

# Canadian Limousin Association Member Handbook

Welcome to the Canadian Limousin Association! We are so pleased to have you as a new member. Your Canadian Limousin Association is here to assist you, please feel free to contact us any time:



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This handbook contains essential information about the Canadian Limousin Association's policies, procedures, programs and services. The handbook is subject to change and these changes will always be made available on the CLA website [www.limousin.com](http://www.limousin.com). Forms can be viewed and downloaded for printing from the website under "Resources" or contact the CLA office and our staff can assist you with obtaining the appropriate paperwork for your given situation.

## THE CANADIAN LIMOUSIN YEAR

### January – April

Whole Herd Enrollment (WHE) deadline January 15<sup>th</sup>

February Limousin Voice material deadline January 25<sup>th</sup>

Annual membership and/or annual administration fees billed

Spring calving

Submit weaning data for fall-born calves and yearling data for spring-born calves

Preparation for sale catalogues, submit catalogue download requests to CLA

Bull congresses, bull sales, and open houses

### May – August

Canadian Limousin Association Annual General Meeting & Canadian Junior Limousin Association

**In order to receive services from the CLA in a timely manner, your account must be in good standing**

- The CLA requires annual membership and annual administration fees.
- In order to receive services from the CLA, your account must be in good standing. You may forward payment as you request services (cheque, cash or credit card) or you may leave your credit card information on file to keep your account current.

Impact Show & Annual General Meeting (July or August)

Annual Report is posted on [www.limousin.com](http://www.limousin.com)

### September – December

October Limousin Voice material deadline September 30<sup>th</sup>

December Limousin Voice material deadline December 1<sup>st</sup>

Fall calving

Submit weaning data for spring-born calves and yearling data for fall-born calves

National Limousin Show & Show Cattle of the Year qualifying shows

Female sales

Feeder calf sales

Order Canadian Limousin RFID tags before year end in order to have them ready for early calving

## REGISTERING ANIMALS

The Canadian Limousin Association maintains one of the highest standards in the world to preserve the integrity of all registered Limousin animals. Certification and registration is the backbone of the breed, and has a high impact on the value of Limousin genetics in the beef cattle industry. Animal registration data is not only key in maintaining value in seedstock genetics, but is also fundamental in the calculations of EPDs and accurate construction of pedigree lines. All cattle to be accepted for registration in the Limousin Herd Book must contain at least thirty-seven and one-half percent (37.5%) Limousin blood.

There are two options to register Limousin cattle:

### **Option 1 - Whole Herd Enrollment (WHE) DEADLINE JANUARY 15<sup>th</sup> ANNUALLY**

With the WHE program, members share equally in the cost of operating their association based on the number of females they have in production. Breeders are assessed a flat annual fee per breeding age female of \$25 (billed in two installments). The Whole Herd Enrollment program reports on each producing female. The WHE program has the most value if your “Whole Herd” is enrolled. Reporting on each and every female’s production is key to having genetic evaluation (EPDs) and management reporting be as accurate and meaningful as possible. Because it is a cowherd based program it allows reporting on things such as complete herd productivity and is the basis for development of various maternal EPDs such as mature height/weight, stayability and heifer pregnancy.

#### **WHE annual fee covers:**

- Registration for the natural calves (single or twin) born in the year for which the female is enrolled
- One transfer on the natural calf (calves) to follow the calf throughout its lifetime.
- One registration and transfer for one calf of an embryo donor dam. This registration is at the discretion of the enrollee of the dam.
- One transfer on the female to follow the female in the year it is enrolled. (This transfer is renewed each year that the female is enrolled)
- Participation in the International Genetic Analysis, and EPDs
- Online access to DigitalBeef registry system

Enrollment forms are sent to offline members in the fall, online users of DigitalBeef are expected to complete their assessment online. If you are a new member who has not previously registered cattle with the CLA, you may not have received your enrollment forms when they were mailed in the fall. Please contact the CLA office to request your females be put on WHE for the current year. If at any time, you purchase a female which has already been enrolled by the seller in the year of purchase you are not required to enroll her again. However, if you purchase a female that is not on the seller’s WHE, you will need to contact the CLA office to have the staff add this new purchase to your current year WHE inventory.

**If you have not completed your assessment/disposals by January 15<sup>th</sup> each year, all assessment age females will be enrolled for the current year.** Refunds are only given on enrolled heifers calving for the first time providing disposal information has been filed by the member both on the heifer and her calf. If you have heifers that this would apply for, return the registration certificate on the heifer with a request for the credit.

