



2018

Annual Report



Canadian Limousin Association
50th Annual General Meeting

Saturday, July 20, 2019
Saskatoon, Saskatchewan



Erin Kishkan
President

2	President's Report
3	Board of Directors
4	Staff & Service Providers
5	2019 CLA Annual General Meeting Agenda
6-9	Minutes of the 2018 CLA Annual General Meeting
10-18	2018 Financial Report
19	General Manager's Report
20	Canadian Junior Limousin Association Report
21-22	Genetic Consultant Report
22	Commercial Committee Report
23	National Show & Sale Committee Report
23	50th Anniversary Committee Report
24-25	Award of Distinction
26	Masterfeeds Show Cattle of the Year Awards
27-28	Elite Dams
29-30	Elite Herds
31	Advertising & Promotion
32	Limousin Voice Magazine
33-34	Canadian Beef Breeds Council Report
34	British Columbia Report
35	Alberta Limousin Association Report
36	Manitoba Limousin Association Report
37	Ontario Limousin Association Report
38	Maritime Limousin Association
39-40	Saskatchewan Limousin Association Report
41	Quebec Limousin Association Report
42	Rapport de l'Association Québec Limousin
43-44	2018 Registry Statistics

It has been an honor serving the Canadian Limousin Association as president for the second year. The relationships I have built and the support I have felt have been invaluable in my CLA journey and I thank each of you for that.

I was very excited to be a part of some new and exciting changes with the association in 2018 including the new face of the Limousin Voice. Since changing publishing companies Limousin breeders have been hearing nothing but praise and rave reviews about the new look! It is now the envy of other breed magazines throughout North America and every advertiser from page 1 to page 90 should be proud to be a part of such a prestigious publication.

2018 was also the first year we implemented the new mail in voting system for electing directors. With a 10% increase in membership voting, I think we can say it was a resounding success! Congratulations to returning directors Mike Geddes and Matthew Heleniak, and new director Amanda Matthews-Haywood.

"It is our responsibility to be champions of our breed, to support one another, and to be truly excited about Limousin"

In July I was fortunate enough to attend the International Limousin Congress in Denver, Colorado to represent the Canadian Limousin Association alongside Tessa. It was a great experience filled with lots of Limousin fellowship. I was only able to attend the 5 day agenda, but went on some great tours, saw lots of great cattle, but most importantly made some excellent international contacts for our breed. Canadian genetics are extremely sought after on the international stage and we can be proud of what we have to offer.

Immediately following my USA tour I jetted off to Nova Scotia for the CJLA Impact show and CLA AGM. That experience was nothing short of amazing. I am so proud of our juniors and how well they represent our breed, but more importantly, our breed's future! Very refreshing to see how enthusiastic these young people are about Limousin, and how supportive our breeders are of them.

Thank you to all the volunteers, sponsors, exhibitors, parents, and breeders who helped make that show such a resounding success. A special thank you to Balamore Farms for hosting and putting on such a prestigious event!

With such a successful fall show and sale run, I couldn't be more excited with the successes and much deserved recognition our breed is receiving. From premium pricing at the auction mart to Supreme Champion wins in the show ring, Limousin is being appreciated for the superior terminal and phenomenal maternal traits that we have always known and loved about our breed. You as breeders should be proud of the product that you are offering this industry and know that your clients are happy. That bonus on their calf cheque will certainly solidify their decision to use Limousin, and will no doubt tempt their neighbors to consider switching!

With the 50th Anniversary of Limousin upon us, I am thrilled to be celebrating with enthusiasts from across the country in 2019. Coming off another banner year, Limousin will again be in the spot light and what a great opportunity for breeders to take advantage of all the extra promotion.

Some of the provincial associations have huge celebration events planned that promise to go down in the history books. Mark your calendars for those as this will be your opportunity to connect and reminisce with Limousin enthusiasts from across the country. It is our responsibility to be champions of our breed, to support one another, and to be truly excited about Limousin. Be grateful for the progress that our breeders have made in the last 50 years, and for the road that has been paved for new and up coming breeders.

I have said it before, but this business is so much about the people; the incredible comradery we have built in the Limousin breed is second to none. We have some of the best and most progressive cattle breeders in the industry and we need to be proud of that and celebrate every positive accomplishment our breed has made.

Cheers to 2019!
Sincerely,
Erin Kishkan

Board of Directors

Executive



Erin Kishkan
President
 4312 Highway 97 S
 Quesnel, BC V2J 6P4
 Tel: 250.747.3836
 Cell: 250.991.6654
 kishkan@quesnelbc.com

Term Expires: AGM 2020

Bill Zwambag
Vice- President
 181 Victoria St, P.O. Box 116
 Glencoe, ON N0L 1M0
 Tel.: 519.287.3219
 Cell: 519.494.9613
 bzwambag@execulink.com

Term Expires: AGM 2019

Cody Miller
Treasurer
 RR 1 Site 5 Box 3
 Westlock, AB, T7P 2N9
 Tel.: 780.801.0849
 Cell: 780.349.0644
 codymiller8@gmail.com

Term Expires: AGM 2020

Canadian Limousin Association
 #13, 4101-19 Street NE
 Calgary, Alberta T2E 7C4
 Tel: 403.253.7309
 Toll-Free: 1.866.886.1605
 Fax: 403.253.1704
 Email: limousin@limousin.com
 www.limousin.com

Hours
 8:30 am - 4:30 pm Mountain Time
 Monday-Friday from September to March
 Closed Friday's from April to August

Staff & Service Providers

Staff



Tessa Verbeek
General Manager
Limousin Voice Editor



Dallas Wise
CLA Registry/
Member Services



Shayla Chappell
CSA Registry/
Member Services



Laura Ecklund
CJLA Coordinator
& Interim General
Manager

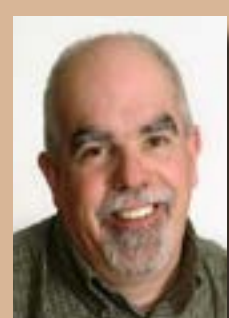


Doreen Claiter
CLA Registry/
Member Services

Service Providers



Rita Riccioppo
 Book Keeper



Bernard Doré
 French Member Liason



Bob Weaber
 Genetic Consultant



Limousin Voice Magazine
 Five Gallon Creative: Katie Songer, designer
 Tessa Verbeek, Editor



Registry System/I.T.
 DigitalBeef: Jim Bulger, programmer



Official DNA Lab of the CLA
 Neogen Canada



Advertising & Website
 Five Gallon Creative: Katie Songer

Directors



Eric Boon
 Box 181
 Lucky Lake, SK S0L1Z0
 Tel.: 306.858.2130
 Cell: 306.280.8795
 bbarcattleco@gmail.com

Term Expires: AGM 2019



Joe Cooper
 9036 HWY 2
 Great Village, NS B0M 1L0
 Tel.: 902.668.2004
 Cell: 902.893.0744
 j.cooper@baltimore.com

Term Expires: AGM 2019
 Eligible for re-election



Dan Darling
 RR 1 4172 County Road 25
 Castleton, ON K0K 1M0
 Cell: 905.375.4019
 dmdarling13@gmail.com

Term Expires: AGM 2020



Mike Geddes
 RR 1 21st Sideroad Fire 727502
 Clarksburg, ON N0H 1J0
 Cell: 519.375.6230
 Cell: 519.502.8864
 mike@topmeadowfarms.com

Term Expires: AGM 2021



Matthew Heleniak
 11 Robson Street,
 Norwich, ON N0J 1P0
 Tel.: 519.468.3617
 Cell: 519.537.1451
 matth@norpacbeef.com

Term Expires: AGM 2021



Amarada Matthews-Haywood
 Box 732
 Bragg Creek, AB, T0L 0K0
 Cell: 403.403.470.1812
 amandagracematthews@gmail.com

Term Expires: AGM 2021

Thank You Retiring Directors

The Canadian Limousin Association board of directors, staff, and membership thank the retiring Canadian Limousin Association directors, **Bill Zwambag** and **Eric Boon** who have both completed two three year terms on the board. We appreciate the time Bill and Eric have taken away from their busy operations to contribute to the betterment of the Limousin breed in Canada and the Association.

A dedicated board of directors is integral to a successful Association and we thank each of the directors for bringing their passion for the breed to the table.

Past Presidents of the Canadian Limousin Association

1970 - 71	Joe Hochhausen	1993 - 94	Don Stephenson
1972	Walt Shatto	1995 - 96	Lonny McKague
1973 - 74	Ted Godwin	1997	Harry Grant
1975 - 76	Alan Parke	1998 - 99	Lorne Bodell
1977	Jim Lore	2000	Jim Butt
1978	Jack Ward	2001 - 02	Martin Bohrsen
1979 - 80	Dale Barclay	2003	Tony Gosnell
1981	Don Matthews	2004 - 05	Rob Matthews
1982 - 83	Mel Gosling	2006 - 07	Gary Anderson
1984	Stan Cochrane	2007 -09	Jason Brock
1985	Clarence Ackert	2009 - 10	Michael Geddes
1986 - 87	Gerry Good	2010 - 11	Mary Hertz
1988 - 89	Mark Cressman	2011 - 13	Bill Campbell
1990 - 91	William Scriven	2013 - 15	Brian Lee
1992	Rob Garner	2015 - 17	Terry Hepper

2019 CLA Annual General Meeting Agenda

- Welcome, Call to Order – *Erin Kishkan*, President
- Guest Introductions
 - CLA Past Presidents
 - CLA Board of Directors
 - CLA Staff
 - Other guests
- Approval of Agenda
- Appointment of Parliamentarian
- Review and Approval of the 50th Annual General Meeting minutes
 - a) Business arising from minutes
- Announcement of Canadian Limousin Association directors elected by acclamation
- President's Report– *Erin Kishkan*, President
- Canadian Junior Limousin Association Report– *Laura Ecklund*, CJLA Coordinator
- Financial Report– *Cody Miller*, Treasurer
 - a) Appointment of Auditors
- 50th Anniversary Committee Report – *Mike Geddes*
- Commercial Committee Report– *Cody Miller*
- National Show and Sale Committee Report – *Dan Darling*
- Interim General Manager's Report – *Laura Ecklund*
- New Business
- Recognition of Outgoing Directors
- 2020 Annual General Meeting Location
- Adjournment

Minutes of the 2018 CLA Annual General Meeting



CANADIAN LIMOUSIN ASSOCIATION MINUTES OF THE 49th ANNUAL GENERAL MEETING Friday, August 3, 2018 Great Village, Nova Scotia

CALL TO ORDER

Erin Kishkan called the meeting to order at 2:40 pm

MEMBERS IN ATTENDANCE

25 registered voting members in attendance.

GUESTS IN ATTENDANCE

CLA past Presidents: Brian Lee, Jim Butt
Past CLA General Managers: Anne Brunet-Burgess
CLA Board of Directors: Erin Kishkan (President), Eric Boon (Vice-President),
Bill Zwambag (Treasurer), Terry Hepper (Past President), Joe Cooper,
Dan Darling, Matthew Heleniak, Cody Miller
CLA Staff: Tessa Verbeek, Laura Ecklund

APPROVAL OF AGENDA

Addition of CJLA Member Levy to agenda.

*Moved by Wayne Lawrence to approve the agenda as printed on page 5 of the AGM booklet with the addition of "CJLA Member Levy" to be added to agenda.
Seconded by Sue Butt.
CARRIED*

APPOINTMENT OF PARLIAMENTARIAN

*Moved by Brian Lee to appoint Jim Butt as parliamentarian.
Seconded by Robert Weppler.
CARRIED*

APPROVAL OF THE 48TH ANNUAL GENERAL MEETING MINUTES

*Moved by Wayne Burgess to approve the 48th Annual General Meeting minutes as presented in the AGM booklet on pages 6-12.
Seconded by Jonathan Bell.
CARRIED*

BUSINESS ARISING FROM THE MINUTES

No business arising from the minutes. All by-law changes made at 2017 CLA AGM have been approved by the Minister as per the Animal Pedigree Act and are in effect.

