBOLDT	SK
DOUBLE B CATTLE CO.	UNITY	SK
EAST COAST LIMOUSIN	GREAT VILLAGE	NS
EDEN MEADOWS FARM	ZEHNER	SK
EDWARDS LIMOUSIN	CRAIK	SK
ELEVAGES DENCY	DAVELUYVILLE	QC
ELGINHEIR FARMS	COALHURST	AB
ELM GROVE LIMOUSIN	ELORA	ON
EMILY GIBSON	RIPLEY	ON
EMPIRE LIMOUSIN	BLUFFTON	AB
E M TEDFORD & SONS	ESTEVAN	SK
ENDOENJA RANCH	CREMONA	AB
ENTREPRISE KARINE VINCENT INC.	SAINT-CHRYSOSTOME	QC
ERIN KISHKAN	QUESNEL	BC
EXCEL RANCHES	WESTLOCK	AB
FERME A.T.J.C.L.A.	ST-HYACINTHE	QC
FERME D.M. SIMARD S.E.N.C.	STE-SOPHIE-DE-LEVRAR	QC
FERME SDJ POLLED LIMO	NAPIERVILLE	QC
FERME TI-NOEL	MACAMIC	QC
FLATLANDER LIMOUSIN	HAFFORD	SK
GERRY VILLENEAU	KELLIHER	SK
GIBSON FARMS	RIPLEY	ON
GLEN IRVINE	SMITHS FALLS	ON
GLENWOOD MEADOWS	OLEARY	PE
GRAY VALLEY	LYNDHURST	ON
GREENWOOD CATTLE	LLOYDMINSTER	SK
G.SMART & T. ALEXANDER	MEAFORD	ON
HANSEN'S LIMOUSIN	ENTWISTLE	AB
HAWKEYE LAND AND CATTLE	NORWICH	ON
HAYSTACK ACRES	HARROW	ON
HEWSON LAND & CATTLE	CUTKNIFE	SK
HIGH CATTLE COMPANY	ROCKY VIEW COUNTY	AB
HIGHLAND STOCK FARMS	BRAGG CREEK	AB
HIGH TIDE LIMOUSIN	DEBERT	NS
HILLVIEW FARMS	STURGEON COUNTY	AB
HILTZ LIVESTOCK	NEW ROSS	NS
HIP LIMOUSIN	TWEED	ON
HI-VALLEY LIMOUSIN	100 MILE HOUSE	BC
HI-WAY LIMOUSIN	BETHUNE	SK
HOCHHAUSEN LIVESTOCK ENT.	EDMONTON	AB
HOCKRIDGE FARMS	DAUPHIN	MB
HOLT N. HAYWOOD	BRAGG CREEK	AB
HORIZON LIMOUSIN	ROCKYVIEW	AB
ISLAND NOVA LIMOUSIN	LADY FANE	PE
JAMES & WANDA LABIUK	KITSCOTY	AB