### **Option 2 – Registering without WHE**

If you do not wish to enroll your entire herd, you may register animals of your choice by using the application for registration form. However, it is important to know:

- Members NOT enrolled in WHE are subject to the paying the following:
  - o Non WHE registration; animals under six months of age \$75
  - o Non WHE registration; animals between 6-12 months of age \$100
  - o Non WHE registration; animals 12 months of age or older \$150

- Non WHE transfer of ownership \$20
- Your performance information will not be accounted for in the genetic evaluations
- You cannot use the online DigitalBeef registry system

**Note: It is of value to report all your calves to the CLA, including the ones you have no intention of registering such as the culls and calves that have died. This information has many useful applications in our breed's genetic evaluation. There is no cost to reporting information on calves you do not wish to register.**

## **COLLECTING PERFORMANCE INFORMATION FOR BREED IMPROVEMENT**

Actual performance information is essential to the genetic evaluation of your cattle, and the larger Canadian Limousin population. We advocate that all breeders collect as much data as possible, and that the data is accurate and submitted to the Association in a timely manner. Below you will find some key information to assist you with knowing what information to collect and when. If you are an online user of DigitalBeef you will not receive any paperwork to fill out, you will be expected to submit this data using the online registry system. If you do not work online the Association will send you the appropriate paperwork. Please note you will not receive weaning data sheets until your birth data has been submitted and you will not receive yearling data sheets until your weaning data has been submitted.

### **1) At Birth**

- **Birth Weight:** This information is used for the calculation of the birth weight EPD
- **Calving Ease:** U = Unassisted / Unobserved; E = Easy Pull; H = Hard Pull, M = Malpresentation; S = Surgical
- **Dam's Udder Score:** While this information is not included in genetic evaluation at the present time, the data bank is of great value for the future. See performance code sheet for scoring.

### **2) Weaning (100 - 310 days of age)**

- **Weaning Weight:** This information is used for the calculation of the weaning weight EPD
- **Calf's Temperament:** See performance code sheet for scoring. This information is the backbone of our unique Limousin docility EPD
- **Dam's Body Score:** See performance code sheet for scoring.

### **3) Yearling (270 – 500 days of age) Minimum 60 days post weaning**

- **Scrotal Circumference:** This information is important to secure accurate SC EPD.
- **Carcass Ultrasound:** Must be done by a certified technician and analyzed by an approved lab in order to be included in EPD calculation

## **When to Weigh?**

Do not weigh individual calves when they turn exactly 205 days of age (weaning) or 365 days of age (yearling). This will result in a series of groups comprised of one or two animals which is not valuable to compare animals against each other. Instead, pick one day to weigh all of your calves that fall within the age range listed above for weaning or yearling and submit that data to the Association. Once actual weaning/yearling weight is input the DigitalBeef registry system will run a series of calculations on the data you submit to generate a weaning weight adjusted to 205 days/a yearling weight adjusted to 365 days which are much more useful when comparing animals.

## **Management Groups**

We rely on you to determine management groups for your calves. Management groups are indicated by group number, i.e. # 1, # 2, etc. Each group indicates calves that were raised under different management conditions. Each group of calves that was treated differently/had a distinct management advantage or disadvantage from their peers should be in their own group(s). Calves that were sick, creep fed or raised in very different pasture conditions, should be placed in a separate group. It is important to indicate managements groups only, do not split calves up according to gender, age, etc. DigitalBeef will automatically do further divisions into proper “contemporary groups” once you/CLA staff input your

data. You are only indicating management groups, the CLA registry system will further determine contemporary groups. It is advantageous to keep your management groups as large as possible to give a better, true comparison between larger groups of calves. I.e. The calf that performed best out of 50 calves looks better than the calf that performed best out of 2.