Minutes of the 2018 CLA Annual General Meeting

ANNOUNCEMENT OF CANADIAN LIMOUSIN ASSOCIATION DIRECTORS ELECTED BY MAIL-IN BALLOT

There were three (3) vacant director positions this year: Tim Andrew completed two full terms of three years, therefore was not eligible for re-election. Matthew Heleniak completed one three-year term and was eligible for re-election. Mike Geddes completed a one-year term and was eligible for re-election. Mike Geddes, Matthew Heleniak, Amanda Matthews-Haywood, and Jim Symens were nominated to the CLA board of directors. A mail-in ballot vote was conducted as per CLA 2017 Amended By-Laws. 26% of eligible CLA members cast a vote in the director election. This is approximately a 10% increase over last year's in person and proxy vote that took place at the 2017 AGM.

The individuals elected to serve on the CLA Board of Directors are:

- Mike Geddes, ON (three-year term)
- Matthew Heleniak, ON (three-year term)
- Amanda Matthews-Haywood, AB (three-year term)

PRESIDENT'S REPORT – Erin Kishkan

President Erin Kishkan delivered President's report as printed on page 2 of the AGM booklet.

*Moved by Erin Kishkan to adopt the President's report as presented.
Seconded by Carey Hirschfeld.
CARRIED*

CANADIAN JUNIOR LIMOUSIN ASSOCIATION REPORT – Laura Ecklund

CJLA Coordinator Laura Ecklund delivered CJLA report as printed on pages 24 and 25 of the AGM booklet.

- 2017/18 CJLA Board of Directors comprised of 10 board members from across Canada
- 79 juniors and 97 head registered for 2018 CJLA Impact Show in Great Village, Nova Scotia
- 2019 CJLA Impact Show will be held July 18-21, 2019 in Saskatoon, Saskatchewan

*Moved by Dan Darling to adopt the Canadian Junior Limousin Association report as presented.
Seconded by Wayne Lawrence.
CARRIED*

FINANCIAL REVIEW ENGAGEMENT REPORT – Bill Zwambag

Treasurer Bill Zwambag delivered Financial Report as printed on pages 13-22 of the AGM booklet.

- Kenway Mack Slusarchuk Stewart performed a review engagement once again for the year ending December 31, 2017.
- Current Assets \$840,822 in 2017 up from \$837,861 in 2016.
- Net Assets \$842,938 in 2017 up from \$839,830 in 2016.
- Revenue \$337,997 in 2017 up from \$328,424 in 2016.
- Expenses \$360,120 in 2017 down from \$368,613 in 2016.
- Excess (deficiency) of revenue over expenses (\$16,577) in 2017 up from (\$11,168) in 2016.
- Balance, end of year \$786,256 in 2017 down from \$802,834 in 2016.
- Cash, end of year \$38,603 in 2016 up from \$11,047 in 2016.
- Limousin Voice excess (deficiency) of revenue over expenses (\$8,364) in 2017 down from \$4,661 in 2016.

As printed on page 20 of AGM booklet under Marketable Investments heading: During the year, the Association withdrew \$20,000 (2016 - \$15,000) from marketable investments to fund operations. As at December 31, 2017, \$10,000 was deposited back into the marketable investment account.

*Moved by Bill Zwambag, to adopt the Reviewed Financial Statements as presented.
Seconded by Jay Bohrsen.
CARRIED*

Minutes of the 2018 CLA Annual General Meeting

APPOINTMENT OF AUDITORS

*Moved by Bill Zwambag, to appoint Kenway Mack Slusarchuk Stewart as auditors of the review engagement for the year ending December 31, 2018.
Seconded by Jim Butt.
CARRIED*

BREED IMPROVEMENT COMMITTEE REPORT – Eric Boon

Breed Improvement Committee Chair Eric Boon delivered Breed Improvement Committee report as printed on page 27 of the AGM booklet.

- Committee: Anne Brunet-Burgess (AB), Jeff Yorga (SK), Bill Campbell (MB), David Clark (ON)
- Breeder Handbook revised and available on CLA website along with links to further resources for breeders
- Idea for educational videos on various topics taken to CBBC Board
- Limousin field rep idea not viable at this time
- Genotype funding still available allowing members to genotype animals at 50% discount

*Moved by Eric Boon to adopt the Breed Improvement Committee report as presented.
Seconded by Sandra Othberg.
CARRIED*

COMMERCIAL COMMITTEE REPORT – Tessa Verbeek

In Commercial Committee Chair Tim Andrew's absence, CLA General Manager Tessa Verbeek delivered Commercial Committee report as printed on page 28 of the AGM booklet.

- Limousin pink RFID tag sales continue to succeed
- Ontario Commercial Tour in January 2018 was a tremendous success with a number of Canada's most prominent Limousin bull buyers attending
- Canadian Limousin Feeder Steer Challenge had entries from 14 contributors and the last of the entries will soon be harvested

*Moved by Cody Miller to adopt the Commercial Committee report as presented.
Seconded by Dan Darling.
CARRIED*

NATIONAL SHOW & SALE COMMITTEE – Cody Miller

National Show & Sale Committee Chair Cody Miller delivered National Show & Sale Committee report as printed on page 28 of the AGM booklet.

- 80 head of cattle from 16 breeders at 2017 National Show at Farmfair International
- 2017 National Sale at Farmfair International managed by T Bar C Cattle Co. included 12 2/3 live lots, 9 embryos and 1 flush with a gross of \$84,900 and live lots averaging \$5,157.85
- 2018 National Limousin Show & Sale will be held at Canadian Western Agribition. National Show judge will be Tyson Hertz, National Sale will be managed by Bohrsen Marketing Services.

*Moved by Cody Miller to adopt the National Show & Sale Committee report as presented.
Seconded by Eric Boon.
CARRIED*

CJLA MEMBER LEVY

President Erin Kishkan discussed the idea of adding a \$1 levy on each active CLA member to provide a source of funding for the CJLA as it is typically the same operations that are always financially supporting the juniors. General consensus from floor was that this was a good idea. Discussion included:

- Suggestion that perhaps \$20/member should be collected to give to CJLA Impact Show host committee each year

Minutes of the 2018 CLA Annual General Meeting

- Suggestion that specific dollar amount should be allocated to be given to show each year from a pot of money
- Suggestion to do a "donation ask" perhaps via mailed out letter to all members
- Discussed where collected money should be allocated (ie. Solely to CJLA Impact Show or spread out to other initiatives that 'non-show' juniors could benefit from)
- Discussed donation of scholarship dollars (perhaps in memorial, etc.)
- Discussed the level of interest for scholarships
 - 6 applicants for 4 scholarships this year
 - CJLA looking at offering a bursary for learning opportunities

GENERAL MANAGER'S REPORT – Tessa Verbeek

CLA General Manager Tessa Verbeek delivered General Manager's report as printed on page 23 of the AGM booklet.

- Current numbers as of July 2018: 355 Active & Lifetime Members down from 367 in 2017, 189 Junior Members up from 169 in 2017, 7,986 Females on WHE up from 7,967 in 2017, 174 DigitalBeef online registry system users up from 169 in 2017
- WHE has finally steadied and saw an increase this year
- Average number of cows assessed per member increased from 27.9 to 30 – first increase in many years
- Less than half of our paying membership actually registers calves
- Majority of members only registered between 1-5 head, only 3.7% of our membership registered over 100 calves in 2017
- In general, it is the number of members, not the number of head that determines workload and office expenses. However, it is the number of head, not the number of members that determines our income.
- Detailed overview of increases and decreases in income and expenses
- Overview of genetic evaluation, advertising and promotion, Limousin Voice, and Limousin tag program
- 7,225 individual tags sold since this time last year, over 30,000 total individual tags sold to date
- Limousin tag program uptake lacking in Quebec
- Limousin RFID tags mandatory in all 2016 and younger animals at all shows in order to qualify for show cattle of the year points
- Discussed what it really means to be a CLA member

*Moved by Erin Kishkan to adopt the General Manager's report as presented.
Seconded by Matthew Heleniak.
CARRIED*

PRESENTATIONS

Laura Ecklund – Tessa Verbeek presented Laura Ecklund with a gift to thank her for going well above and beyond her position as CJLA Coordinator for the 2018 CJLA Impact Show.

Joe Cooper – Tessa presented Joe Cooper with a gift to thank him, Carolyn and their family and staff for the substantial efforts they put forth to host the 2018 CJLA Impact Show.

Tim Andrew – Tim Andrew will receive a gift and thank you card from CLA at a later date to thank him for his years of dedication as a CLA Director.

2019 ANNUAL GENERAL MEETING

The 2019 AGM will take place in Saskatoon, Saskatchewan with the Canadian Junior Limousin Association Impact Show in July 2019.

ADJOURNMENT.

Moved by Carey Hirschfeld to adjourn the AGM at 4:53 pm



Independent Practitioner's Review Engagement Report

To: The Members of
Canadian Limousin Association

We have reviewed the accompanying financial statements of Canadian Limousin Association that comprise the statements of financial position as at **December 31, 2018**, and the statements of operations, changes in net assets and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Practitioner's Responsibility

Our responsibility is to express a conclusion on the accompanying financial statements based on our review. We conducted our review in accordance with Canadian generally accepted standards for review engagements, which require us to comply with relevant ethical requirements.

A review of financial statements in accordance with Canadian generally accepted standards for review engagements is a limited assurance engagement. The practitioners perform procedures, primarily consisting of making inquiries of management and others within the entity, as appropriate, and applying analytical procedures, and evaluate the evidence obtained.

The procedures performed in a review are substantially less in extent than, and vary in nature from, those performed in an audit conducted in accordance with Canadian generally accepted auditing standards. Accordingly, we do not express an audit opinion on these financial statements.

