

CANADIAN LIMOUSIN ASSOCIATION
MINUTES OF THE 55th ANNUAL GENERAL MEETING
Thursday June 6 6:00pm MST
Online Via Zoom

CALL TO ORDER

Ashton Hewson called the meeting to order at 6:05 pm MST

MEMBERS IN ATTENDANCE

52 members in attendance online

GUESTS IN ATTENDANCE

Ashton Hewson introduced the board of directors and special guests

CLA Past Presidents: Wayne Burgess, Erin Kishkan, Mike Geddes, Jason Brock, Amanda Matthews

Past CLA General Managers: Anne Burgess, Tessa Verbeek

CLA Board of Directors: Ashton Hewson, Carey Hirschfield, Travis Hunter, Tyler Stewart, Chad Homer, Michael Machan, David Lawrence

CLA Staff: Laura Ecklund, Jayme Smith, Sue Bygrove

Guest: Joe Epperly

Michael Machan discussed and observed a moment of silence

APPROVAL OF AGENDA

Moved by Wayne Burgess to approve the agenda as listed in the 2023 Annual Report

Seconded by David Lawrence

CARRIED

APPOINTMENT OF PARLIAMENTARIAN

Moved by Chad Homer to appoint Bryce Allan as parliamentarian

Bryce accepts

Seconded by Wayne Burgess

CARRIED

APPROVAL OF THE 54TH ANNUAL GENERAL MEETING MINUTES

Moved by Michael Machan to adopt the minutes

Seconded by Nancy Lawrence

CARRIED

PRESIDENTS ADDRESS

Read by Ashton Hewson

CANADIAN JUNIOR LIMOUSIN ASSOCIATION REPORT – presented by Taylor Annett CJLA Director

Taylor Annett summarized the report as printed in the Annual Report

- Participation of the CJLA board in the Stars Leadership Conference in Calgary AB
- Impact show had 64 exhibitors and 88 head of Limousin Cattle
- CJLA Scholarships awarded to Jocelyn Kennedy and Katie Brock

- CJLA Herd building incentive program announced in the fall, 6 recipients awarded prizes
- Thank you to outgoing director Cedar Hayne
- Thank you to outgoing President Kira Axley

Moved by Eric Boon to adopt the CJLA Report as presented

Seconded by Chad Homer

CARRIED

GENERAL MANAGER'S REPORT – Laura Ecklund

- Thanked Team, CLA staff, Contractors, Board of Directors & Executive
- Thanked Volunteers and members of the association
- Membership has increased, new CJLA members, aged out CJLA members now obtaining adult memberships
- WHE numbers are declining consistently over the last three years
- Registration numbers down, WHE number are more than registrations, important to register these calves, increase our significance in the breed reporting to the government, also important to record every calf born for the dams production records
- Transfer Incentive draws (x4) – all commercial buyers entered into the draw, first winner FULL TILT FARMS Sedgewick, AB Limousin tag gift card awarded
- Tag buyer Incentive draw (x4) – anyone that purchases Limousin tags entered into the draw, first winner CHERWAY LIMOUSIN Sanford, MB \$75 Limousin Swag awarded
- Membership Survey Overview
 - CLA staff courteous and friendly and extremely helpful
 - Association does a nice job of providing tools to market Limousin
 - Importance of Transferring cattle, 18.5% do not transfer animals
 - Understanding of CLA Bylaws - 10.9% never read, 16.4% has limited understanding, 38.2% fair, 32.7% good
 - Breed Improvement efforts – 44.2% Satisfied, 7.7% Very Satisfied and 9.6% Dissatisfied
 - Satisfaction with CLA Advertising efforts – 51.9% satisfied, 11.1% Very Satisfied and 9.3% Dissatisfied
 - New branding will be discussed by Jill Renton to help promote advertising
 - When members were asked, 69% said they are not willing to join a committee of the board
- Members rewards program, Sue Bygrove working on this program
 - Marks Commercial Discounts
 - Norheim Ranching
 - Travel Discounts
 - Will be an evolving program, if any members have partnership ideas please bring forward
- Promotional items available to purchase
 - Clothing ordered from Nutec of North Battleford, SK
 - Smaller items in stock at CLA office to order
- CCIA tags – order through CCIA directly
- Call for WHY Limousin Quotes – members can send them in to the office for advertising purposes
- Limousin Forward program – 1000 head cut off, saving of \$10/head for 100K panel
- Do more agriculture, 4 hour workshop on mental health by Zoom, community funding paid for workshop. Thank you to Sue Bygrove for organizing.