### **Cut-Off Date for Data Submission in Order to Be Included in Genetic Evaluation**

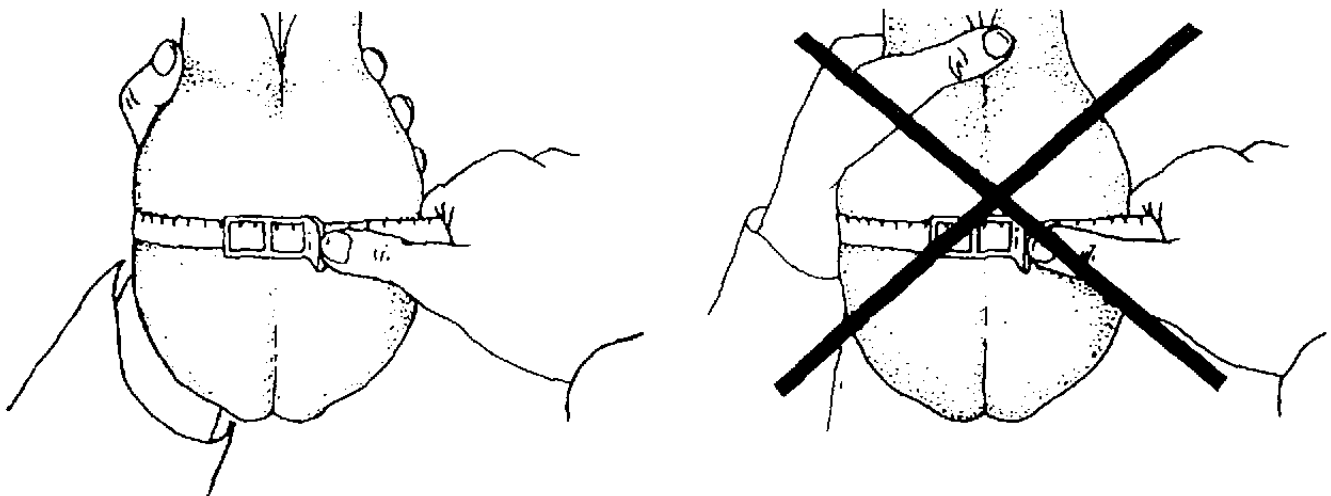
In order to have performance information include in the currently twice annual genetic evaluation performed by International Genetics Solutions (IGS), it must be in our office and error free by **June 1st** and **November 1st** of the current year. Please submit your information early to ensure that it can be processed by the cut-off date. In the very near future IGS will be running our evaluation on a **weekly** basis which will mean it will be essential for you to collect your data at the appropriate times described above and submit it immediately to the Association in order to be included in the evaluation. This will also mean that EPDs will soon be updating on a weekly basis instead of twice a year.

## **SCROTAL CIRCUMFERENCE**

Scrotal circumference is a trait which can be utilized to increase fertility in cattle since it is easily measured at a young age, is moderately to highly heritable (approximately 40 percent of observed phenotypic differences are genetic), and is favorably related to growth and reproduction. Research indicates that testicle size is an excellent indicator of age at puberty of a sire's daughters and is also related to seminal quality and quantity. This is not to say that Limousin bull should always be expected to have a scrotal circumference the size of all the other breeds. However, if we as breeders chose to ignore scrotal circumference as an issue, we will be doing an injustice to the breed in Canada. Whether or not you believe what research tells us, when you look purely from a marketing point of view, one of the main criteria a commercial bull buyer will use when selecting a bull is adequate testicular development. Given the economics associated with breeding females to calve by the time they are 2 years of age, something most of the commercial industry demands, seedstock producers must be concerned about age of puberty in the genetics they produce. Progressive Canadian Limousin breeders have made a concerted effort to increase scrotal circumference within the breed as they realize the importance of this trait.

**The Canadian Limousin Association recommended minimum requirements for registered Limousin bulls is 30 cm. scrotal circumference for bulls twelve months of age and 33 cm. for bulls 24 months of age.**

**Correct Method for Measurement of Scrotal Circumference.**



# TATTOOING CATTLE

Tattooing is a permanent identification required by the Canadian Limousin Association in order for animals to be registered. Animals should be tattooed before or at weaning and before applying for registration. No two animals can have the same tattoo. A complete tattoo consists of:

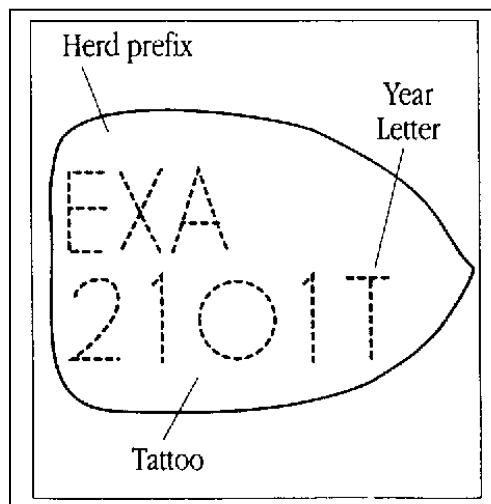
1. **Herd letters** (the unique 3-4 letters you applied for and approved by the Association)
2. **Herd number** (any 1-4 digit number, unique within the herd. An effective method of choosing this number is to assign the first calf born in a specific year with the number 1, the second with the number 2, etc.)
3. **Year letter** (for the animal's birth year, see chart below)