Conclusion

Based on our review, nothing has come to our attention that causes us to believe that these financial statements do not present fairly, in all material respects, the financial position of Canadian Limousin Association as at December 31, 2018, and the results of its operations for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

June 26, 2019
Calgary, Alberta

Chartered Professional Accountants
Chartered Accountants

2018 Financial Report

Canadian Limousin Association

Statements of Financial Position

As at December 31,	2018	2017
Assets		
Current assets		
Cash	\$ 109,663	\$ 38,603
Accounts receivable	39,946	42,013
Loan receivable	10,000	-
Prepaid expenses	13,155	14,948
Marketable investments (note 4)	670,103	745,258
	<u>842,867</u>	<u>840,822</u>
Equipment (note 5)	2,620	2,117
	<u>\$ 845,487</u>	<u>\$ 842,939</u>
Liabilities and Net Assets		
Current liabilities		
Accounts payable and accrued liabilities (note 6)	\$ 58,632	\$ 37,347
Member deposits	3,574	5,003
Deferred revenue	-	14,332
	<u>62,206</u>	<u>56,682</u>
Net Assets	<u>783,281</u>	<u>786,257</u>
	<u>\$ 845,487</u>	<u>\$ 842,939</u>

2018 Financial Report

Canadian Limousin Association

Statements of Operations

For the year ended December 31,	2018	2017
Revenue		
Whole herd enrollment	\$ 205,333	\$ 197,453
Lab services	58,773	57,221
Management services	57,246	-
Steer challenge contest	49,752	-
Grants	26,455	32,000
Memberships	24,415	24,700
Registrations	14,075	16,275
Other services	5,476	6,050
Transfers	3,040	2,997
Tag	1,307	1,301
	<u>445,872</u>	<u>337,997</u>
Expenses		
Salaries and employee benefits	173,372	123,118
Lab services	65,738	55,283
Steer challenge contest	49,752	-
Board	26,987	22,784
Breed improvement	25,342	18,416
Office and bank service charges	22,397	18,958
Travel	21,291	29,767
Computer programming	21,290	18,875
Rent	20,350	20,000
Advertising and promotion	18,167	20,007
Industry memberships	5,421	6,705
Telephone	5,025	6,700
Postage and courier	4,274	5,139
Professional fees	4,000	12,050
Insurance	3,033	1,368
Amortization	1,180	850
Tag	-	100
	<u>467,619</u>	<u>360,120</u>
Other income (expenses)		
Investment income	28,075	23,692
Unrealized loss on investments	(19,957)	(9,760)
Realized loss on sale of investments	(1,592)	(22)
Limousin Voice magazine, net (Schedule I)	<u>12,245</u>	<u>(8,364)</u>
	<u>18,771</u>	<u>5,546</u>
Deficiency of revenues over expenses	<u>\$ (2,976)</u>	<u>\$ (16,577)</u>

Canadian Limousin Association

Statements of Changes in Net Assets

Year ended December 31,	2018		2017	
Balance, beginning of year	\$	786,257	\$	802,834
Deficiency of revenues over expenses		(2,976)		(16,577)
Balance, end of year	\$	783,281	\$	786,257

Canadian Limousin Association

Statements of Cash Flow

For the year ended December 31,	2018		2017	
Operating activities				
Deficiency of revenues over expenses	\$	(2,976)	\$	(16,577)
Items not affecting cash				
Amortization		1,180		850
Interest reinvested		(1,632)		(2,055)
Realized loss on investments		1,591		22
Unrealized loss on investments		19,957		9,760
		18,120		(8,000)
Change in non-cash working capital balances				
Accounts receivable		2,067		10,986
Loan receivable		(10,000)		-
Prepaid expenses		1,793		(1,647)
Accounts payable and accrued liabilities		21,284		4,251
Members payable		(1,429)		1,104
Deferred revenue		(14,332)		14,332
		17,503		21,026
Investing activities				
Purchases of marketable investments		(192,760)		(196,471)
Proceeds on disposal of marketable investments		248,000		204,000
Purchase of equipment		(1,683)		(999)
		53,557		6,530
Increase in cash		71,060		27,556
Cash, beginning of year		38,603		11,047
Cash, end of year	\$	109,663	\$	38,603

Canadian Limousin Association

Notes to Financial Statements

December 31, 2018

1. Nature of operations

The Canadian Limousin Association (the "Association") is a not-for-profit organization incorporated under the Societies Act of Alberta. The Association was formed for the encouragement, development and regulation of breeding of Limousin cattle in Canada. It is incorporated under the Federal Animal Pedigree Act which imposes rules of conduct on the Association and its members acting as purebred livestock breeders.

The Association is dependent on its members to continue as a going concern. The Association is a not-for-profit organization under the Income Tax Act and as such is exempt from corporate income taxes.

2. Basis of presentation

These financial statements have been prepared in accordance with Canadian generally accepted accounting principles, specifically Canadian accounting standards for not-for-profit organizations ("ASNFP").

3. Significant accounting policies**(a) Measurement of financial instruments**

The Association initially measures its financial assets and liabilities at fair value.

The Association subsequently measures all its financial assets and financial liabilities at amortized cost, except for marketable investments that are quoted in an active market, which are measured at fair value. Changes in fair value are recognized in the statement of operations in the period incurred.

Financial assets measured at amortized cost include cash, accounts receivable, and loan receivable.

Financial liabilities measured at amortized cost include accounts payable and accrued liabilities and members payable.

Impairment

Financial assets measured at amortized cost are tested for impairment when there are indicators of impairment. The amount of the write-down is recognized in the statement of operations. The previously recognized impairment loss may be reversed to the extent of the improvement, directly or by adjusting the allowance account, provided it is no greater than the amount that would have been reported at the date of the reversal had the impairment not been recognized previously. The amount of the reversal is recognized in the statement of operations.

(b) Cash equivalents

The Association considers all investments with maturities of three months to be cash equivalents.

Canadian Limousin Association

Notes to Financial Statements

December 31, 2018

3. Significant accounting policies, continued**(c) Measurement uncertainty**

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent liabilities at the statements of financial position date and the reported amounts of revenues and expenses during the year. Actual results could differ from those estimates.

(d) Equipment

Equipment is recorded at cost. The Association provides for amortization using the following methods at rates designed to amortize the cost of the equipment over its estimated useful life. A full year amortization is recorded in the year of acquisition and no amortization is recorded in the year of disposal. The annual amortization rates are as follows:

Computer hardware	35% Declining balance
Computer software	20% Declining balance
Furniture and fixtures	20% Declining balance

The Association records a write-down when equipment no longer has any long-term service potential to the Association and its net carrying amount exceeds its residual value. The excess net carrying amount over residual value is recognized as an expense in the statement of operations. Previous write-downs are not reversed.

(e) Revenue recognition

Whole herd enrollment and membership fees are recognized in the year to which they pertain.

The international marketing reimbursement is recognized as revenue in the year in which the related expenses are incurred, unless the amount to be received cannot be reasonably estimated and collection is not assured.

Revenue for consulting, management services, and other services are recognized when the services are rendered.

Interest on marketable investments is recognized in the month it is earned.

Advertising revenue is recorded in the month of the issue. Payments in advance are recorded as deferred revenue and classified as a current liability.

Restricted contributions are recognized as revenue in the year in which the related expenses are incurred.

Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Canadian Limousin Association

Notes to Financial Statements

December 31, 2018

3. Significant accounting policies, continued**(f) Contributed materials and services**

The Association records the value of contributed materials and services when the fair value can be reasonably estimated and when the materials and services are used in the normal course of the Association's operations and would otherwise have been purchased.

4. Marketable investments

Marketable investments consist of mutual funds, equities, and provincial bonds. The provincial bonds earn interest at rates between 1.6% to 6.4% (2017 - 2.5% to 7.6%). These investments mature at various dates from July 2019 to July 2024 (2017 - March 2018 to February 2024).

During the year, the Association withdrew \$25,000 (2017 - \$20,000) from marketable investments to fund operations. As at December 31, 2018, \$15,000 was deposited back into the marketable investment account.

5. Equipment

	2018		
	Cost	Accumulated Amortization	Net Book Value
Computer hardware	\$ 39,610	\$ 37,789	\$ 1,821
Computer software	41,508	40,980	528
Furniture and fixtures	16,227	15,956	271
	\$ 97,345	\$ 94,725	\$ 2,620

	2017		
	Cost	Accumulated Amortization	Net Book Value
Computer hardware	37,927	36,809	1,118
Computer software	\$ 41,508	\$ 40,848	\$ 660
Furniture and fixtures	16,226	15,888	339
	\$ 95,661	\$ 93,545	\$ 2,117

6. Accounts payable and accrued liabilities

Included in accounts payable is \$2,686 (2017 - \$nil) of government remittances payable as well as \$9,979 (2017 - \$8,553) of administrative expenses to members of management and members of the board. These amounts are non-interest bearing, in the normal course of operations, and measured at their carrying amounts.

Canadian Limousin Association

Notes to Financial Statements

December 31, 2018

7. Contractual obligations

The Association has an agreement with a genetic consulting company to provide research and analysis of genetic data related to the Limousin breed. The agreement expires on April 30, 2019. Under this agreement, the Association is required to pay the company semi-annual retainer payments of \$7,500 CDN.

The Association has entered into a new lease agreement for the use of the office space in which it operates. The lease has committed the Association to make monthly lease payments of \$1,788 and it expires on November 30, 2021.

On November 1, 2017, the Association entered into an agreement with another association to provide consulting, member and registry services on their cattle. Under this agreement, the Association will receive an annual fee of \$25,000 in 2019 and 2020. The Association also receives a \$7 per head fee and associated travel costs. This agreement has committed the Association to providing these services until the contract expires on December 31, 2020.

8. Financial instruments

The Association's use of financial instruments and its exposure to risks associated with such instruments arises out of its normal course of operations and investing activities.

Credit risk

Credit risk is the risk that one party will cause a financial loss for the other party by failing to discharge an obligation. The Association is exposed to credit risk on the accounts receivable from its members. However, the Association has a significant number of members which minimizes concentration of credit risk. Its members are in the agricultural industry.

The Association has \$14,009 (2017 - Nil) of accounts receivable from another association, which represents 35% (2017 - nil) of total accounts receivable.

Market risk

The Association is exposed to the risk that the fair value of its marketable investments will fluctuate because of changes on public markets.

Financial assets

The carrying amounts of financial assets recognized in the financial statements consist of those:

	2018	2017
Measured at amortized cost	\$ 159,609	\$ 80,616
Measured at fair value	670,102	745,258
	<u>\$ 750,476</u>	<u>\$ 825,874</u>

Canadian Limousin Association

Notes to Financial Statements

December 31, 2018

9. Contributed materials and services

The Board of Directors volunteers their time to attend board meetings and represent the Association at events. Members also volunteer their time to organize and operate the provincial associations and represent the Association at events. Due to the difficulty of determining the fair value of volunteer hours, contributed services are not recognized in the financial statements.

Canadian Limousin Association

Limousin Voice Magazine

Schedule of Operations

Year ended December 31,	2018	2017
Revenue		
Advertising	\$ 94,785	\$ 75,405
Subscriptions	7,585	8,835
	<u>102,370</u>	<u>84,240</u>
Direct expenses		
Production	61,580	92,254
Editorial content	28,585	350
	<u>90,125</u>	<u>92,604</u>
Excess (deficiency) of revenue over expenses	<u>\$ 12,245</u>	<u>\$ (8,364)</u>

General Manager's Report

Canadian Limousin Association Members across Canada should be very proud of our accomplishments in 2018. We hosted a successful junior show that brought both junior and adult members together for a weekend of fun and laughter. That positivity continued into the fall as we saw the first Limousin Female, Greenwood PLD Ally 702A and heifer calf Greenwood Flick PYN 62F win supreme honours in the Alberta Supreme. 2018 was certainly an exciting time in the Limousin breed.

The CLA participates in numerous events throughout the year on your behalf to promote the Limousin breed and to support various areas of the beef industry. We are an active part of the Canadian Beef Industry Conference, Canadian Beef Breeds Council, Beef Improvement Federation Convention and the Livestock Markets of Canada Convention. We participated in the Commercial Cattleman's Tour held in Ontario as well as the International Limousin Congress in Colorado. It is important as a breed association to be involved in these events at an industry level.

It takes the talents of many people to run the CLA. I would like to sincerely thank the staff in the registry office, Dallas Wise, Shayla Chappell and Doreen Claiter. Thank you to our General Manager Tessa Verbeek for your support and leadership. I have the privilege of working with these ladies daily and feel fortunate to be on their team. We all enjoy our jobs and we enjoy serving you, our members. We are a busy association on the registry side of things and there is never a shortage of incoming work. We have appreciated your patience over the last few years as we learned to use Digital Beef and worked through the hiccups that came along with it. Digital Beef is a powerful software program and we are encouraged to see many of our members taking advantage of all that it offers. Please never hesitate to give us a call in the office if you have Digital Beef, registry or breed related question. Each one of us in the office comes from a cattle background and many of us have a family connection to the breed. We value you as an association member and want you to know that we are here to help you.

I would also like to thank another group of hard working people for their commitment to the CLA, the Board of Directors. Thank you for your time as we worked to restructure staffing for 2019 and for your trust in me as Interim General Manager for the year.