- Impact show
 - Thank you to OLA for taking on show for second year in a row
 - Show will be held August 15-18th
 - July 5th Deadline for registration
 - Jackpot show being held again - DNA needs to be in to the lab by July 5th

Action Items

- Become an engaged member
- Buy Limousin tags
- Register all calves from WHE reported females
- Transfer papers
- Tell the Limousin Story

***Moved by Matt Zwambag to adopt the General Manager's report as presented
Seconded by Eric Boon
CARRIED***

LIMOUSIN BRANDING REPORT

Presented by Jill Renton – Gone West Media

- Shared video that will be on new website running in the background
- Shared Branding Kit
 - Limousin Logos
 - New colors for branding, why colors are important
 - New letterheads and documents
 - Stand up banners and print ads
- Explained the photography guidelines and reasoning behind them
- Shorter videos are key, under 1 minutes in length – easier for engagement
- Asked members to book her for content gathering for their farms/ranches and for CLA when she is on the road

FINANCIAL REVIEW REPORT – Michael Machan

- Financials are printed in the annual report
- Background on MNP, moved to them as auditors in 2022
- Efficient use of resources
- WHE numbers are down, major source of income for CLA, left us with a slight financial loss each year
- Member driven organization, open to feedback encouraged members to review and feedback on the financials, may not have answers right away but will get back to members with the answers
- How do we manage expenses
 - Reviewed monthly
 - Breed improvement had a fee increase
 - Contracts increase in fees
 - Digital Beef and IGS
 - Advertising allocated more funding as explained in Jill's presentation
 - More travel budgeting
 - Increased visual presence of the General Managers at member driven events

Limousin voice comments
Bull issue makes money
December issue loses money

- Investments
 - Mostly Bonds
 - Affected as interest rates fluctuate
- Annual report questions
 - Change in auditor means they have re categorized some of the line items
 - Advertising and promotions have new items grouped under this line item out of the other services line
 - Co-op advertisements
 - E-blasts
 - Promotional items
 - Bad Debt question
 - Board set policy on when accounts are written off, annually at the summer board meeting
 - Explained when we bill interest and place accounts on hold for overdue payments
 - Board set policy to review accounts, remove membership, clear off accounts by December annually
 - WHE deadline policy, members we cannot get a hold of we will remove them off WHE
 - Breed improvement increase in costs
 - NALF invoices for IGS increased fees each year and ICU evaluation
 - Bob Webber consultant cost has remained the same and is paid in Canadian dollars
 - Possible breed improvement efforts budget for next year
 - Limousin Voice financials
 - Eric Boon questioning difference in 2022 revenue
 - MNP changed line items showing differences in 2022 annual report as compared to 2023 annual report also reviewed 2021
 - Correct numbers are those listed in 2023 report

Moved by Bill Campbell to adopt the reviewed Financial Statements as presented.

Seconded by Dave Lawrence

CARRIED

APPOINTMENT OF AUDITORS

Moved by Eric Boon to appoint MNP as auditors.

Seconded by Amanda Matthews.