## Tattooing Procedure

1. Ensure you have the necessary equipment and that it is all in working order.
2. Sterilize the tattoo equipment with disinfectant so you don't spread viruses or diseases from one animal to another.
3. The animal needs to be properly restrained and unable to move its head excessively in order for the tattoo to be legible.
4. Be sure the ear is completely clean and free of wax and dirt which will prevent the tattoo paste from penetrating the skin. Clean the ear with a soft cloth and allow it to dry.
5. While the ear is drying, determine the appropriate tattoo for the animal's ear. Check each tattoo on a piece of cardboard before applying it to the animal's ear. Check for even perforations and replace characters that are dull or broken.
6. Liberally apply fresh tattoo ink to the letters and/or digits using the toothbrush.
7. Apply the tattoo between the ribs or cords of the right or left ear. Either ear can be used, but use the same ear each time and record the location as; "left ear", "right ear" or "both ears". When reporting which ear you tattoo your cattle in stand behind the animal facing the direction the animal is facing. Record any errors made on the application form as "Other Tattoo". Then re-tattoo the animal in the opposite ear with the correct information.
8. Close the jaws quickly and firmly and release quickly to avoid tearing the punctures. Use enough pressure to pierce the skin but do not use so much pressure that the ear bleeds excessively.
9. Use a generous amount of fresh tattoo paste, rubbing it into the holes made by the pliers. Use the toothbrush to thoroughly work the paste into the tattoo.
10. Check the tattoo to make sure it is readable. Record the tattoo and other relevant information in your record book. Remember only the owner or lessee of the dam at the time of calving can apply for registration of the calf. Therefore, if cows are owned by someone else, you must tattoo the calf with their herd prefix. This includes members of the family with separate memberships and other partnership cattle.
11. Clean the tattoo characters with a wire brush to remove hair, dirt and excess ink.

## YEAR LETTERS

2007 – T	2017 – E
2008 – U	2018 – F
2009 – W	2019 – G
2010 – X	2020 – H
2011 – Y	2021 – J
2012 – Z	2022 – K
2013 – A	2023 – L
2014 – B	2024 – M
2015 – C	2025 – N
2016 – D	2026 – P



## DNA TESTING

*You never know when you may need to do a DNA test on an animal. It is best practice to always collect hair from all animals, especially herd sires! Try to get in the habit of pulling hair on new herd sires before sending them out to pasture. If an animal dies, collect a hair sample before it's too late – you never know when you or a buyer of your genetics will need it and if you do not have a sample you could be faced with the disappointment of not being allowed registration of progeny, etc. Ensure you keep your samples properly labelled. Hair follicle samples can be stored for years at room temperature.*

### DNA Testing Requirements

The CLA bylaws and rules require DNA tests for the following:

- Sire verification for all walking bulls
- Sire verification for donor cows
- Parent verification and protoporphyria genotype on file for all AI sires (public sales of semen and in-herd use semen)
- Parent verification for all embryo calves and Fullblood animals
- As of January 1, 2015, all donor cows in embryo production, must have a protoporphyria genotype on file at the Association.

### DNA Testing Process

Please follow the below process for requesting DNA testing and sending your samples to the lab.

**EVERY EFFORT IS MADE TO ENSURE DNA TEST RESULTS ARE RETURNED IN A TIMELY MANNER. PARENTAGE VERIFICATION AND PROTOPORPHYRIA TEST RESULTS ARE RETURNED WITHIN 2 WEEKS OF THE SAMPLE ARRIVING AT THE LAB. HORNED/POLLED AND COAT COLOUR RESULTS ARE RETURNED WITHIN 6 WEEKS OF THE SAMPLE ARRIVING AT THE LAB.**

- 1) Please contact the CLA office to request DNA testing. Animals must be recorded in the CLA registry system Digital Beef before DNA requests can be completed. The CLA staff will need to know the tattoo number(s) of the animal(s) you are requesting DNA testing on. Please indicate whether you require sire verification only or parentage verification and any additional testing (protoporphyria, horned/polled, coat colour) you would like done. You can e-mail [limousin@limousin.com](mailto:limousin@limousin.com) or call 403.253.7309 to make your DNA requests to the CLA. Please let the CLA staff know if you require Delta Genomics hair envelopes to send your sample in. These can be mailed to you free of charge.
- 2) The CLA staff will generate a DNA application for genotyping for you and e-mail (or mail if you do not have e-mail) this to you. You will need to submit this along with the physical samples to the lab.
- 3) If you have not done so already, you will need to collect the DNA sample from the animal. It is good practice to collect DNA from all potential sires at the beginning of the breeding season. The most common and easiest form of DNA to collect and submit is hair follicles from the tail switch. The root ends contain the DNA, therefore samples are to be pulled not clipped. Clean the tail switch to remove any foreign material. Comb or brush the tail to remove any dead hair. If needed, wash clean and rinse with water. Wait for the tail to be

completely dry. The sample must be free of urine or manure. Dirty samples will not be processed as contamination will make the sample unfit for testing. Wrap approximately 5-10 strands of hair around a finger, about 2 inches away from the skin, and give a sharp pull. Inspect the hair to ensure that the follicles are attached. Hair strands without follicles do not contain DNA and cannot be tested. Repeat until you have obtained approximately 40-50 hair roots. Using a clean envelope (the CLA can provide you with Delta Genomics hair sample envelopes free of charge), place all of the hair roots at one end with the long strands pointing straight down. Secure the hairs together with adhesive tape wrapped approximately 1 inch from the follicles. Place the sample in the envelope and immediately seal to minimize contamination. Ensure that the envelope has been filled out with the appropriate information identifying what animal the sample came from. Hair from only one animal is to be placed in each envelope. If doing more than one animal, wash hands before starting on the next animal or use a clean pair of surgical gloves. This will reduce the risk of cross-contamination of the samples.