Submitted by Laura Ecklund

I would especially like to thank outgoing Director's Bill Zwambag and Eric Boon who have each served 6 consecutive years on the board. Bill held the position of Treasurer for many of these years and always had a keen eye in regards to our investments. Eric served as both the Vice President and CJLA Adult Advisor and took the lead role in creating the Donation Female Program for the CJLA. Serving on a national board is not an easy task, it is a significant time commitment and requires the ability to focus on the big picture of the CLA. Finally, I would like to recognize the work that it is done at a provincial level by our membership. Thank you to each of you who serve on a Show Planning Committee, dedicate time to organize Field Days, help with junior events and those that coordinate social media posts. This work is important and supports the founding mission of the association.

Raising cattle is as much about the cattle as it is about the people. As we celebrate the 50th Anniversary of the CLA I encourage you to recognize the people that built the breed and who are leading it towards the future. There is a reason each one of our members chose to get into the Limousin breed over the last 50 years-what is your story? The 50th Anniversary is a time to share those stories with each other and reminisce. Together we have accomplished great things over the last 50 years.

All the best,
Laura Ecklund
Interim General Manager



2018/2019 CLA Staff Members
Doreen Claiter, Laura Ecklund
(Seated) Dallas Wise, Shayla Chappell

Canadian Junior Limousin Association Report

Submitted by Jackie Wismer

2018 has proven to be one of growth, development, and expansion within the Canadian Junior Limousin Association. By selecting a group of young individuals, we have been able to plan and execute new ideas to develop and promote our breed. Made up of 7 members from across Canada the 2018/2019 CJLA Board consists of: Jackie Wismer (President), Samantha Kennedy (Vice President), Naomi Best (Secretary), Connor Rodger (Treasurer), Cheyenne Porter, Kaitlyn Davey, and Madi Lewis. Throughout school, farm life, junior shows, and work; there is monthly communication and meetings to ensure that the board is delivering opportunities that better the CJLA, the members within it, and those within the community. Every year these members volunteer their time to meet in person as well as outside of CJLA meetings to guarantee a successful and fun term.



CJLA Board of Directors
Madi Lewis, Cheyenne Porter, Connor Rodger, Samantha Kennedy, Jackie Wismer
Absent Kaitlyn Davey, Naomi Best

The CJLA was fortunate enough to open the 2018/2019 term with one of the best National shows yet! Members from across Canada gathered at the Cooper Family Farm to enjoy a week of fun, fellowship, and good cattle. The National Show saw 79 Junior members in attendance, 97 animals, and over one hundred Limousin friends and family members. From the Canadian Junior Limousin Board and Association members we would like to thank the Cooper family for kindly welcoming us into their home, providing second to none hospitality, and completing a vast majority of the work it took to run the show and coordinate that week's events.

Following a very successful, exciting, and educational National Junior the CJLA board was elected and began their 2018/2019 goals and projects of developing the Junior Association. We released a brand new logo this year designed by Connie Bablitz. It's great to have a fresh new logo to showcase our growing junior program. The recipient of the 2018 CJLA Scholarship was Nicole Scott of Oxford Mills, Ontario. Nicole along with her family operate Sparetime Livestock. She is currently studying Ag Production at Lakeland College. The Australia trip opportunity went to Megan Wynn of Belmont, Nova Scotia. Megan travelled for the month of August and attended the Ekka Royal Queensland Show. The CJLA is proud to offer both scholarships and travel opportunities to our members each year.

For the first time ever the CJLA was able to display our own heifer CJLA Foxy Lady at both Lloydminster Stockade Roundup and the Canadian Western Agribition in Regina. With the countless hours of help from both Eric Boon and the Porter family the CJLA heifer was able to make her mark in the show circuit and sell in the Solid Gold Limousin Sale at Canadian Western Agribition. The CJLA would like to send its sincerest thanks to B Bar Cattle for purchasing CJLA Foxy Lady 1F and hope that she fits well into your program and goes on to produce some outstanding calves. The money raised from the sale of the heifer goes directly back into the CJLA program. We would like to thank everyone who supported the CJLA throughout the year.



CJLA Foxy Lady 1F
Sold to B Bar Cattle for \$4,000 at the National Show and Sale



Bob Weber
Genetic Consultant

The 2018-2019 fiscal year was one of change and progress for the Canadian Limousin Association in the area of data recording, genetic evaluation and breed improvement. The long awaited deployment of single step enabled EPDs produced through the BOLT software at International Genetic Solutions (IGS) occurred with the release of new

EPDs in January 2019. The new system produces new EPD each week. Data submitted by CLA members flows through an automated extract to the IGS system and then upon completion of the evaluation new EPDs are returned to CLA via DigitalBeef software.

The improved data processing algorithms and models allow direct incorporation of the DNA marker information into the genetic evaluation and allow the genomics information to affect the EPDs of parents, offspring, half-sibs, full-sibs and other relatives up and down the pedigree. The current method only adjusts EPD of genotyped animals. The new single step process of using genomics, pedigree and performance data should hasten the rate of genetic improvement across the breed.

The single step methodology deployed in the IGS BOLT evaluation is the most technically advanced genetic evaluation system in the world. It utilizes either actual or imputed genotypes for all animals (~16 million head) in the evaluation to augment the pedigree relationship structures. It also fits a marker effects model for each trait using a subset of markers from the 50K marker panel selected for their association with variation in each trait. In addition to the inclusion of single step genomics, a number of trait model improvements have been made. Breeders will notice some changes in animal EPDs and rank due to these changes.

In general, the rank correlations between the legacy system and BOLT derived EPDs are high and CLA and NALF animals experienced the least change in EPD among the various breeds. However, there were a number of shifts in means that were of concern to CLA members and breeders. One of the biggest shifts was in Milk EPD.

While some of the change was anticipated given the differences observed in breed of sire means from the US-MARC data, high growth bulls moved down more than anticipated.

Over the last several months, CLA staff and consultant have worked to understand these shifts. It appears that many of them are associated with young bulls with very high weaning weight growth EPD and no or few daughters in production.

We've hypothesized that the negative genetic correlation between weaning weight direct and maternal is driving the downward shifts. Work to resolve this issue is detailed below.

CLA staff and consultant have been engaged in routine IGS conference calls and webinars over the past year working to continue improvement of the BOLT system. The IGS team issued a 'work order' improvement plan with the BOLT software vendor to address a number of issues and model updates. The next version of software used for the IGS runs will feature a number of model updates including some new variance components for a number of traits. Most notably the negative genetic correlation between weaning weight direct and weaning maternal (MILK) will go from -0.32 to zero. We believe this is having an impact on the outlier weaning growth bulls that don't yet (or have few) daughters in production. The software updates are expected to exit Beta testing in late Q2 of 2019.

Another improvement to the IGS BOLT system is deployment of a new reduced marker panel from a new SNP selection exercise. The current marker panel subsets will be replaced with a new subset selected to maximize gain in accuracies of predictions. The full 50K profile is not used as most of these SNP don't account for variation in any given trait. The new subset is updated based on analysis of ~195,000 animals in the IGS pool with genotypes. The new panel looks to do a much better job. Not surprising since we have more diversity within and across breed accounted for now. In the new subset selections ~2500-3500 of the best markers per trait are included in the evaluation. These vary by trait/evaluation. Eliminating the remaining markers reduces the noise they can generate through spurious relationships that can exist by chance in subsets of animals in the population.

A number of improvements in the genotype imputation pipeline are being implemented. Dr. Saatchi (IGS lead genomicist) is working to implement a new multibreed imputation strategy that should fix some of the problems we've observed in parentage checks for animals that are crosses of two or more breeds with parents that are predominantly purebreds of those different breeds. In some cases the parentage standalone tests confirms pedigree but these animals were removed when the parentage check is done utilizing their full genomic profile. Mostly this has affected LimFlex cattle in our populations.

The association's data recording software, DigitalBeef, continued its evolution during the year to further improve an industry leading performance data tool. A number of behind the scenes improvements were made to continue improvements in data processing and usability. Notably, the ratio computation for birthweights was realigned to match those published by NALF.

The genomics tools bring us full circle to the need for performance data submission. The genomics based tools are very powerful, but depend on performance records to identify the markers associated with favorable or unfavorable performance.

Submitted by Cody Miller

This year has been a great year for the Limousin breed within the commercial sector. We have seen a change in the Canadian beef grading system that has led the Limousin breed to be a leading choice for the commercial cattlemen, to increase yield and increase profits within their breeding programs and feedlots.

We have watched the commercial Limousin calf sales become stronger and stronger each year as the demand for the high quality Limousin steers becomes more and more prevalent. So continually helping the commercial cattlemen to construct large sets of calves to market will help to increase the premiums we are seeing on those calves.

An effective genetic evaluation system that provides reliable and robust genetic predictions is based on a broad sampling of the population (DNA samples) and broad phenotypic record collection.

Genotypes by themselves tell us almost nothing about the animals' genetic potential. Combined with the performance data, however, yields an incredibly powerful tool. Submission of complete contemporary groups (the best and worst calves in your herd) help sort out the successful or desirable genotypes from the poor ones. Reporting a broad range of data from calving ease, to carcass to cow longevity (via calf records) provides valuable information on the merit of potentials sire and dam candidates.

As we look forward to the coming year, let us each commit to redoubling our efforts to expand our knowledge of performance data reporting, genetic evaluation, the use of genomics tools and the implementation of profitable selection systems in the coming year. Let's each commit to using the technology available and our own ingenuity and determination to make Limousin cattle the best they can be!

Commercial Committee Report

The buyers are also showing a great respect and tendency to purchase calves with pink tags so working with the commercial cattlemen to ensure that we are working with the Limousin bull customers to market these calves.

As we move into 2019 we want to continue to drive the breed forward by working to ensure our commercial cattle are continually getting what they desire in genetic platforms that move their herds forward.

National Show

The 2018 National Show and National Solid Gold Limousin Sale took place November 22nd, 2018 during Canadian Western Agribition in Regina, Saskatchewan. The Limousin breed was well represented with 67 head from 16 breeders in British Columbia, Alberta, Saskatchewan and Manitoba. The quality was exceptional from top to bottom for Judge Tyson Hertz, Fir Mountain, SK to sort through.

Grand Champion Bull – RPY Paynes Dillinger 43D, exhibited by Payne Livestock, Lloydminster, SK

Reserve Champion Bull- HLCC DBB Flatliner 05F ET, Exhibited by Double B Cattle Co. and Hewson Land & Cattle

Grand Champion Female – Greenwood PLD Ally 702A & Greenwood Flick PYN 62F, exhibited by Greenwood Limousin, Lloydminster, SK

Reserve Champion Female – HSF Zena & Paynes Fascination 32F, exhibited by Payne Livestock, Lloydminster, SK

National Sale

Thursday evening the National Solid Gold Limousin Sale was managed by Bohrson Marketing Services.

The sale included 18.5 live lots with a gross of \$123,850 and the live lots averaging \$6,695. Thank you to all the bidders, buyers, exhibitors and sponsors who made the 2018 National Show and Sale a huge success.

High Selling Lot - Lot 9 – Greenwood Flick PYN 62F sired by Greenwood Canadian Made ET, consigned by Greenwood Limousin. Half interest was purchased by Nordal Limousin & Angus and Henry Michelson, Simpson, SK for \$15,500.

Thanks to all the exhibitors, spectators, volunteers & sponsors who made the 2018 National Show & Sale a great success. The 2019 National Show and Sale will take place at Royal Agricultural Winter Fair in Toronto, Ontario from November 1st to November 4th. The Limousin Sale will be held in conjunction with the Royal Elite Sale on Saturday, November 2nd while the National Limousin Show will be held on Sunday, November 3rd. Planning is well under way and we look forward to seeing everyone.

