



## 2025 Annual General Meeting Minutes

Thursday, May 29<sup>th</sup>, 2025 on Zoom

### CALL TO ORDER

Ashton Hewson called the meeting to order at 6:07 pm MST

### MEMBERS IN ATTENDANCE

46 online viewers

### GUESTS IN ATTENDANCE

Ashton Hewson welcomed members and thanked everyone for their time.

Michael Machan conducted the In Memorial (read the names of all those lost this past year, and observed a quiet moment of reflection

### APPROVAL OF AGENDA

*Moved by Wayne Burgess to approve the agenda as circulated.*

*Seconded by Michael Machan*

**CARRIED**

### APPOINTMENT OF PARLIAMENTARIAN

*Moved by Chad Homer to appoint Jason Brock as parliamentarian*

*Jason accepts.*

**CARRIED**

### APPROVAL OF THE 55th ANNUAL GENERAL MEETING MINUTES

*Moved by Travis Hunter to adopt the minutes as circulated.*

*Seconded by Michael Machan.*

**CARRIED**

Presentation: NALRF/SDSU Research on extended days on feed of Limousin and Angus Genetics Project

– Mark Anderson, NALF

- The North American Limousin Research Foundation partnered with South Dakota State University to study the “Effect of Extended Days on Feed on Growth Performance, Efficiency, and Carcass Characteristics of Steers and Heifers of Different Proportions of Angus and Limousin Genetics”

- The project started six years ago with a commercial herd of Angus cows in Montana bred to Limousin bulls. Progeny were sent to SDSU for the project. Cattle were harvested in 2024.
- Limousin showed advantages in feed efficiency with improved Dry Matter intake
- Larger Ribeye in Limousin
  - o Limo 15.39
  - o Limflex 15.11
  - o Angus 14.36
- Genomics has improved since this project started
- Read more about the project and the results here: <https://nalf.org/about-nalf/nalrf/nalrf-research-project-results/>

Thank you by Wayne Burgess

#### PRESIDENTS ADDRESS – Ashton Hewson

- Pinnacle View awarded Member of Distinction
- The mission of the CLA is to provide programs, services, technology and leadership to enhance the genetics of the Limousin breed, broaden its influence within the beef industry and to make our members profitable and sustainable.
- Acknowledged that website is not done, taking longer than expected
- Discussed passion in the breed across the country

#### CANADIAN JUNIOR LIMOUSIN ASSOCIATION REPORT – presented by Jocelyn Kennedy CJLA Director

Jocelyn summarized the report as printed in the Annual Report

- Introduced the CJLA Board of Directors
- 22 New members this year
- Participation by the CJLA board in the Stars Leadership Conference was well attended.
- Thank you to the Ontario Limousin Association for hosting the Impact Show in Lindsay, On with 73 exhibitors from 5 provinces and 112 head

*Moved by Jocelyn Kennedy to adopt the CJLA Report as presented*

*Seconded by Wayne Burgess*

**CARRIED**

#### GENERAL MANAGER'S REPORT – Laura Ecklund

- 2025 members- 315, CJLA 176 and 6,291 head on WHE
- Registrations and transfers are both down
- Limousin Forward Project officially ends on June 1, 2025. Thank you to all members who participated.
- Neogen Canada continued with their sponsorship of the 100K Jackpot Show at Impact

- Went over DNA collector costs
  - TSU \$35/10
  - TSU Applicator \$100
  - Hair Cards \$1
  - Additional cost on hair samples \$5/sample
  
- Presented the 2025-2028 Strategic Plan. This plan was created in consultation with a facilitator at the December 2025 in person board meeting. This strategic plan emphasizes the importance of building and promoting a strong, recognizable Limousin brand—one that reflects the breed's ability to earn a premium in the beef value chain. It's an exciting time to be part of the Limousin breed, and this plan is our guide for moving forward—together. The 5 core strategies of the plan are as follows:
  - Mentor leaders of today and the next generation
  - Maintain and expand relationships among members and other industry stakeholders
  - Embrace and develop new technologies to continually improve member services
  - Facilitate the value of genetic advancement and education
  - Build and expand the brand through marketing and outreach
- Mission: To provide programs, services, technology and leadership to enhance the genetics of the Limousin breed, broaden its influence within the beef industry and to make our members profitable and sustainable
- Vision: Limousin to be recognized as a beef industry leader in docility, maternal ability, calving ease, feed efficiency, and carcass yield

*Moved by Dave Lawrence to adopt the General Manager's report as presented*

*Seconded by Wayne Burgess*

**CARRIED**

#### Limousin Voice Presentation – Catherine Brown, Editor

- Thanked the Board, Wayne and Anne Burgess for the position as Editor
- The goal is to tell the Limousin story
- Currently operating at a breakeven. The printed December issue was operating at a loss and will be moving to an online issue only
- Limousin Voice Staff and Limousin Voice Steering Committee are meeting directly to discuss priorities and develop content
- Goals – meaty content, more down-to-earth science articles
- Remind Breeders of the Edge in the industry, brag, underline identity continually
- Exploring the name change to “The Limousin Edge” and will have a vote for members
- Expression of brand depending on communication strategy