4) Place the application for genotyping (sent to you by the CLA) along with the identified hair sample envelope(s) in a larger envelope and send to Delta Genomics by regular Canada Post mail services:

**Delta Genomics, Suite 4244 TEC Centre, 10230 Jasper Ave., Edmonton, Alberta T5J 4P6**

5) Results will be automatically uploaded into the CLA Digital Beef registry system when they are available. If you are an online user you can view DNA results under the "DNA" tab on each individual animal's profile on Digital Beef. If you are not an online user please contact the CLA office to inquire about DNA results.

### **Sire or Parentage Verification**

Sire verification is required for all walking bulls and for all donor cows. Parentage verification is required for all AI sires (public sales of semen and in-herd use semen), for all embryo calves and for all Fullblood animals.

### **Protoporphyrin (Proto) Testing**

Protoporphyrin is a rare autosomal recessive genetic disease of cattle worldwide. Although rare, it is imperative that the Canadian Limousin Association ensure that Protoporphyrin status is recorded on the most prolific animals, therefore as of January 1, 2015, all donor cows in embryo production, must have a protoporphyrin genotype on file at the Association. All females flushed prior to this date are grandfathered into the rules.

### **Horned/Polled & Coat Colour Testing**

You can request horned/polled and coat colour testing through the CLA and the results will be reported into the Digital Beef registry system. A form has been sent to all CLA members that requires signature to allow the CLA to automatically report all homozygous/heterozygous results for all animals to the public via Digital Beef as well as automatically printing on registration certificates. If you choose not to allow automatic reporting there will be a \$5/head charge for each animal you decide to report results on so that everyone can see the results on DigitalBeef and the results print on the animal's registration certificate. You must contact the CLA office to request the release of individual animal's results.

### **Genotypes by Pedigree**

In general cases of simple recessive genes, when two homozygotes are mated together the resulting progeny will be homozygous for the trait. The Canadian Limousin Association uses this principle in regards to genetic abnormalities, color and polled traits.

a. Genetic Abnormalities: Progeny of animals that are designated as free of a genetic condition either by parentage or test are considered free of the condition in perpetuity due to the inherent low occurrence rate of those abnormalities in a population.

b. Qualitative Traits: Progeny of animals that are tested homozygous for qualitative traits (i.e. black coat color, polled) are considered homozygous by pedigree. Subsequent progeny of homozygous by pedigree and/or homozygous by test animals will be designated homozygous by pedigree for three generations.

a. Animals that are tested homozygous will be designated with a “T” (ex. Homo Black (T))

b. Animals designated homozygous by pedigree will be designated with a “P” and their generation (ex. Homo Black (P-1)). Homozygous by pedigree is dependent on the accuracy of an animal’s pedigree and the accuracy of the original tests in its pedigree.

### **What are gEPDs and what test should I choose?**

DNA is the carrier of genetic information in all cellular forms of life, and is made up of small units called base pairs. Cattle have approximately 2.8 billion base pairs and humans have roughly 3 billion base pairs. There are four types of DNA base pairs, represented by the letters A, T, G, and C. It’s the order of the bases that make up the genetic code. A SNP, or Single Nucleotide Polymorphism, is a change in one of these base pairs. SNPs are normal in both cattle and humans, and contribute to the differences in appearance of each individual.

We know that each calf inherits half of its DNA from the mother and half from the sire. DNA testing can allow you to verify parentage, develop Molecular Breeding Values, and contribute to genomically enhanced Expected Progeny Differences (gEPDs). gEPDs are very similar to traditional EPDs and are used in the same manner. The primary difference is that gEPDs are much more accurate early in an animal’s life than traditional EPDs. This gives breeders the opportunity to make better breeding and selection decisions when an animal is young as opposed to when it already has many offspring, which may also be breeding at this time.

In order to generate gEPDs, two things are needed:

1. The traditional EPDs. Proper measurements of the traditional EPDs leads to increased accuracy, which contributes significantly to the accuracy of the prediction equations used to generate gEPDs for a breed.
2. Low or High Density SNP genotypes. The SNP genotypes are transformed into Molecular Breeding Values (MBVs). MBVs are then blended with the traditional EPDs to create gEPDs. In the Canadian Limousin Association’s Digital Beef system, gEPDs are highlighted yellow.

SNP testing in cattle can be broadly classified into three categories based on the number of SNPs that are assayed: basic parentage, low density, and high density SNP genotyping.

#### 1. Basic SNP Parentage (95-120 SNPs)

- The Basic SNP Parentage assay is a very good tool for parentage verification and has approximately the same accuracy as a microsatellite parentage test.
- This assay does not collect enough information to be used for the generation of MBVs or gEPDs.