Ian & Bonnie Hamilton

Ian & Bonnie Hamilton presented with the 2018 CLA Award of Distinction

The Canadian Limousin Association is very proud to recognize Ian and Bonnie Hamilton of Amaglen Limousin from Darlingford, Man. with the 2018 Canadian Limousin Association Award of Distinction. We applaud them for their commitment and contributions to the betterment of the Limousin breed across Canada.

The Hamilton family has been in the purebred cattle business since 1935, originally with Shorthorns and is now five generations strong. Ian and Bonnie's journey into the Limousin breed began in 1982 with a bull and a heifer purchased from Hartley and Margaret Woodward of Bittersweet Farms. The Woodwards became mentors to them and the love of the breed and the Amaglen Limousin herd grew quickly from there.

The Hamilton's originally began marketing bulls through the Manitoba Limousin Association bull test station in 1983 then moved onto the Manitoba All Breed Bull Test Station in 1989 and continue to do so today. In 1991, Spring Valley Limousin bought Amaglen Canseco who was tied for high gaining bull. This was when their purebred business really took off. In 2003, Spring Valley Limousin came back and bought Amaglen Magnum who was the highest indexing bull at the Manitoba Bull Test Station of all breeds. This was a great accomplishment for Magnum as there were over 550 bulls at the station that year.

"Magnum was quite a bull," Ian remembers, "he also had the largest ribeye area on test."

Amaglen has had the highest indexing Limousin bull many times, the largest REA of all bulls on test several times and the highest selling of all breeds. Other highlights include the 1994 sale of a bull to Alta Genetics for Mexico. In 2000, Campbell Limousin bought their high indexing bull and in 2001 Anderson Limousin bought their high indexing bull. Both of those bulls were maternal brothers of Amaglen's matriarch dam, Amaglen Dam Fine. She is also the maternal granddam of the Magnum bull. The test station has been an excellent way to showcase the performance of their Limousin bulls and they have had many great successes there.

The Hamilton's have always been very proud to have a large base of repeat bull customers. Now even having some second and third generations of ranchers buying bulls. One of those long-time customers are Trevor and Melissa Atchison of Poplarview Stock Farm, who are now a second generation Amaglen customers. The Atchison's remarked, "You know that when Ian and Bonnie have selected bulls for your consideration from their calf crop, they will be best suited to your individual program."

*Submitted by Mike Geddes***50th Anniversary Committee Report****50th Anniversary Celebration Schedule of Events**

Friday November 1, 2019-

National Junior Beef Heifer Show (Showmanship)

50th Anniversary Banquet at the Chelsea Hotel

Cocktails 6pm meal 7pm

Saturday November 2, 2019

National Beef Heifer Show (Confirmation)

Royal Elite Sale featuring The 50th Anniversary

National Limousin Sale

Sunday November 3, 2019

National Limousin Show

Monday November 4, 2019

Junior Limousin Show

LimoLounge- this will be a place for breeders to network and socialize at the Royal in the cattle barn.

50 Steers for 50 Years- Follow the progress of these Limousin steers at twitter@RBroniek

All steers will be harvested and scored at Norpac Beef. The beef served at the 50th Anniversary Banquet will be from these steers.



50th Anniversary Merchandise can be viewed and purchased from OLA website.

Please call Emily Gibson 519 440 9907

Award of Distinction

It's easy to see why they are so successful with repeat buyers upon discussion with their peers. The same words keep coming up repeatedly; passion, integrity and quality. If you have ever toured the herd you will notice the animals are very quiet, something Amaglen has strived for. They have been recording docility on their animals since 1994, even before the CLA began doing it. It was that initiative that spurred Ian to join the CLA and to encourage the board to press forward into adding the docility trait as a recognized EPD and truly helping our breed grow into one of the most docile breeds. At Amaglen, they have tried to match every female's EPD traits to bull's traits to bring out a balanced EPD profile, no extremes, just balance. A true genetic equation – but along with this they always watch for good feet and structure.

The Hamilton's have always been very involved in the Canadian Limousin Association, Manitoba Limousin Association, Manitoba Bull Test, Manitoba Limouselles, 4-H, Manitoba Pool, Pembina Soil Crop Management Association, Credit Union board, church board, PTA, and their local Hospital Foundation, only to name a few. They have a deep commitment to their community both locally and the far-reaching community of the Limousin breed.

Those who have been lucky enough to tour their herd and get to know Ian and Bonnie personally know that this is a very well-deserved award that they are being honoured with. The qualities the Hamilton's possess are exactly those that one would be looking for if they were producing a breeder to work with. Top 1% for passion, Top 1% for integrity, Top 1% for kindness, and Top 1% for quality. They have truly been a breed changing herd. A large portion of the Amaglen herd was dispersed this past summer, however, many astute breeders purchased females and these genetics will be carried forward in those herds throughout Canada. Amaglen will continue to breed high quality genetics as Ian and Bonnie continue to work with their daughter and son in-law, Amanda and Clint Seward, and their granddaughters, Laura and Lillian, who are now the 4th and 5th generation, at home, in Darlingford, Man. Thank you and congratulations on all you have done for the Limousin breed.



N
A
T
I
O
N
A
L

S
H
O
W

Grand Champion Bull



RPY Paynes
Dillinger 43D

Exhibited by
Payne Livestock,
Lloydminster, SK

Reserve Champion Bull



HLCC DBB
Flatliner 05F ET

Exhibited by
Double B Cattle
Co. and Hewson
Land & Cattle

Grand Champion Female



Greenwood PLD
Ally 702A &
Greenwood Flick
PYN 62F

Exhibited by
Greendwoos
Limousin
Lloydminster,
SK

Reserve Champion Female



HSF Zena
& Paynes
Fascination 32F

Exhibited by
Payne Livestock,
Lloydminster, SK

C
H
A
M
P
I
O
N
S

Masterfeeds Show Cattle of the Year Awards

The Canadian Limousin Association is pleased to partner with Masterfeeds in administering the Masterfeeds Limousin Show Cattle of the Year awards, which are determined based on a points system.



Canadian Limousin Show Bull of the Year



ARLEY'S FLO
RIDA
Owned by Arley
Cattle Co./ Arcon
Cattle Co.

Canadian Limousin Show Female of the Year



LAZYA
DESIRE ME
Owned by Lazy
A Limousin/
Holle
Limousin

Canadian Limousin Show Sire of the Year



GREENWOOD
CANADIAN IMPACT ET
Owned b Greenwood
and Nordal Limousin &
Angus

Canadian Limousin Show Dam of the Year



PINCH HILL
ZUMBA 203Z
Owned by Pinch
Hill Limousin

Past Award of Distinction Honorees

- | | | |
|---|---|---|
| 1990: Lloyd Atchison
(CLA Distinguished Service Award) | 2000: Ron † & Marg Sangster
Mark Cressman & Simone Peta | 2007: Roger † & Anne Mawer
Hugh Filson |
| 1996: Allan † & Sammy Parke
Walter Shatto †
Ernie † & Wilma Tedford
Christina Baumann Massie
Jim & Ruth McBride
Norm & Joyce McNally | 2001: Angus Campbell
Frank & Darlene Edwards | 2008: Andre Lussier
Rob & Marci Matthews |
| 1997: Glen Powell †
Harald Gunderson †
Bill Perry | 2002: Don Matthews †
Stan & Pat Cochrane | 2009: Kym & Carole Anthony
Lorne & Flossie Bodell
Don & Lorna Downie |
| 1998: Mickey Collins †
Jeanne & Ray Locke †
Wilbur & Melva † Stewart | 2003: Ben & Kathryn Plumer †
Bill & Marg † Karwandy
Jack & Eleanor Ward | 2011: Wayne & Anne McPhail |
| 1999: Marvin & Mary Latimer
Dave † & Sherrie McNally
Bernard & Mona Payne | 2004: Clarence & Shirley Ackert
Bob Garner †
Louis de Neuville † | 2013: Leone Karwandy-Hagel †
2014: Martin & Donna Bohrsen
2015: Lynn Combest
2016: Mary Hertz & family
Bill Campell & family
2017: Jim & Susan Butt
2018: Ian & Bonnie Hamilton
† Denotes Deceased |



“The initial breeders that formed the Canadian Limousin Association and the provincial associations that followed were generally composed of ranchers, farmers and feedlot operators. Their practical, long term views were formed with the idea in mind of developing a strong foundation based on credible records and an elected group of representatives dedicated to serving its membership.”
 - Harvey Tedford as published Limousin World 1985

Elite Dams

The Elite Limousin Dam Program identifies the very top Limousin cows in the Canadian population. The ideal female is described as one that calves every year without assistance, weans a big calf thanks to her high milk production and possesses a temperament that makes her pleasant to work with.

All Fullblood, purebred, or percentage registered Limousin females on Whole Herd Enrolment, the year of Elite designation, are eligible. Once a Limousin cow is designed Elite or Super Elite, that recognition stays with her forever. Only registered progeny will be taken for account.

Criteria: Must have raised at least 4 registered calves in the last 6 consecutive years. If the female raised 6 registered calves in 6 years, she receives Super Elite status. Must have above breed average EPD for weaning weight, milk and docility. Must have below breed average EPD for birth weight.

Limousin Cows Designated SUPER Elite Dams in 2018

Super Elite Dam

CJSL 1005Y
 EXCEL POLLED YSABEL
 RICHMOND XTRAVAGANT SRD 115X
 RLF 409W
 TMF MISS 721W

Owners

PINNACLE VIEW LIMOUSIN
 RICHMOND RANCH LTD
 RICHMOND RANCH LTD
 RAIL LINE FARMS
 CARLSRUHE CATTLE COMPANY

Limousin Cows Designated Elite Dams in 2018

Elite Dam

ABSOLUTELY LOVELY
 WALSH POLLED ARISE
 ANCHOR B AVA 7A
 RLF 814A
 TMF MISS 948Z
 BAR 3R YOU'LL LIKE HER
 BAR 3R ZAKOTA
 BAR 3R ZANADU
 RICHMOND ADRIANNA SRD 72A
 MISS WULFETTE 0451X
 WULFS ARIA 3196A
 WULFS UNEQUAL MATCH 8280U
 WULFS WAFFLE IRON 9026W
 CIRCLE T XRATED
 TMF MISS 326Z
 RPY PAYNES COCOA 20Y
 EXCEL POLLED ASTRO
 EXCEL POLLED YOLA
 EXCEL POLLED ZURI
 DES PEUPLIERS WAMIE
 RICHMOND ADORABLE SRD 54A
 DC ABRAKADABRA 103A
 HILLVIEW WONDERING STAR
 SY XERCISE 379X
 TRIPLE J XCESSIVE
 K-VIEW WHISPERING WIND
 TMF MISS 777Y
 GHR POLLED YOURS TRULY
 TMFS MISS 50U
 EXCEL POLLED AFTER FACTS
 RPY PAYNES DREAMER 10Z
 RPY PAYNES SABRINA 17Y
 PINNACLES LF ALICE 1304A
 GLDN MS LODESTAR 102X
 R & R MILKMAID 14Z
 R&R MILKMAID 16Y
 R&R MILKMAID 17Y
 R&R MILKMAID 19Y
 R&R MILKMAID 23Y
 R & R MILKMAID 30Z
 R & R MILKMAID 4Z
 R & R MILKMAID 53Y
 RLF YUPPIE GAL 624Y
 ANCHOR B ARIEL 23A
 RICHMOND ADELLE SRD 107A
 RICHMOND AQUAMARINE SRD 148A
 RICHMOND YESSICA SRD 69Y
 HSF YOURS TRULY
 HIGHLAND ALLY
 HSF ANGELINA
 WGL ZOEY 1Z

