



2026 Annual General Meeting Minutes Thursday May 28, 2026 via Zoom

CALL TO ORDER

Chad Homer called the meeting to order at 6:00 pm MDT

MEMBERS IN ATTENDANCE

42 online viewers

GUESTS IN ATTENDANCE

Chad Homer introduced the board of directors

CLA Board of Directors: Ashton Hewson, Travis Hunter, Tyler Stewart, Terry Hepper,
David Lawrence, Wyatt Dyck

CLA Staff: Laura Ecklund, Jayme Smith

Welcome to members, past presidents and general managers

Ashton Hewson discussed and observed a moment of silence

APPROVAL OF AGENDA

Moved by Amanda Hamilton-Seward to approve the agenda as listed in the 2025 Annual Report

Seconded by Jason Brock

CARRIED

APPOINTMENT OF PARLIAMENTARIAN

Moved by Dave Lawrence to appoint Joost Van Der Heiden as parliamentarian

Joost accepts

Seconded by

CARRIED

APPROVAL OF THE 56 TH ANNUAL GENERAL MEETING MINUTES

Moved by Travis Hunter to adopt the minutes

Seconded by Terry Hepper

CARRIED

GUEST SPEAKER

Laura Ecklund, General Manager, introduction of guest speaker Dr. Charley Martinez from the University of Tennessee

Presentation: Eyes Don't Lie: the intersection of Visual Indications and Seedstock bull selection

- Examines how producers use EPD's and visual information when making breeding decisions

- The study found that producers who use genomically enhanced EPD's and percentile rankings are more accurate in evaluating bull quality with the production EPD's being the most used in selection process
- The study revealed that 97% of participants prioritized phenotype as their primary selection tool, while production EPD's were most used as breed indices were rarely utilized due to lack of understanding

Question period

Thank you for the presentation by Laura Ecklund

PRESIDENTS ADDRESS

Read by Chad Homer

- Historic limes in the cattle industry – demand and \$ is high
- Record setting bull and female sales
- Successful Impact show in Saskatchewan
- Good turnout at all shows – members showing up for the breed
- Wrapped up Limousin Forward project, members seeing the benefits of DNA to keep herdbook correct
- WHE numbers less of a decline than previous years
- Support from contractors, support staff, sponsors, and membership keeping the bred going

CANADIAN JUNIOR LIMOUSIN ASSOCIATION REPORT

Presented by Jocelyn Kennedy CJLA President Jocelyn summarized the report as printed in the Annual Report

- Thank you to breeders, families and supporters
- 20 new CJLA memberships in 2025
- Stars conference in Nova Scotia summary
- Impact show, 54 Exhibitors, 5 provinces, 35 animals in the Jackpot show
- Deadline of June 15 th for Herd Building Incentive program
- Highlighted the Junior workshop series
- CJLA Junior show this August 26-29 th in Walkerton Ontario
- Scholarship applications open in the fall
 - Two were given out last year to Taylor Annett and Shannon Gibson

Moved by Jocelyn to adopt the CJLA Report as presented

Seconded by Erin Kishkan

CARRIED

CJLA JUNIOR SHOW UPDATE

Dave Lawrence

- Campground and hotel information
- Corporate sponsors and banner sponsors required
- Support kids at the show with farm tours, beaches, wine and brewery tours to make it a holiday
- Registration is open, jackpot DNA Deadline at the lab is June 15 th
- Volunteers needed – reach out to Maddy Williams, Caden Martin or Laura Ecklund
- to get added to the list

- Erin Kishkan question on hotels, should be the Best Western Hotel that is blocked for rooms not Days Inn
- Coordinating with Maple Hill Auctions for any members that require early arrivals or late departures with pen space