#### 2. Low Density SNP Genotyping (GGP-LD; 26,000 SNPs)

- The GGP-LD assay is an excellent tool for conducting SNP parentage verification and is highly accurate.
- The main advantage of the GGP-LD assay is that this information can be applied to the prediction equations for a specific breed to generate gEPDs at the lowest cost to the breeder.

#### 3. High Density SNP Genotyping (GGP-HD also called the Bovine 50K; 50,000 SNPs)



- The Bovine 50K assay is also an excellent tool for conducting SNP parentage verification and is highly accurate.
- Bovine 50K genotyping is used on highly prolific animals (i.e., AI sires, ET dams, and prolific herd sires) that contribute a great deal of genetic material to the entire herd through their many offspring. The Bovine 50K genotypes are used to develop the prediction equations for a specific breed's gEPD calculation. Furthermore, by including animals from their herd, the prediction equations become that much more accurate for the breeder since their animals are contributing to the development of the calculations.
- The Bovine 50K genotypes can also be applied to existing prediction equations to generate gEPDs on these animals.

Choose the test that reflects your needs as a producer. If you want to verify which bull is working overtime for you or sell progeny based on pedigree, then basic SNP parentage might be all you need. Going further, if you want to start incorporating genomics in your breeding plan, then a low-density test such as the GGP-LD is a good choice. If your business is breeding highly prolific animals, the Bovine 50K might do you the best service in terms of complete and accurate information. Which test you use depends on your on-farm breeding objective – this should help you meet your herd performance targets, and ultimately be based on profitability for the success and sustainability of your operation.

### **Transition from Microsatellite to SNP DNA Technology**

We are now done with the conversion of our DNA bank to SNP. SNP is a state-of-the-art DNA testing method that is preferred around the world. We were able to obtain some funding to convert animals in our historical bank. Now that the funding has run out, any leftover animals with DNA on file can be converted at the expense of the CLA member.

We have come across some animals whose sample was not suitable for conversion (not enough hair follicles in most case). The progeny of animals that cannot be converted to SNP, but needing parentage verification, will be subject to double testing. Double testing means that we have to run a first test to verify the parents under the old method (microsatellite) as there is no other option. Then we run a second test by SNP so this new animal is on par with the rest of the population with results by SNP.

### **Leptin Testing**

Leptin is a hormone that regulates feed intake, energy expenditure and whole body energy balance. A SNP in the Leptin gene has been associated with several economically important traits including milk production, weaning weight, backfat, marbling, quality grade, yield grade, dry matter intake, and days on feed. There are 3 Leptin variants:

CC (lean) animals have less fat and therefore, are less economically favourable

CT animals are economically intermediate

TT (fat) animals have more fat and therefore, are more economically favourable

The Canadian Limousin Association does not offer Leptin testing through the Association, however, the laboratory that independently offers these tests is listed below:

Quantum Genetix (GenServe Laboratories Inc.) 101 - 110 Research Drive, Saskatoon, SK S7N 3R3

# ARTIFICIAL INSEMINATION, EMBRYO TRANSFERS & FULLBLOODS

## Artificial Insemination

The Canadian Limousin Association requires a parent verification and Protoporphyrin genotype on file for all A.I. sires (public sales of semen and in-herd use semen). In the case of imported bulls and/or semen, it is the responsibility of the owner of the Canadian semen rights to ensure there is a DNA genotype on file with the CLA.

## Embryo Transfers

Embryo transplant calves will be registered on the same terms as natural or A.I. calves, but require parentage verification. Flush and implant records must accompany each application for registration on E.T. calves. If embryo ownership has changed prior to the birth of the calf, and the original owner of the embryo is no longer the applicant at registration time, an embryo transfer of ownership form must be properly filled out. This is a record of the transfer of ownership of individual embryos.

## Fullbloods

When registering fullblood calves you must contact the office to request parentage verification testing be completed. Once test results come back positively, the Association staff will upgrade the calves from purebred status to fullblood status.

## TRANSFER OF REGISTRATION CERTIFICATES

The added value of owning certified purebred stock is only achieved with the certified documents. When selling or purchasing a registered Limousin, transferring the papers is vital in preserving the integrity of the Limousin herdbook, as well as the value of the Limousin performance breed in the beef cattle industry. Please see page 35 of the by-laws for requirements of transferring animals.

## USE THE CLA ONLINE REGISTRY DIGITALBEEF

DigitalBeef is the CLA's online registry system. It is entirely web based, therefore you can access DigitalBeef from anywhere you have internet access, even on your smartphone. You do not need to download anything on your computer.