Owners

3 RIDGE FARMS
 ADELE & SHAUN WALSH
 ANCHOR B LIMOUSIN
 BALAMORE FARM LIMITED
 BALAMORE FARM LIMITED
 BAR 3R LIMOUSIN
 BAR 3R LIMOUSIN
 BAR 3R LIMOUSIN
 CLARK CATTLE
 CLARK CATTLE
 CLARK CATTLE
 CLARK CATTLE
 CLARK CATTLE
 E M TEDFORD & SONS
 EAST COAST LIMOUSIN
 EMILY GIBSON
 EXCEL RANCHES
 EXCEL RANCHES
 EXCEL RANCHES
 FERME DES PEUPLIERS SENC
 HANSEN'S LIMOUSIN
 HEWSON LAND & CATTLE
 HILLVIEW FARMS
 J. YORGA FARMS LTD
 JAMES & WANDA LABIUK
 LAKESIDE FARMS
 LAKESIDE FARMS
 LINGLEY LIVESTOCK
 NEW FRONTIER LIMOUSIN
 NEW LIFE LIMOUSIN
 PAYNE LIVESTOCK
 PAYNE LIVESTOCK
 PINNACLE VIEW LIMOUSIN
 GLDN MS LODESTAR 102X R & R ACRES
 R & R ACRES
 R & R ACRES
 R & R ACRES
 R & R ACRES
 R & R ACRES
 R & R ACRES
 R & R ACRES
 R & R ACRES
 RAIL LINE FARMS
 RED MAPLE FARMS
 RICHMOND RANCH LTD
 RICHMOND RANCH LTD
 RICHMOND RANCH LTD
 RIVERSTONE CATTLE COMPANY
 ROBERT C. MATTHEWS
 TIM MATTHEWS & TUBMILL CREEK
 WINDY GABLES LIMOUSIN

Elite Herds

2018 Platinum Elite Herds

7429	AMAGLEN LIMOUSIN	DARLINGFORD	MB
134389	AMANDA HAMILTON-SEWARD	DARLINGFORD	MB
7456	B BAR CATTLE	LUCKY LAKE	SK
3723	CAMPBELL LAND & CATTLE INC.	MINTO	MB
138328	CARLSRUHE CATTLE COMPANY	CARLSRUHE	ON
140042	CHASE HIGH	AIRDRIE	AB
25558	CLARK CATTLE	PORT HOPE	ON
134157	ERIN KISHKAN	QUESNEL	BC
4435	HIGH CATTLE COMPANY	AIRDRIE	AB
5594	HILLVIEW FARMS	STURGEON COUNTY	AB
5689	J. YORGA FARMS LTD	FLINTOFT	SK
139032	MARTENS LIVESTOCK	STRASBOURG	SK
28896	NEW LIFE LIMOUSIN	HANOVER	ON
19557	PINNACLE VIEW LIMOUSIN	QUESNEL	BC
16772	POSTHAVEN LIMOUSIN	ALMA	ON

2018 Gold Elite Herds

141796	777 CATTLE LTD.	STETTLER	AB
6592	AFTER HOURS LIMOUSINS	TARA	ON
24174	ALLAN & DOROTHY MARTIN	LISTOWEL	ON
28119	AMANDA MATTHEWS	BRAGG CREEK	AB
12094	ANCHOR B LIMOUSIN	HANLEY	SK
141671	ANDREW RANCHING LTD.	TILLEY	AB
13962	ANNE DYCK	SWIFT CURRENT	SK
141157	ARCON CATTLE COMPANY	EVERETT	ON
7912	ARLEY CATTLE CO.	ALLISTON	ON
91447	BALAMORE FARM LIMITED G	REAT VILLAGE	NS
18424	BEE ZEE ACRES	GLENCOE	ON
28756	BENNVILLE FARM	HAGERSVILLE	ON
8571	BOSS LAKE GENETICS	PARKLAND COUNTY	AB
136141	BOULDER LAND & CATTLE COMPANY	OMEMEE	ON
136560	CARPENTER CATTLE CO.	HANLEY	SK
15179	CHERWAY LIMOUSIN	SANFORD	MB
140934	CROWN HILL ACRES	OMEMEE	ON
137807	DANA CARPENTER	HANLEY	SK
10177	D C FARMS	BARRHEAD	AB
138846	DE JAGER LIMOUSIN CATTLE CO.	ROLLING HILLS	AB
133408	DIAMOND C RANCH	PONOKA	AB
5615	DIAMOND T LIMOUSIN	KENTON	MB
141422	DOUBLE B CATTLE CO.	UNITY	SK
3617	EDEN MEADOWS FARM	ZEHNER	SK
136650	EMILY GIBSON	GLENCOE	ON
1079	E M TEDFORD & SONS	ESTEVAN	SK
13535	EXCEL RANCHES	WESTLOCK	AB
137929	FORT ELLICE LIMOUSIN	ST-LAZARE	MB
17863	FOUILLARD LIMOUSIN	THORSBY	AB
7928	FRITZ, SANDRA & NADINE OTHBERG	SUMMER FIELD	NB
138198	HAWKEYE LAND AND CATTLE	NORWICH	ON
139826	HEWSON LAND & CATTLE	CUTKNIFE	SK
1087	HIGHLAND STOCK FARMS	BRAGG CREEK	AB
15023	HI-WAY LIMOUSIN	BETHUNE	SK
18678	HOLLEE LIMOUSIN	JANETVILLE	ON
8445	JAYMARANDY LIMOUSIN	ROBLIN	MB
26451	JAYMARANDY LIVESTOCK	BEAUSEJOUR	MB
133748	LAZY A LIMOUSIN	CANDO	SK
140252	LAZY A LIMOUSIN	CANDO	SK
140253	LAZY A LIMOUSIN	CANDO	SK
26211	LOYAL LINE LIMOUSIN	GODERICH	ON
142030	MURRAY HILL FARM	BLACKSTOCK	ON
138764	NEW FRONTIER LIMOUSIN	AILSA CRAIG	ON
10518	NOR-ALTA LIMOUSIN	KINUSO	AB
141378	NYK CATTLE COMPANY	DOUGLAS	MB
21825	OAK RIDGE LIMOUSIN	MORDEN	MB
8556	PINCH HILL LIMOUSIN	STITTSVILLE	ON
133399	PLAINS LIMOUSIN	WAINWRIGHT	AB
139275	PLAINS LIMOUSIN	WAINWRIGHT	AB
137792	RAIL LINE FARMS	LUCKNOW	ON
14484	ROBERT C. MATTHEWS	BRAGG CREEK	AB
23132	R & R ACRES	AIRDRIE	AB
28960	RUNAWAY RANCH	BENTLEY	AB
10103	SHORT GRASS LIMOUSIN	SWIFT CURRENT	SK
140325	SPARE TIME LIVESTOCK	OXFORD MILLS	ON

10112	THREE WAY LIMOUSINS	LAKE FRANCIS	MB
26513	TOP MEADOW FARMS	CLARKSBURG	ON
20270	VENTURE LIVESTOCK ENTERPRISES	CARSTAIRS	AB
138499	ZWAMBAG CATTLE COMPANY	GLENCOE	ON

2018 Silver Elite Herds

24738	ALLAN & LORRIE MATTIE	MIRROR	AB
1452	ANDREW RANCHES	YOUNGSTOWN	AB
6661	BAR 3R LIMOUSIN	MARENGO	SK
139603	BIT BY BIT FARM	INVERARY	ON
1848	CAROLE BARCLAY	ERSKINE	AB
139502	CASSIDY MATTHEWS	OLDS	AB
2773	CEDAR PATCH ACRES	LISTOWEL	ON
141130	CRINAN FARMS	WEST LORNE	ON
140874	CROSSING CREEK CATTLE	STURGEON COUNTY	AB
8056	DALE E. TURNER	SASKATOON	SK
140007	DARLING FARMS	CASTLETON	ON
8518	DRY CREEK RANCH	CECIL LAKE	BC
140838	EAST COAST LIMOUSIN	GREAT VILLAGE	NS
5792	EDWARDS LIMOUSIN	CRAIK	SK
19192	FERME D.M. SIMARD S.E.N.C.	STE-SOPHIE-DE-LEVRAR	QC
139972	GIRDLER CATTLE COMPANY	OWEN SOUND	ON
140807	GRANT LIVESTOCK COMPANY	MARKDALE	ON
3880	HANSEN'S LIMOUSIN	ENTWISTLE	AB
7383	HOCKRIDGE FARMS	DAUPHIN	MB
141396	HOLT N. HAYWOOD	BRAGG CREEK	AB
2854	IMPERIAL RANCH LTD.	STETTLER	AB
141336	ISLAND NOVA LIMOUSIN	LADY FANE	PE
19197	JEFFREY GUTEK	HENDON	SK
141842	K. AXLEY LIMOUSIN	CZAR	AB
7200	KOYLE FARMS	IONA STATION	ON
133412	KRISTINE PAUL-BARCLAY	ERSKINE	AB
133940	LAIRD EDWARDS	CRAIK	SK
8192	LAKE ROAD LIMOUSIN	WORSLEY	AB
141960	LAZY H LIMOUSIN	GULL LAKE	SK
24678	LAZY T BAR RANCH	BAY TREE	AB
135305	LG LIMOUSIN	VIRDEN	MB
135055	LINGLEY LIVESTOCK	IRMA	AB
13421	L. & S. CRAIG & FAMILY	NORTH TYRON	PE
4318	L&S LIMOUSIN ACRES	KENTON	MB
5250	MAPLEHURST FARMS	WESTBOURNE	MB
4009	NORDAL LIMOUSIN	SIMPSON	SK
18299	NORMAND GARNEAU	BOUCHETTE	QC
20304	NORTH STREAM LIMOUSIN	BLUFFTON	AB
4749	PAYNE LIVESTOCK	LLOYDMINSTER	SK
7390	PINE CREEK LIMOUSIN	KENTON	MB
15477	PREFERRED LIMOUSIN	MILDMAY	ON
138312	RED MAPLE FARMS	ORONO	ON
5941	RICHMOND RANCH LTD	RUMSEY	AB
6156	RICKY BARCLAY	ERSKINE	AB
141177	RILEY BOHRSON	HANLEY	SK
140961	RIVER PINE CATTLE CO.	VITA	MB
28135	RIVERSTONE CATTLE COMPANY	OLDS	AB
3438	RUNNYMEDE FARMS	MATAPEDIA	QC
141315	SAMANTHA KENNEDY	OMEMEE	ON
141403	SMIBERT LIMOUSIN	ILDERTON	ON
1083	STEWART FARMING LTD	BIG VALLEY	AB
141791	STONE VALLEY	EAST GARAFRAXA	ON
6168	STONEVIEW FARM	LOCKWOOD	SK
5493	TERRY BARCLAY	ERSKINE	AB
141666	TGJ CATTLE CO.	SINCLAIR	MB
138282	TIM DAVEY	WESTBOURNE	MB
140581	TRIPLE HERD LIMOUSIN	BENTLEY	AB
12144	TRIPLE R LIMOUSIN	MACGREGOR	MB
141022	TRUE NORTH LIMOUSIN	SUNDRE	AB
138642	WINDY GABLES LIMOUSIN	WARKWORTH	ON

