



CANADIAN LIMOUSIN ASSOCIATION NEWSLETTER

APRIL 2015

limousin@limousin.com

www.limousin.com

1.866.886.1605



Coming Events

Canada's Richest Youth Show
April 18
Olds, AB

Olds Spring Classic
April 19
Olds, AB

Youth Forum
April 24-25
Markham, ON

Quebec Limousin AGM
May 3
Drummondville, QC

Country Classic Jackpot Show
May 24
St. Josephburgh, AB

2015 LMAC Convention & AGM
May 28-30
Winnipeg, MB

BIF Convention
June 9 - 12
Biloxi, Mississippi

ALMA Future Fare
June 16
Calgary, AB

ALA Annual Field Day
June 20
Rolling Hills, AB

T Bar Invitational Golf Tournament
June 23-24
Saskatoon, SK

Summer Synergy
July 6-10
Olds, Alberta

Prince Albert Ex & SLA AGM
July 30 - Aug. 1
Prince Albert, SK

The screenshot shows the website's navigation menu with options: Association, Performance, Genetics for Sale, Events, Resources, Digital Beef, Juniors, News. A dropdown menu is open under 'Resources', listing: Order Limousin Tags, The Limousin Advantage, Breed History, Print Advertising, Photo Galleries, Publications, Forms.

The main banner features the word 'LIMOUSIN' in large red letters. Below it, the text reads: 'Branded Limousin ID Tags. The Canadian Limousin Association is proud to announce that a Limousin branded CCIA tag has been added to the government's approved tag list. If you used Limousin bulls last spring, order yours today by contacting the Canadian Limousin Association office.' A 'Learn More' button is present.

Below the banner are three service boxes:

- Submit calves for sale:** Marketing Limousin Calves this fall? List them on our website and contact the CLA for marketing assistance. 'Read More' button.
- Become a member:** The Canadian Limousin Association is a non-profit, member-owned organization. Become a member today! 'Read More' button.
- Search the Breed:** Search members, cattle and EPD look-up in the Canadian Limousin Association Herdbook. 'Search Now' button.

On the right side, there is an 'Upcoming Events' section listing:

- Windy Gable Limousin Open House 2015-04-11
- Encan de taureau de la Station Unique 2015-04-11
- Jaymarandy Bull Sale 2015-04-13
- Canada's Richest Youth Steer & Heifer Show 2015-04-18

 A 'See More Events' button is at the bottom.

The 'Latest News' section features an article titled 'Limousin Identification Now Available' dated 7 MAR 2015. The text states: 'The Canadian Limousin Association (CLA) is proud to announce that a Limousin branded CCIA tag has been added to the government's approved tag list.' A 'Continue Reading...' link is provided.

The 'Member Services' section includes a 'Member Log-In' field, an 'Access Now' button, and a list of services: 'Order Limousin Tags' and 'Submit Purebred Cattle for Sale'.

New CLA Website

The new CLA website was finally up on April 1. If you are an on-line registry user, you may access the registry system from the home page under "Member Services". Simply click on "access".

Limousin tags can be ordered from the website as well (Resources / Order Limousin Tags).

Identification Program Update

The tags inventories are now at the CCIA warehouses and orders are shipped within 24 hours of being received. The first orders landed in mailboxes in Ontario, Manitoba and Saskatchewan on April 9.

To date, well over 100 bags of tags have been purchased by Limousin genetics users across Canada.



Have you ordered your Limousin tags yet?



The Limousin Bull Sales have been very strong across the country. If you would like to share your sale results; averages, highlights etc, please post on the CLA [facebook](#) page.

CONGRATULATIONS TO ALL!!



David Bolduc President, Garner Deobald Vice President, Anne Brunet-Burgess Director, Bruce Holmquist Director, Roger Peters Director, Rod Remin Director, Stephen Scott Director, Rob Smith Director and Byron Templeton Director.



CANADIAN BEEF BREEDS COUNCIL HOLDS ITS 21ST ANNUAL GENERAL MEETING IN CALGARY.

CBBC's vision is to provide a unified voice in support of the purebred genetics provided within the Canadian beef cattle industry. Its mission is to ensure the continuity, growth and prosperity of the Canadian purebred cattle sector as an integral component of the Canadian beef cattle industry.