Anyone can search animals or ranches on DigitalBeef by going directly to [cla.digitalbeef.com](http://cla.digitalbeef.com) or the link from the CLA website. However, as a member of the CLA, you have free access to use DigitalBeef to complete your registry work online yourself. Some of the features of DigitalBeef include:

- Active animal herd management and disposal
- Whole herd enrollment female inventory maintenance and submission
- Transfer animals to buyers yourself
- Register animals, certificates will print in the next office mail out or select to not print certificates if you prefer
- Ability to record animals' performance information even if you have no intention of registering them
- Calving, weaning and yearling performance reporting
- Real time performance calculations including: adjusted weights, indexes and ranks
- Extended pedigree information
- Review DNA test results for parentage, horned/polled, coat colour, Protoporphyrin, etc.
- Download barnsheets for carcass ultrasound technicians



- Use as a herd management tool by recording breeding and animal health/vaccination/treatment information
- Full performance reporting and tools for generating numerous, customizable reports in Excel and PDF formats
- Evaluate your own genetic and data trends against the rest of the herdbook
- Set up potential matings between bulls and females to determine what the resulting EPDs would be under the current genetic evaluation
- Post cattle that are for sale in the “marketplace”, create a basic sale catalogue
- Review billing and account information

*Interested in becoming an online user of DigitalBeef to complete your registry work and keep track of your herd and account online?*

**In order to be an online user of DigitalBeef you must be on Whole Herd Enrollment and have a credit card on file with the CLA.** Please contact the CLA office to inquire about setting up your account. DigitalBeef is free to CLA members to use. The CLA staff will need you to choose a password when they set up your DigitalBeef account. It can be any combination of letters, numbers or characters. Your username will be your member number.

Written instructions on how to use DigitalBeef as well as instructional videos are posted online at:  
<http://limousin.com/digital-beef/>

Please call the CLA office at 403-253-7309 to inquire about becoming a DigitalBeef user.

## LIMOUSIN BRANDED RFID TAGS



The Canadian Limousin Association (CLA) is proud to have CCIA approved Limousin branded RFID tags available to assist both purebred Limousin breeders and commercial cattlemen using Limousin genetics in identifying and marketing their Limousin influence calves. The Limousin RFID tags are manufactured by Allflex and meet CFIA traceability regulations. They are distinguished by their unique pink coloured back with an "L" icon and Canadian maple leaf.

### Qualification Policy

Tag buyers must qualify under one of the following criteria:

- CLA members in good standing with active Limousin females
- Producers who have purchased CLA registered bull(s) whose ownership has been transferred in the last 8 years. One bag of 25 tags per bull is the commercial allotment.
- Proof of Limousin or Lim-Flex semen purchase
- Other qualifications may apply

See full details about this program and how to order at

<http://limousin.com/resources/limousin-tags/> or call the CLA office.

## NEWSLETTER & LIMOUSIN VOICE MAGAZINE

The Canadian Limousin Association publishes a monthly newsletter that is e-mailed to all members. It is essential that we have an e-mail address on file for you if you wish to receive this important correspondence. Please contact the CLA office if we do not have an e-mail address on file for you, or if you have not been receiving the monthly newsletter. You can view past newsletters on the CLA website at <http://limousin.com/resources/publications/>



The Limousin Voice magazine is published three times per year and each issue is mailed to nearly 2,200 addresses consisting of both CLA members as well as all commercial bull buyers from the past three years. This means the magazine is landing in the mail box of serious bull buyers from across Canada who have/are using Limousin genetics. The Limousin Voice magazine is a great means of advertising to your target customers, as 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 for you as a member, with informative and entertaining articles and columns. If ever you have a suggestion for content please contact the Canadian Limousin Association General Manager. All new members receive a 1 year complementary subscription to the Limousin Voice magazine. A Limousin Voice 1 year subscription is \$35 + GST in Canada or \$50 USD + GST for USA or international mailing addresses. For more information on subscribing to or advertising in the Limousin Voice magazine or to view past issues online go to: <http://limousinvoice.net/>

## CANADIAN JUNIOR LIMOUSIN ASSOCIATION

There are many benefits to becoming a CJLA member:

- Start your own Limousin herd, even if your family doesn't have Limousin you can still be a CJLA member!
- Opportunity to show your cattle at the CJLA National Impact Show
- Meet new people and make lifelong friends
- Apply for scholarships including the Australian/Canadian Limousin exchange!
- Join the CJLA Board of Directors, if you wish, and gain valuable skills and a great point to put on your resume



A Canadian Junior Limousin Association membership is a \$25 one time fee. If you are interested in becoming a Canadian Junior Limousin Association (CJLA) member please fill out a membership application or contact the CLA office for further assistance.