2018 Bronze Elite Herds

22759	3 RIDGE FARMS	OWEN SOUND	ON
25311	ADELE & SHAUN WALSH	BON ACCORD	AB
6847	ALBERTVIEW LIMOUSIN FARMS	MOUNT ALBERT	ON
141134	AMGS LIMOUSIN	MEAFORD	ON
139920	ANGUS SMYTH	ROBLIN	MB
139987	ANNAMARIE & ELISABETH STUDER	CLIFFORD	ON
141224	ASHLEIGH LOWE	FLESHERTON	ON
141763	ASHLEY FARMS	BELWOOD	ON
21934	BEAR CREEK FARM	MOORETOWN	ON
133623	BFL CATTLE CO.	GRAND VALLEY	ON
135217	BILL ARTHUR	INVERARY	ON
5328	BLUEBERRY FARMS TRUST	FORT ST JOHN	BC
11583	BLUE DIAMOND LIMOUSIN	MCKAY SIDING	NS
28218	BONAPARTE LIMOUSIN	KILLALY	SK
9720	BOOTHVILLE FARMS	MARKDALE	ON
6034	BOW PARK FARM	BRANTFORD	ON
28253	BRANDON HERTZ	DUCHESS	AB
140093	BRENDAN ROFFEY	MOUNT ALBERT	ON
137208	BRODIE HUNTER	KENTON	MB
25630	BROWN EDEN LIMOUSIN	LITTLE BRITAIN	ON
7061	BUCK CREEK LIMOUSIN	DRAYTON VALLEY	AB
141906	CALDER JONES	MORSE	SK
22603	CARLTON TRAIL LIMOUSIN	DUCK LAKE	SK
25367	CHAD HUNT	PAKENHAM	ON
7990	CINDY & ROBBIE GARNER	SIMPSON	SK
135862	CJC CATTLE COMPANY	CARP	ON
141584	CJLA DONATION HEIFER	CALGARY	AB
139803	COLBY JAMES GERALD LABIUK	KITSCOTY	AB
9267	CORAD FARMS	PAKENHAM	ON
27292	CORY & GLENNA HUNT	PAKENHAM	ON
140857	CREEK SIDE FARMS	ATWOOD	ON
133832	CRESTHILL CATTLE CO.	PROVOST	AB
24350	DENISON LIMOUSIN	KINGSTON	ON
141905	DIAMOND D LIMOUSIN	PHELPSTON	ON
137209	DILLON HUNTER	KENTON	MB
141851	DOUBLE TROUBLE CATTLE COMPANY	EAST MOUNTAIN	NS
141090	ELEVAGES DENCY	DAVELUYVILLE	QC
27889	ELM GROVE LIMOUSIN	ELORA	ON
141713	ENDOENJA RANCH	CREMONA	AB
9473	FERME A.T.J.C.L.A.	ST-HYACINTHE	QC
6432	FERME DES PEUPLIERS SENC	ST-GABRIEL	QC
142256	FERME FAMILIALE SDB	ST-GABRIEL DE RIMOUSKI	QC
139043	FERME J.P.E.R.	SAINT-PAUL	QC
139978	FERME SDJ POLLED LIMO	NAPIERVILLE	QC
25391	FERME TI-NOEL	MACAMIC	QC
141761	FIELDS OF GRACE FARM	DARLING LAKE	NS
5863	GARDINER LIMOUSIN	GLENCOE	ON
29253	GERARD CLAIR	ELGIN	ON
23329	GERRY VILLENEAU	KELLIHER	SK
20365	GIBSON FARMS	RIPLEY	ON
6028	GLEN IRVINE	SMITHS FALLS	ON
140967	GRAY VALLEY	LYNDHURST	ON
3526	GREENWOOD LIMOUSIN	LLOYDMINSTER	SK
140999	GROSSI FARMS LTD	LITTLE BRITAIN	ON
13747	G.SMART & T. ALEXANDER	MEAFORD	ON
140196	HAYSTACK ACRES	HARROW	ON
138884	HIP LIMOUSIN	TWEED	ON
16187	HI-VALLEY LIMOUSIN	100 MILE HOUSE	BC
28892	HOCHHAUSEN LIVESTOCK ENT.	EDMONTON	AB
138272	HORIZON LIMOUSIN	ROCKYVIEW	AB
135779	JADE LIMOUSIN	GUELPH	ON
13868	JAMES & WANDA LABIUK	KITSCOTY	AB
27193	JANELLE E. LABIUK	KITSCOTY	AB
138772	JAXON PAYNE	LLOYDMINSTER	SK
28338	JAY-DEAN & TODD SMYTH	ROBLIN	MB
138531	JAYDEN PAYNE	LLOYDMINSTER	SK
139361	JAYSON W LABIUK	KITSCOTY	AB
140608	JEAN POIRIER	SALABERRY DE VALLEYF	QC
140619	JL LIMOUSIN	MACKLIN	SK
26620	JOEY & MARCI LABIUK	KITSCOTY	AB
3138	JOHN F. MCKEE & SONS	LISTOWEL	ON
26623	JONES CATTLE CO	MORSE	SK
139925	JULES SMYTH	ROBLIN	MB

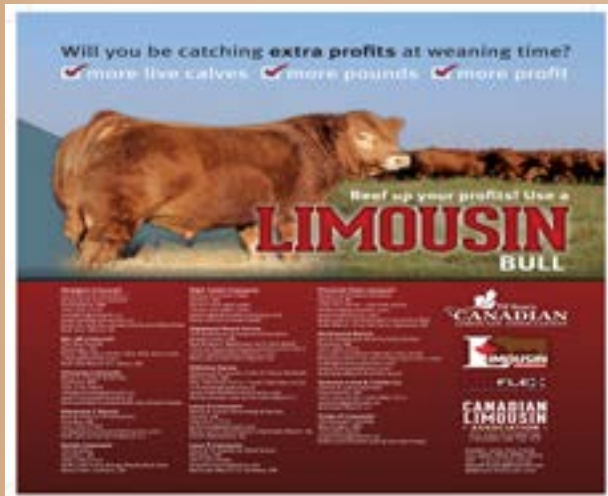
139708	KAITLYN DAVEY	WESTBOURNE	MB
138538	KAREN & BETHANY STOREY	NAPANEE	ON
141427	KEILER CHERRY	LLOYDMINSTER	AB
13561	KEN-DOC LIMOUSIN	SASKATOON	SK
139608	KEVLON LAND & CATTLE	TABER	AB
18495	KING LIMOUSIN FARM	YARMOUTH	NS
135971	KURT & ERIN ROSSMANN	QUESNEL	BC
139604	LAKESIDE FARMS	DURHAM	ON
8577	LAKESIDE LIMOUSIN	YELLOW HEAD COUNTY	AB
21130	LANARK LIMOUSIN	LANARK	ON
141613	LAURAL LIMOUSIN	FERGUS	ON
4697	LAURKEL LIMOUSIN	PRINCE GEORGE	BC
13116	LAZY S LIMOUSIN	RIMBEY	AB
4046	LUNALTA RANCH	CORONATION	AB
141862	MAPLE RIDGE LIMOUSIN	STILESVILLE	NB
27164	MATTAGAMI HEIGHTS LIMOUSIN	TIMMINS	ON
18659	MCNEIL LIMOUSIN-ST-MARC	FIGURY	QC
4384	MERLIN J. REDMOND	HARTINGTON	ON
23229	MERV & DIANE SPRINGER	FOAM LAKE	SK
139716	MICHEALA MCCORD	FORT ST JOHN	BC
135117	MITCHELL FARMS	VIRDEN	MB
9694	M & M RANCH	QUESNEL	BC
140446	NITH VALLEY LIMOUSIN	AIRDRIE	AB
139423	NORTH PLAINS LIMOUSIN	BETHUNE	SK
1756	NORTH SLOPE FARMS INC.	BAWLF	AB
23096	ORBIT VALLEY LIMOUSIN	INVERARY	ON
138675	PEPINIERE JANELLE & FILS INC.	ST-GERMAIN GRANTHAM	QC
140732	PLAINS LIMOUSIN	WAINWRIGHT	AB
16948	PRAIRIE PRIDE STOCK FARM	VEGREVILLE	AB
136050	PRESTON ACRES LIMOUSIN	PONTYPOOL	ON
18741	QUALLY-T LIMOUSIN	ROSE VALLEY	SK
138623	RAILWAY CREEK FARMS	MAODOC	ON
134601	RANCLIFF LIMOUSIN	NAPANEE	ON
6102	RAYMOND AND KATHLEEN SMART	MEAFORD	ON
140672	RCN LIVESTOCK	PARADISE HILL	SK
141547	REDLAWN LIMOUSIN	ATWOOD	ON
133337	RED WING CATTLE COMPANY	ARNPRIOR	ON
142262	RICASHAY LIMOUSINS	BURGESSVILLE	ON
12135	RICHARD PLANTE	ST-BARTHELEMY	QC
13865	RILLA HUNTER	KENTON	MB
23785	ROCK CREEK LIMOUSIN	RENFREW	ON
5497	SCOTT & JACQUELINE PAYNE	LLOYDMINSTER	SK
134362	SELBY GENETICS	SELBY	ON
4847	SMART LIMOUSIN	MEAFORD	ON
5102	SOUTHBRIDGE LIMOUSINS	LETHBRIDGE	AB
26075	SOUTH VICTORIA LIMOUSIN	INNISFIL	ON
20356	SPRING ROCK FARMS	HAGERSVILLE	ON
18369	SPRUCE HILL FARMS	KINGSTON	ON
140361	SQUIRREL CREEK LIMOUSIN	MACGREGOR	MB
8310	STONERIDGE MEADOW	ORO-MEDONTE	ON
135009	SUNRAY LIMOUSIN	JASPER	ON
139052	SUNSET FARMS	PICTON	ON
140925	SYMENS LAND & CATTLE	CLARESHOLM	AB
140916	SYMENS LAND & CATTLE CO.	CLARESHOLM	AB
27452	TOP OF THE HILL FARM	SOUTHHAMPTON	NS
16151	TRIPLE A FARMS	CARLETON PLACE	ON
5327	TRIPLE D FARM ENTERPRISE	THORNDALE	ON
6467	TWIN OAK STABLES	TREHERNE	MB
27413	VERBEEK'S LIMOLEAN FARM	STURGEON COUNTY	AB
139564	VYKKI JOHNS	RIMBEY	AB
29272	WAGNER LIVESTOCK	CHERHILL	AB
141864	WHITNEY LEE LABIUK	KITSCOTY	AB
15864	WILLOWCREST LIMOUSINS	LAC LA BICHE	AB
141225	WINDMILL ESTATES LIMOUSIN	VERNER	ON
141376	WINDY GABLES LIMOUSIN & CLARK CATTLEWARKWORTH		ON
29019	WRIGHT WAY LIMOUSIN	BRANDON	MB
7668	YOUNG LIMO FARMS	ENNISMORE	ON
139362	ZACKARY A LABIUK	KITSCOTY	AB
26375	ZAMORA RANCH	ROCK CREEK	BC

Elite Herds

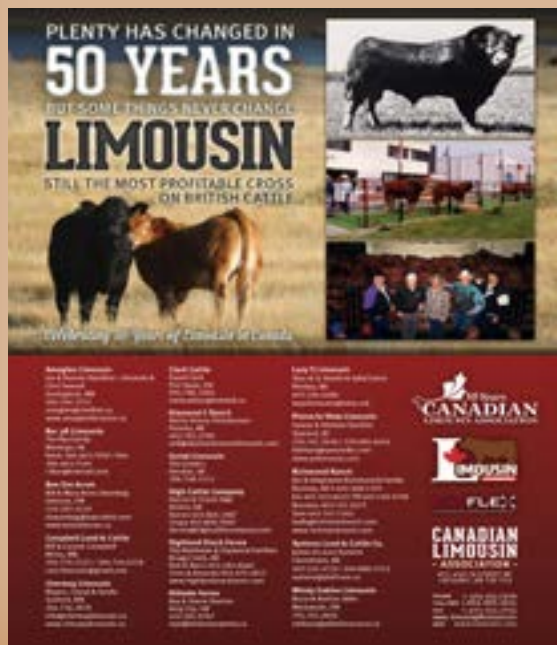
Advertising & Promotion

The Canadian Limousin Association focused our 2018 advertising and promotion endeavours on the following to maximize exposure for the breed and add value for our membership:

Canadian Cattlemen Magazine: A card ad is in every issue and a double page spread is in four issues with space for CLA members to list their operation for \$400 (limited spots available).