GENERAL MANAGER'S REPORT

Laura Ecklund

- Membership is growing this year – members thank you for encouraging new members
- (190 members)
- WHE numbers declining, this year not as much as previous years
- WHE assessed many animals not being registered, remember to record and
- register calves to help count towards our national registry comparisons to other breeds,
- can dispose of them as they leave the farm
- Limousin Forward Project, 2427 animals tested
- Went over the DNA requirements chart, good to review it spring and fall
- Neogen updates – Zoetis purchase (lab, staff and genomic products)
 - Will transition later this summer
 - Historical samples being moved to the CLA office
- Digital Beef purchased by 701X
 - Will see transition over the next year
 - Improved usability features
 - 701X products and tags discussed, as well as herd management app
 - New Website complete
 - Demonstrated some of the features on the website

Moved by Carey Hirschfeld to adopt the General Manager's report as presented

Seconded by Matthew Zwambag

CARRIED

FINANCIAL REVIEW REPORT

Chad Homer on Behalf of Michael Machan

- Financials are printed in the annual report (reviewed them in discussion)
- Stable cash positions and decreased expenses in 2025
- Strong Investment performance

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

Seconded by Wyatt Dyck.

CARRIED

APPOINTMENT OF AUDITORS

Moved by Ashton Hewson to appoint MNP as auditors.

Seconded by Carey Hirschfeld.

CARRIED

COMMITTEES OF THE BOARD REPORTS

CLA Board of Directors

Commercial Committee – Travis Hunter

- 2025 highlights
 - CLA and Team Auctions for calf sale
 - Dave Lawrence – Maple Hill Auction Ontario calf sale
 - Medicine Hat Pen show
 - Forward Moving – Team Auction and Maple Hill Auction calf sale 2026
 - Transfer Draws – Buyers and Sellers entered in a draw, encouraging transfers

Moved by Terry Hepper to adopt Commercial committee reports as presented

Seconded by Amanda Hamilton-Seward

CARRIED

Beed Improvement Committee – Dave Lawrence

- Udder, teat and disposal codes updated to fit with BIF Guidelines
- Elite dam index is a work in progress, finalizing the Elite dam index against the Elite dam list before potentially implementing it in the next year

Moved by Colin Verbeek to adopt Breed Improvement committee reports as presented

Seconded by Laura Seward

CARRIED

Governance Committee – Chad Homer

- Involved in everything day to day
- Consultants, strategic plan, bylaw review and reform, committee support
- Replacement of retiring board members (7-9)

Moved by Jason Brock to adopt Governance committee reports as presented

Seconded by Carolyn Van Der Heiden

CARRIED

National Show and Sale Committee- Ashton Hewson

- 2025 Show in Toronto at RAWF November 5, 2025, with 82 Animals entered

Moved by Amanda Hamilton Seward to adopt National Show committee reports as presented

Seconded by Terry Hepper

CARRIED

National Show and Sale 2026 Update – Amanda Hamilton Seward

- Show will be held in Brandon Manitoba on October 29th or 30th at the Ag Ex
- Entries open in September
- Hotel attached to barn, has a block of rooms reserved for members book early
- Will make a Facebook post to update show date and hotel booking link
- Will finalize and announce details of the social event planned in conjunction with the
- 2026 National show in Brandon

- Sponsorship required, different levels available
- Terry Hepper Questionon Supreme, this will put you in Agribition supreme as well

Registry Committee – Terry Hepper

- New system to look forward to (701X)
- DNA online request – great improvements

Moved by Hannah Logan to adopt Registry committee reports as presented

Seconded by Laura Scott.

CARRIED

Promotion Committee – Dave Lawrence

- Unique Designs – E store open for 30-day periods
- Show vests available year round
- Pink tag – get them in the cattle ears

Moved by Matthew Zwambag to adopt Promotions committee reports as presented

Seconded by Wyatt Dyck.