**#13, 4101-19 Street NE, Calgary, AB, Canada T2E 7C4**

**Phone: 403.253.7309**

**Toll-Free: 1.866.886.1605**

**Fax: 403.253.1704**

**Email: [cjla@limousin.com](mailto:cjla@limousin.com)**

**<http://limousin.com/juniors/>**

## WHAT DOES THE CLA DO FOR YOU?

**Advertising and Promotion:** The CLA is the main advertising source for Limousin as a breed in Canada. The CLA develops advertising campaigns as well as marketing initiatives to better position the breed within the commercial industry. The programs are based on a national level with support offered to provincial associations.

**Export Ready:** CLA is an active member of the Canadian Beef Breeds Council, and a promoter of the International Limousin Council, which hosts over 27 member countries. Health, safety and regulations are of utmost importance in maintaining integrity as a country of choice for exporters.

**Education:** Education and research efforts of the CLA are aimed at characterizing the genetic merit of the Limousin breed and improving the merits of those genetics over time to stay well positioned in the marketplace.

**Commercial:** The CLA works to enhance the communication efforts between membership and their commercial customers. Generating awareness of the breed by way of accomplishments, facts, statistics and a network of marketing opportunities are some of the CLA mandates in this area.

**Beef/Computer Alliance:** The CLA effectively networks with other key industry players to streamline common efficiencies while maintaining breed individuality.

**Breed Improvement:** CLA develops and offer genetic improvement programs and complete herd reporting systems which offer members the following benefits:

- benefits of pooled data
- reduced data bias and enhanced selection effectiveness
- potential to enhance product quality and maintain our Canadian advantage
- potential to improve production efficiency and thus capture higher margins
- potential to target specific markets
- enhanced genetic selection tools (EPDs and selection indexes)
- potential to interact and extract value from commercial industry records
- marketing tool

The beef industry is in a very aggressive and somewhat challenging environment and in order to excel one needs to be abreast of what direction they are going and what long term goals they intend to achieve. It is with continued support of the membership and its participants that the CLA is able to nurture and grow within this competitive environment.

## WHAT DOES IT REALLY MEAN TO BE AN ACTIVE CLA MEMBER?

### 1) Embracing Breed Improvement & Technology

The CLA breed improvement committee and staff work alongside highly qualified technical advisors to push the breed to be better and better. EPDs are a highly functional tool for selecting animals in the seedstock business. Ensuring accurate, reliable EPDs are the responsibility of the animal's owner, and of the membership as a whole. The accuracy percentage indicates how reliable the EPD numbers are on a given animal. An EPD with a low accuracy percentage has almost zero significance. It signifies that yes, these are the performance numbers, but one can only be a small percentage sure that they are accurate numbers. One way to increase accuracy percentages is to ensure you keep accurate records of, and register every progeny. This is where WHE is a highly useful and cost effective way to achieve accurate EPDs. Low or high density genotyping can also be an effective way to increase the accuracy of an animal's EPDs by making them genomically enhance (gEPDs).

## **2) Registering and Transferring Limousin Animals in the CLA Herdbook**

The technical definition of an Active Member is any breeder whom has registered an animal in the past 2 years. However, being active in the Canadian Limousin Association consists of so much more. Ensuring you are raising a quality Limousin product through parentage verification, careful analysis of EPDs, accurate record keeping, and effective herd management is only half of the battle. Being actively involved with the people in the breed and in the industry is an equally vital component to being a successful Active Member. Truly becoming an Active Member also encompasses the actions listed below

## **3) Attending Provincial and Canadian Annual General Meetings (AGM)**

All major decisions regarding the future and direction of the breed, and consequently the future and direction of your operations are made at the Annual General Meetings. As a paying member of the Association, your right to participate in such meetings are an essential part of running a successful seedstock business. Participation can be as involved as becoming a board of director, or as limited as simply voting. What is most important is that all CLA members fully understand the issues being voted on, and have equal right to play their role in shaping the breed's future. For more information regarding the AGMs, and how each member can participate, please refer to the CLA Constitution.

## **4) Staying Up-to-Date**

The Canadian Limousin Association provides various tools to keep all members up to date on all current events within the breed, the association bylaws, and within the industry. The Limousin Voice magazine, and the monthly newsletter are good resources to use to stay up to date on current events, what's happening with other breeders, gather industry information, and keep up to date with the latest in breed improvement and marketing measures within the Association. The CLA website is a good resource to also view current events, but more importantly, includes the entire CLA Constitution and By-Laws, as well as proposed by-law changes, and recent amendments. Staying up to date is key to being able to actively participate in the AGMs, and to have the tools to make a difference.

## **5) Communicating with the Association**

Communication is a vital part of Associations. The Canadian Limousin Association promotes active communication amongst its members. Below please find the contact information for all CLA staff as well as the current Canadian Limousin Association Board of Directors. Any questions, concerns, or comments are always welcome, and the staff is always happy to help with your registry needs.

### **Tessa Verbeek, General Manager**

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CLA Office: 403.253.7309 or toll-free 1.866.886.1605  
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### **Laura Ecklund, Registry/Member Services & CJLA Coordinator**

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