JANELLE E. LABIUK	KITSCOTY	AB
JAY-DEAN & TODD SMYTH	ROBLIN	MB
JAYSON W LABIUK	KITSCOTY	AB
JEAN POIRIER	SALABERRY DE VALLEYF	QC
JEFFREY GUTEK	FORK RIVER	MB
JILL ANN BARRON	GORE	NS
JL LIMOUSIN	MACKLIN	SK
JOEY & MARCI LABIUK	KITSCOTY	AB
JOHN F. MCKEE & SONS	LISTOWEL	ON
JORDAN ROSSMANN	QUESNEL	BC
JULES SMYTH	ROBLIN	MB
KEILER CHERRY	LLOYDMINSTER	AB
KEN-DOC LIMOUSIN	SASKATOON	SK
KEVLON LAND & CATTLE	TABER	AB
KING LIMOUSIN FARM	YARMOUTH	NS
KLONDIKE HILLS LIMOUSIN	CHATSWORTH	ON
KOYLE FARMS	IONA STATION	ON
KURT & ERIN ROSSMANN	QUESNEL	BC
LA FERME TOURNEVENT S.E.N.C.	SAINT-LUCE	QC
LAIRD EDWARDS	CRAIK	SK
LAKESIDE FARMS	DURHAM	ON
LAKESIDE LIMOUSIN	YELLOW HEAD COUNTY	AB
LAURKEL LIMOUSIN	PRINCE GEORGE	BC
LAZY A LIMOUSIN	CANDO	SK
LAZY H LIMOUSIN	GULL LAKE	SK
LAZY S LIMOUSIN	RIMBEY	AB
LAZY T BAR RANCH	BAY TREE	AB
LINGLEY LIVESTOCK	IRMA	AB
LISLE LIMOUSIN	LISLE	ON
LISLE LIVESTOCK	LISLE	ON
LOYAL LINE LIMOUSIN	GODERICH	ON
L. & S. CRAIG & FAMILY	NORTH TRYON	PE
L&S LIMOUSIN ACRES	KENTON	MB
MALCROFT LIMOUSIN	SUNDERLAND	ON
MANDERSLOOT LIVESTOCK FARMS	OTTERVILLE	ON
MAPLE RIDGE LIMOUSIN	CAYLEY	AB
MAPLE VALLEY INC.	BADJEROS	ON
MARTENS LIVESTOCK	STRASBOURG	SK
MCNEIL LIMOUSIN	ST-MARC FIGURY	QC
MELRAY FARMS LIMOUSIN	CAMPBELLS BAY	QC
MERLIN J. REDMOND	HARTINGTON	ON
MERV & DIANE SPRINGER	FOAM LAKE	SK
MG FOX & SONS	UPPER QUEENSBURY	NB
MICHAEL & SHANNON GEDDES	CLARKSBURG	ON
MICHEALA MCCORD	FORT ST JOHN	BC
M & M RANCH	QUESNEL	BC
MURRAY HILL FARM	BLACKSTOCK	ON

Bronze Elite Herds

NOR-ALTA LIMOUSIN	KINUSO	AB
NORMAND GARNEAU	BOUCHETTE	QC
NORTH STREAM LIMOUSIN	BLUFFTON	AB
NYK CATTLE COMPANY	DOUGLAS	MB
OAK RIDGE LIMOUSIN	MORDEN	MB
OATT ACRES	TARA	ON
OPAL STOCK FARM	RENFREW	ON
ORBIT VALLEY LIMOUSIN	INVERARY	ON
PARK PERFORMANCE LIMOUSIN	VIRDEN	MB
PARTRIDGE LIMOUSIN	SPRING WATER	ON
PASSION BOEUF	SAINT-PAUL	QC
PAYNE LIVESTOCK	LLOYDMINSTER	SK
PEPINIERE JANELLE & FILS INC.	ST-GERMAIN GRANTHAM	QC
PINCH HILL LIMOUSIN	STITTSVILLE	ON
PINE CREEK LIMOUSIN	KENTON	MB
PLAINS LIMOUSIN	WAINWRIGHT	AB
PLAINS LIMOUSIN	WAINWRIGHT	AB
PLAINS LIMOUSIN	WAINWRIGHT	AB
POPLARVIEW LIVESTOCK	VIRDEN	MB
PRAIRIE PRIDE STOCK FARM	VEGREVILLE	AB
PREFERRED LIMOUSIN	MILDMAY	ON
PRESTON ACRES LIMOUSIN	PONTYPOOL	ON
PRODUCTION F.A.T. SENC	ESPRIT-SAINT	QC
QUALLY-T LIMOUSIN	ROSE VALLEY	SK
RAIL LINE FARMS	LUCKNOW	ON
RAILWAY CREEK FARMS	MADOC	ON
RANCLIFF LIMOUSIN	NAPANEE	ON
RAWDON CATTLE COMPANY	STIRLING	ON
RAYMOND AND KATHLEEN SMART	MEAFORD	ON
RED COAT CATTLE STATION	OGEMA	SK
RED MAPLE FARMS	ORONO	ON
RED WING CATTLE COMPANY	ARNPRIOR	ON
REVINGTON R. HAYWOOD	BRAGG CREEK	AB
R FAMILY FARM	MURILLO	ON
R G FARMS	SPIRIT RIVER	AB
RICASHAY LIMOUSINS	BURGESSVILLE	ON
RICHARD PLANTE	ST-BARTHELEMY	QC
RICHMOND RANCH LTD	RUMSEY	AB
RILLA HUNTER	KENTON	MB
ROBERT C. MATTHEWS	BRAGG CREEK	AB
ROCK CREEK LIMOUSIN	RENFREW	ON
ROCKY BAR LIMOUSIN	ESTERHAZY	SK
ROSLIN CATTLE COMPANY LTD.	WOODSTOCK	ON
RUNAWAY RANCH	BENTLEY	AB
SAMMERICH FARMS	LISTOWEL	ON
SAMSON BEEF	NORWICH	ON
SEASON RANCH LTD	NEW LISKEARD	ON