- Brag on breed wins
  - o Requires breeder shared information
  - o Rely on Provincial organization updates

*Moved by Michael Machan to accept the Limousin Voice report as presented.*

*Seconded by Carey Hirschfeld*

**CARRIED**

#### FINANCIAL REPORT – Michael Machan

- Financials are printed in the 2024 annual report
- MNP auditors again for the fiscal year
- The decrease in WHE has left the CLA with a slight loss year over year
- Revenue for the year was \$313,388 and Expenses \$365,589
- Good news story with investments
- Little to no impact due to tariffs as of now
- Limited liabilities to assets 17:1 ratio
- With no income we could operate for 2 full years on the investment account
- Reviewed Income and Expenses line by line
  - o Loss of \$52, 201 which is improved from 2023
  - o Gain on investments, increased revenue to break even

*Moved by Michael Machan to adopt the reviewed Financial Statements as presented.*

*Seconded by Travis Hunter*

**CARRIED**

#### APPOINTMENT OF AUDITORS

- Appointed MNP for the 2025 year

*Moved by Matt Zwambag to appoint MNP as auditors.*

*Seconded by Wayne Burgess.*

**CARRIED**

#### COMMITTEES OF THE BOARD REPORTS – CLA Board of Directors

##### Commercial Committee – Travis Hunter

- Transfer Draws continuing this year. All animals transferred the buyer is entered in a draw for Limousin swag.
- Commercial Draws continuing this year.
- DLMS & Teams Limousin influenced sales scheduled for summer 2025
- Ontario Limo Influenced calf sale headed by Dave Lawrence will be held in October at Maple Hill
- Commercial member emails are always needed to add to the e-blast list

*Moved by Dave Lawrence*

*Seconded by Carey Hirschfeld*

**CARRIED**

#### Breed Improvement Committee – Chad Homer

- Read report
- Breed improvement may look different for every one
- Brought in Joe Epperly to help develop a maternal index. This index will be used in the Elite Dam Program and the 100K Jackpot Show. The index is focused on identifying females that have calving ease, docility, milk as well as growth and performance with a focus on sustainability

*Moved by Michael Machan*

*Seconded by Erin Kishkan*

**CARRIED**

#### Governance – Michael Machan

- Defined what Governance is and what it looks like for the association
- Development of the Strategic Plan
- Reviewed Neogen Contract
- Changes to the Limousin Voice staff with the Publisher and Editor
- Hardship Cases reviewed by the board
- Recruitment of new board members

*Moved by Michael Machan*

*Seconded by Amanda Hamilton-Seward*

**CARRIED**

#### National Show and Sale Committee- Wayne Burgess

- Explained what a National Show is and what it means for the breed
- CWA, Farm Fair, Brandon, RAWF are the shows that rotate hosting the National
- Emphasis on and increase prize money to attract exhibitors
- There have been no National Sales for the last few years
- Thanked the Alberta Limousin Association for hosting the 2024 National Show
- Ontario will host for 2025 at the Royal

*Moved by Wayne Burgess*

*Seconded by Travis Hunter*

**CARRIED**

#### Registry Committee – Chad Homer

- How to member guides available on the website for many registry and performance data collection topics
- 701X is the company that purchased Digital Beef. As of now the registry platform will remain as we see it now.
- Question came up on Double Polled on registry. This work should only be used as a marketing term and not on registration papers
  - o Ashton Hewson noted the question and said that this discussion will be moved to board level
  - o Not in the Bylaws stating Double polled

*Moved by Chad Homer  
Seconded by Murray Shaw  
CARRIED*

Promotions Committee – Carey Hirshfeld

- Thanked everyone in the meeting, encouraged them to join committees
- Explained and showed the online store for ordering
- What is available to purchase online and that some items will be available at CLA office
- Reminded everyone to tag them pink
- Will look into making sure mobile version works as well

*Moved by Caroline Hirshfeld  
Seconded by Wayne Burgess  
CARRIED*

New Business

- Eric Boon asked about the website – was told it was presented in Ashton Hewson’s report
- Amanda asked approximate timelines, no timeline
- The board acknowledged the delays with this project

Incoming Board Members

- Welcome to newly appointed Director Wyatt Dyck of Short Grass Limousin Swift Current, SK
- Returning Director appointed Terry Hepper Eden Meadows Farm Zehner, SK

Thank You to Outgoing Directors

- Wayne Burgess Venture Livestock Enterprises Ltd. Olds, AB
- Carey Hirschfeld Lazy A Limousin Cando, SK

2026 ANNUAL GENERAL MEETING

May 28<sup>th</sup>, 2026 6pm MST on Zoom

ADJOURNMENT

Matthew Zambag motions to adjourn the AGM at 8:31pm.