CARRIED

Old Business

Chad Homer

- Double polled changed to polled now in the registry to avoid confusion
 - Rob Matthews discussed this was a great move
- Canadian Beef Breeds Council Membership – Laura Ecklund presented
 - Is there Value in CBBC membership at \$2000/year
 - Stopped participating in Sebin 2 years ago
 - Funding is not coming in a timely manner to make it worth while
 - Board decided value in CBBC no longer valuable so terminated membership 2025
 - Amanda Hamilton Seward comment, that the increase in 2025 from 2024 for this membership, Laura replied that fiscal for CBBC is June so paid in 2025 but did not pay for 2026 membership
 - Rob Matthews comment, he feels that CBBC is important and that it is a mistake to remove membership for \$2000/year. Chad replied that this decision was not made lightly that our level of representation was not there. And we can go back and revisit this if our needs are met. Rob commented that CBBC does import and export and that this is important. Laura replied that we do not have a voting seat at the table and that is affecting any decision making

New Business

Chad Homer

- Limousin Voice Status
 - State of pause, no path forward currently
 - We are not getting the value out of the magazine, new path forward required
 - Changes of staff and providers over the past few years have made things difficult
 - Time vs financial gain vs reach of viewer and value of advertising dollars
 - Thoughts and opinions welcome
 - Matthew Zwambag – understands the move and troubles, will miss the editorials and stories of members. Find another way to share this, eblast possibly? Need advertising methods to promote members' sales, etc.
 - Rob Matthews – Losing money on LV? He supports the magazine with advertising. Hoping to keep going, need this communication method. Chad answered that the financials are not positive on it. Lot of expenses, don't always break even. Need ideas to help it move forward or replace it with a more economical option. Rob states the breed needs to get behind this to help.
 - Ian Hamilton - 6 breed registry wise, how do we compare with the other breeds and their magazines? Laura commented that 1 person does the magazines in the office, reduced costs, lower print quality. Ian agrees with Rob that we need to get our voice out there or we will disappear.
 - Erin Kishkan – found value in the magazine, need this to stay connected and relevant. Some way somehow needs to get it done, she does not have a solution herself but believes is an important publication to keep the breed relevant. Asking someone at the meeting for a differing opinion.
 - Carry Hirschfeld – voice importance was not about how fancy it was, but about the information and the stories inside the magazine. Need to find a way to have the magazine move forward. Offer it to someone else to take over with a fresh set of eyes.
 - Eric Boon – good option would be to join Limousin 365, make a North American magazine. Take weight off board and association. Been 2 months since CLA announce the ending of the magazine, any feedback from members? Important to move along on this.
 - Chad responded about feedback from producers, certainly a need to have something as a breed so we do not disappear. Don't want to lose outward vision to the industry. Difficult decision financially and resource wise, but important to the membership so need to move forward.
 - Rob agrees to hook up with Limousin 365 to put out a Canadian Version.
 - Eric stated there are other advertising tools as well. Putting money out can be taxing to be supportive. Benefit to amalgamate them together to condense and get better reach. Good to combine with 365 on a national magazine and not separate magazine.
 - Shortgrass Limousin – is the voice not our only promotion to our commercial bull buyers? Goes to anyone that purchased a bull or female

in the last 3 years. It was the only mail out nationally, but only as good as the mailing list from transfers being completed.

Welcome to new and returning board members

Chad Homer

- Laura Scott – Spare Time Livestock, 3-year term by acclimation
- Chase High – High Cattle Co, appointed to 1 year term
- Dave Lawrence – 3 year returning member on his second term
- Always looking to recruit new board members and committee members, reach out to a current board member or to Laura in the office if interested

Thank you to outgoing board members

Chad Homer

- Ashton Hewson – Past president, end of 6-year term
- Travis Hunter – Treasurer and commercial committee member
- Terry Hepper – Appointed last year after his past 6-year term and 2015-17 president years

Thank you to members for attending the 57 th Annual Meeting

Chad Homer

- Thank you to Charley for his presentation
- Thank you for participating and your comments and questions
- 2026 AGM – enter the poll for an in person or online meeting

ADJOURNMENT

Erin Kishkan motions to adjourn the AGM at 9:10 PM MDT

Seconded by Rob Matthews.

CARRIED