SELBY GENETICS	SELBY	ON
SHORELINE LIMOUSIN	CENTERVILLE	NS
SHORT GRASS LIMOUSIN	SWIFT CURRENT	SK
SMART LIMOUSIN	MEAFORD	ON
SOUTHBRIDGE LIMOUSINS	LETHBRIDGE	AB
SPARE TIME LIVESTOCK	OXFORD MILLS	ON
SPRING ROCK FARMS	HAGERSVILLE	ON
SPRINGVIEW LIMOUSIN & ANGUS	WOLSELEY	SK
SPRUCE HILL FARMS	KINGSTON	ON
STEVE DROUIN	STE-AGATHE-DE-LOTBINIERE	QC
STEVEN HIRSCHFELD	BORDEN	SK
STONERIDGE MEADOW	ORO-MEDONTE	ON
STONE VALLEY	EAST GARAFRAXA	ON
STONEVIEW FARM	LOCKWOOD	SK
SUNDANCE GUEST RANCH	ASHCROFT	BC
SUNRAY LIMOUSIN	JASPER	ON
SUNSET FARMS	PICTON	ON
SYMENS LAND & CATTLE	CLARESHOLM	AB
SYMENS LAND & CATTLE CO.	CLARESHOLM	AB
TAYLORVILLE FAMILY FARM	CHASWOOD	NS
TGJ CATTLE CO.	SINCLAIR	MB
T & M CATTLE CO	SASKATOON	SK
TOP OF THE HILL FARM	SOUTHAMPTON	NS
TRIPLE 7 CATTLE	WOODSTOCK	ON
TRIPLE HERD LIMOUSIN	BENTLEY	AB
TRIPLE R LIMOUSIN	MACGREGOR	MB
TWIN OAK STABLES	TREHERNE	MB
TWISTED K LIMOUSIN	BYEMOOR	AB
TYLER SKEELS	RIMBEY	AB
VALLEY VIEW LIMOUSIN	CARLOW	NB
VERBEEK'S LIMOLEAN FARM	STURGEON COUNTY	AB
VYKKI JOHNS	RIMBEY	AB
WHISPERIN HILLS FARMS	BANKEND	SK
WHITNEY LEE LABIUK	KITSCOTY	AB
WINDY GABLES LIMOUSIN & CLARK CATTLE	WARKWORTH	ON
WRIGHT WAY LIMOUSIN	BRANDON	MB
WYATT DYCK & LEIGHTON DYCK	SWIFT CURRENT	SK
YOUNG LIMO FARMS	ENNISMORE	ON
ZACKARY A LABIUK	KITSCOTY	AB
ZAMORA RANCH	ROCK CREEK	BC
ZWAMBAG CATTLE COMPANY	GLENCOE	ON

Mission

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



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