Its mandate is to support Canadian purebred cattle producers through service provision aimed at genetic improvement, animal health, extension services and information dissemination; promote Canadian beef cattle genetics both domestically and internationally by identifying market opportunities, facilitating access through timely intelligence and informing the commercial industry of the attributes of the Canadian beef advantage both at home and abroad; represent the purebred cattle sector to government by advocating effective policy, ensuring market access and enhancing competitiveness.

LIMOUSIN HEIFER RESERVE AT JR BEEF EXPO

Congratulations to Scott Barfett for exhibiting the Reserve Grand Champion overall Koyle Bar Hop 9B, at the Jr Beef Expo in London, Ontario.

The heifer is owned by Anchor B Limousin of Hanley, SK.



CLA COMMERCIAL LIAISON COMMITTEE PLANS AN EVENING SEMINAR IN ONTARIO

The Commercial Limousin Liaison Committee is planning a Cattlemen's Seminar for the evening of August 6 at Stratford, in conjunction with the Canadian National Junior Conference and CLA Annual General Meeting.

The event intends to bring Limousin seedstock, cow-calf, feedlot operators, and processors together for an evening of information and networking.

More details will be communicated later, but save the date and make sure to invite your bull buyers. All Limousin enthusiasts welcome!

SK LIMOUSIN ASSOCIATION AGM

The SLA looks forward to reviving a summer event in Saskatchewan in conjunction with the Prince Alberta Ex July 30-August 1. There will be a Limousin show and the SLA AGM at that time.

DNA AND PROTO TESTING REMINDERS

Make sure to collect a hair sample from your new herdsire before he gets turned out with your females. All natural service sires must be DNA tested in order for their progeny to be registered.

Did you collect in-herd semen? All A.I. sires, including in-herd semen use only sires, must PARENT-AGE verified to both parents and must be PROTO tested.

As of January 1, 2015, ALL embryo donor cows must be Proto tested.

THE DEADLINE TO SUBMIT SAMPLES FOR THE NEXT PROTO ROUND IS APRIL 30.

CANADIAN LIMOUSIN ASSOCIATION IS SEEKING A NEW GENERAL MANAGER

It is with regret that we announce that Anne Burgess has resigned from her position at the CLA, effective in May. Therefore the CLA Board is now seeking a replacement for the General Manager position. Interested parties may forward their resume to Brian Lee, CLA President, prior to April 24, 2015.



The Canadian Limousin Association (CLA) is a non-profit, member-owned organization. Our primary function is to maintain the pedigree herdbook of Limousin cattle in Canada. We are committed to the betterment of the Limousin breed by way of performance programs, research, education, advertising & promotion.

We are currently seeking a General Manager. The incumbent of this position will oversee all activities conducted by the CLA.

Main Responsibilities;

- Liaise between the Board of Directors, the CLA staff and the membership;
- Ensure the CLA by-laws and compliance with the Canadian Pedigree Act are observed;
- Manage all financial matters of the Association;
- Establish and execute a promotion and marketing plan for the Limousin breed in Canada and Canadian Limousin genetics outside the country;
- Oversee breed improvement activities such as data collection, research and genetic evaluations process;
- Collect and/or create the editorial content of the Limousin Voice magazine;
- Offer leadership and administration support to CLA committees and provincial Limousin associations;
- Represent the CLA at Limousin events, other beef industry organizations and functions.

Requirements;

- Strong understanding of the purebred cattle sector with passion for the Limousin breed;
- Leadership and self-starting abilities a must;
- Excellent communication skills in the English language, both written and verbal. The ability to communicate in French would be considered a strong asset;
- Excellent organizational and multi-tasking skills ;
- The ability to lead a team of volunteers as well as staff members;
- Flexibility to travel on a regular basis and work on weekends when required;
- Experience with member owned for non-profit organizations and Board of Directors also considered a strong asset;
- Bachelors degree or diploma or equivalent relevant work experience.

The Canadian Limousin Association is currently located in Calgary, Alberta, however this position may be conducted from a different location in Canada.

If you are interested in this career opportunity, please send your resume and a cover letter stating your salary expectations, prior to April 24th to:

Canadian Limousin Association

Brian Lee, president

hmacsand@hotmail.com

While we thank all applicants for their interest in a career with the Canadian Limousin Association, please note that only those individuals selected for an interview will be contacted.