CARRIED

COMMITTEES OF THE BOARD REPORTS – CLA Board of Directors

Commercial Committee – Tyler Stewart

- TEAM Auction on August 23, 2024
 - Had a good visit with Jason to discuss this sale
 - Call Jason (TEAMS) or Tyler Stewart for more information
 - Can check out how it runs every Friday's sale
 - Every province will have a representative

Representatives will come picture/video cattle for the sale

Online timed auction

Members set delivery time and weights and terms

Question about where it will be in Canada, will be available coast to coast. They have TEAM representative in all provinces so everyone can participate

Question about Bylaw booklet, could there be a pocket size booklet to make things more accessible.

There will be a new membership handbook sent out to all members that will include the bylaws in them.

National Show and Sale Committee- Wayne Burgess/MacArthur Kowalchuck

- Wayne Burgess had technical difficulties so could not present
- MacArthur presented what he had knowledge of
 - Thursday, November 7 at 9am
 - Garth Rancier will be the Judge
 - There will be a banquet this year
 - Farm fair 50th Anniversary multi breed sale
 - Trying to get a few of each breed into this sale
 - Contact Bohrsens Marketing for more information on this

PERFORMANCE DATA PRESENTATION – Joe Epperly

- Explained performance data from a ranchers point of view
- EPD's are unbiased, there are contemporary groups and performance data
- Phenotype=genotype x environment
- Need to treat contemporary groups correctly
 - Try and make as big of group as possible for best consistency of data
 - Build your contemporary groups at conception
 - Define your goals
 - Sire selection = largest influencer
- Lack of participation = lack of results
- Sophisticated approach to data
 - Using hoof tape/scale/estimate shows different accuracies
 - Keep things consistent if you use hoof tape do that with all calves same year
 - Keep birth ease consistent and simple
 - Keep udder scores simple in the field and then translate them in the data entry
- Try and limit data to scales for more accuracy and consistency
- Third party management data
 - Upload to Excel files
 - Digital beef is an asset to data management
 - Herd track mentioned
- Set yourself up for future success- other performance data to collect
 - Carcass Data
 - Hair Shedding
 - Cow weights
 - Breeding and Pregnancy Data
 - Feet
 - Feed Intake
 - Genomics

- Weaning weight
 - Important data
 - Do not measure yourself against others
 - Huge value to EPD's, get data for all other EPD's from this information
- Yearling Data
 - Post weaning gain
 - Shows how well they gain post weaning
 - Timing of weights is important based on weather, eating, water, etc
 - Good management to get scrotal measurements yourself before vet is out
 - Docility, good to get this after they leave the chute to see how they react
 - If you are only scoring the 1 and 2s then not worth recording, need to score them all
- Ultrasound Data
 - Best to get yearling weights a separate day
 - Heifers vs Bulls, bulls is more for sale information so done earlier, not always advantageous, Heifers a good selection tool, do them later at breeding time when more mature to get a good idea of selection and EPD information
- Holy grail is carcass data
 - US you can pay \$5-7 for carcass data back on individual animals
 - This data is more valuable than Ultrasound data
 - Good to finish out a few heifers and steers and even bulls to get this data

Question about Limflex and contemporary groups

Is it important to split them out?

Contemporary grouping should automatically split them off in Digital Beef

EPD is going to account for percentage anyways, leave them in and let the system split them out so you have a bigger group to compare

Question about docility

There is no advantage to recording docility since most herds are already a 1-2.

Challenge to get the data to be relevant, shows the success of improving docility of the breed

Ashton Hewson thanks Joe for his presentation.

2024 ANNUAL GENERAL MEETING

No AGM 2025 date set yet, poll out to see what members decide best approach to be.

Bryce Allen asked for a motion to accept director reports and committee reports.

Eric Boon concerned not all reports were read.

Comment from the directors- Presentation took time, touched base on the important reports, all other reports were written in the Annual report and online. Any questions please reach out to the chairs of each committee and they can answer them.

Moved by Amanda Matthews to adopt the committee reports as presented.

Jason Brock Seconded.

CARRIED

*Moved by Terry Hepper to adopt the director report as presented.
Jason Brock Seconded
CARRIED*

ADJOURNMENT

Terry Hepper motions to adjourn the AGM at 8:43pm MST.