Canadian Cattlemen Bull Buyer's Guide (distributed to over 103,000 people): a one page advertisement is in both the mid-January and late February issues with space for CLA members to list their



operation for \$100 per issue (limited spots available).

Provincial Limousin Association Advertising: The CLA supports many provincial Limousin associations through advertising in their material such as the ALA calendar, Manitoba Beef Producers Cattle Country Newspaper (co-op ad with MLA), OLA dayplanner, etc. Contact the CLA for more information on how we will support your provincial advertising and promotion efforts.

CLA Website, Facebook & Twitter: Information on website such as upcoming events, blog posts, etc. updated regularly. Regular posts on Facebook and/or Twitter to promote/showcase Limousin, advertise upcoming member and industry events, share information relevant to Limousin breeders and cattle industry, promote and encourage junior participation, etc.

In person attendance at events: CLA General Manager Tessa Verbeek attended Farmfair International and Canadian Western Agribition to promote the Limousin breed. Attendance at industry conferences and events is also an important aspect of keeping our breed in the forefront. Limousin promotional material was at the CBBC booth at events such as the Alberta Beef Industry Conference, Calgary Stampede Cattle Trail and we had a Canadian Limousin Association booth at the Canadian Beef Industry Conference and Ontario Beef Industry Conference. The CLA has also provided numerous industry events and shows with CLA promotional items to include in registration packages, hand outs etc.

Sponsorship: In 2018 the CLA sponsored the Livestock Markets Association of Canada (LMAC) Convention/ Auctioneer Competition and the Canadian Beef Industry Conference. Corporate international memberships were taken out at Farmfair International and Canadian Western Agribition, allowing Canadian Limousin to be promoted to international visitors at these shows. We are also members of the International Limousin Council and Beef Improvement Federation.

Submitted by Tessa Verbeek

The Limousin Voice Magazine is the official publication of the Canadian Limousin Association. It is published three times per year; late winter (herd bull issue), fall (show and sale issue) and Christmas (herd bull & early bull sale issue). Approximately 2,000 households across Canada as well as international subscribers receive each of the three issues. All commercial bull buyers from the past three years also receive a complimentary copy provided the bull they purchased was transferred to them. Advertising in the Limousin Voice is the very best way to reach all of your target customers in one full sweep. You will be reaching the household of every commercial cattlemen across Canada who is interested in Limousin as well as all of your fellow Limousin breeders.

The newly revamped Limousin Voice Magazine has generated a great deal of buzz and excitement, not only in the Limousin community, but across the beef industry this year. Many thanks to the talents of our publisher, Katie Songer, who has so capably designed and laid out a magazine that is the envy of the industry. Tessa Verbeek has been handling all advertising sales, writing, content acquisition and editing. We always welcome your feedback as well as suggestions for content – particularly commercial operations to feature as supporters of the Limousin breed.

Advertising in the Limousin Voice magazine remains an integral part of the marketing programs of many of the most successful Limousin operations in Canada. We extend a sincere thanks to the many operations who have been dedicated supporters of the magazine for many years. If you are interested in making an advertising plan please contact Tessa Verbeek at 403-636-1066 or

Limousin Voice Magazine

tverbeek@limousin.com. You will not only be elevating the profile of your own operation but also supporting your breed as all magazine profits go directly back into the Association. As always, the more advertising we have in the magazine, the more pages of editorial, show and sale results, and additional content we can have.

2019 ADVERTISING DEADLINES

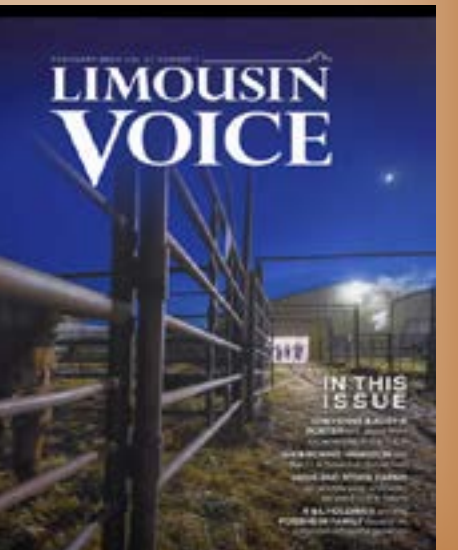
October 2019 Issue
 Book by September 20
 Materials by September 30
 Camera-ready Ads by October 5
 Published on October 15

December 2019 Issue
 Book by November 20
 Materials by December 2
 Camera-ready Ads by December 6
 Published on December 19

February 2020 Issue
 Book by January 7
 Materials by January 17
 Camera-ready Ads by January 24
 Published on February 10

ADVERTISING RATES

Double Page Spread \$1800
 Full Page \$1000
 Half Double Page Spread \$1200
 Half Vertical / Half Horizontal \$650
 Quarter / Quarter Banner \$375
 Business Card \$250
 All ads are full-color. 5% GST not included. Yearly contract discount is 10% (card ads exempt)



Canadian Beef Breeds Council Report



Michael Latimer

CBB Executive Director

On behalf of the membership, board and staff of the Canadian Beef Breeds Council, we are pleased to present our 2019 briefing report to the Canadian Limousin Association.

Our mandate is to SUPPORT, PROMOTE and REPRESENT the Canadian beef cattle seedstock sector both internationally and within Canada. The Canadian Beef

Breeds Council will continue to engage collaboratively with industry groups, government agencies and other valued partners in an effort to increase the profitability and sustainability of the industry.

A focus on the connecting the industry...

This year we will host the third annual CBB Technical Forum at the Canadian Beef Industry Conference in Calgary Alberta on August 13. The forum is designed to stimulate a scientific discussion on genetic improvement and feature a selection of industry leaders and academics. It is our intention to host the Technical Forum on an annual basis at CBIC as it moves to select locations across Canada. We are proud to be a founding partner in the CBIC and look forward to developing it into the most important as we move back to Calgary in 2019.

A focus on growing our international markets...

International markets are essential to long term profitability in the seedstock sector and the beef industry in general. As such CBB and its members will continue to develop new opportunities and markets around the world. The development of a comprehensive international market development plan for the Canadian seedstock sector has been approved by the Canadian Agricultural Partnership- AgriMarketing program for funding. This plan includes activities of breed associations, service providers, livestock exhibitions, as well as livestock genetic exporters. These activities are designed to capitalize on new trade agreements, industry advocacy efforts and will target increasing exports. The importing and exporting of genetics are an important aspect of building a strong and sustainable beef industry as it allows Canadian producers to select better cattle and increase on-farm profits.

A focus on continual genetic improvement...

One of the components of the Canada's National Beef Strategy is continual genetic improvement of the national beef herd. The industry looks to the purebred sector to deliver results as any true genetic improvement will start with its seedstock. A primary goal of CBB in 2019 will be the implementation of the Canadian Beef Innovation Network (CBIN). This is still underway with the support of industry organizations who have identified the value that genetics bring to our industry, but there is still a substantial amount of work ahead of us. This network will include breed associations, academia, beef industry groups, service providers and government with the objective of improving our genetics in order to continue leading the world in high quality, sustainable beef production. The CBIN will link data networks and provide analysis tools for commercial and seedstock breeders. It will also provide an access point for key research projects that will have profound benefits for years to come.

A focus on the domestic market...

The importance of the domestic cattle market is often overlooked. The majority of purebred genetics from both a volume and a dollar value are sold within Canada to seedstock and commercial cow/calf producers. The purebred industry needs to not only ensure that our pedigree and performance data is accurate, but that we incorporate new scientific processes into our evaluation systems. This is a significant part of our image or 'brand' and is why the majority of bulls used in commercial operations are registered with a Canadian breed association. The CBB will work to ensure that we have a strong domestic market through collaborative efforts with government agencies, breed associations and other stakeholders in the beef cattle industry.

A focus on collaboration...

A consistent theme through our activities is collaboration while working on behalf of beef farmers and ranchers across Canada. In an effort to use our resources wisely, our belief is that the seedstock industry is served well through strategic alliances and interaction with other organizations in the beef industry and agriculture in general. This is accomplished through our participation in the Canadian Beef Advisors, the Canadian Beef Industry Conference and numerous other events both internationally and across Canada.

CBBC Board of Directors and Staff 2018-2019

(Back Row L to R): Stephen Scott, Ken Friesen, Dave Sibbald, Dennis Serhienko, Bruce Holmquist, Myles Immerkar. (Front Row L to R) Reed Rigney, Doris Rempel (Project Manager), Roger Peters- President, Jay Cross- Vice President, Michael Latimer- Executive Director (Missing: Garner Deobald, Craig Scott, Terry White)



British Columbia Report

Submitted by Erin Kishkan

Greetings from the West Coast. 2018 Limousin events started in January with a very cold, but very successful BC Bull Pen Show in Prince George, BC. Breeds represented were Red Angus, Black Angus, Limousin, and Simmental. Limousin was once again crowned with the Grand Champion Continental Pen, Grand Champion Pen over all, and Grand Champion individual bull. These were all exhibited by Pinnacle View Limousin of Quesnel, BC.

The Peace Country Limousin breeders hosted their 29th annual Bull Sale in Dawson Creek on April 6, 2018 in Dawson Creek, BC. The consignors would like to thank volume buyer Wayne and Joyce Studley who purchased 3 bulls, and buyer of the high selling bull, Gary Ray. It was another hot and smoky summer here in BC. Several BC ranches were again affected by wildfire and although cattle losses were kept to a minimum (thank goodness) thousands of acres of timber and range grazing were lost. Thankfully fall brought much needed rain (and snow in some areas).

It was a relatively quiet summer for Limousin in BC, but the breed was very well represented at some of BC premier agriculture exhibitions. Dawson Creek Exhibition, North Peace Fall Fair, and the Interior Provincial Exhibition all saw Limousin entries this summer. Limousin influenced 4H projects were also named Champions at some achievement days around the province.

Rounding out the summer was a field day and open house hosted by Pinnacle View Limousin in September. It was very well attended with guests from all over BC, AB, and ON. The weather co-operated and the guests feasted while listening to a presentation by Bianca Bernasconi of Blair's Ag on the importance of forage testing. It was a great day filled with Limousin fellowship.

BC Limousin breeders are very excited to celebrate the 50th Anniversary of Limousin in Canada with enthusiasts from across the country in 2019.

Submitted by Amy Miller

2018 Alberta Limousin Association Board of Directors

President: Chris Haywood
Vice-President: Tiffany Richmond
Secretary: Amy Miller
Treasurer: Lois Andrew
Directors: Anne Burgess, Tyler Stewart, Brad Annett, Cameron Olson, Leo Plante

The Alberta Limousin Association is pleased to report a summary of 2018-2019 activities. While our Board of Directors only meets in person once a year, the (almost) monthly Zoom teleconferences make for an efficient way to communicate and keep the association moving along.

Our main goal is to increase demand for Limousin genetics while providing value to our members. We took a new direction with the bull buyer draw in 2019 and expanded to also include female buyers, whose purchases were transferred. Winners from the draw are awarded a buying credit towards the purchase for another Limousin animal from an ALA member.

Encouraging junior members to attend our annual Field Day and Annual General Meeting is a priority to the ALA. Attendees aged 21 years of age or younger are entered for a chance to win a credit towards the purchase of a Limousin animal (steers included). Further, the ALA sponsors every junior member attending the Canadian National Junior Impact Show with a \$300 donation in exchange for a photo and a short summary of their experience at the event.

Alberta 4-H Members who exhibit a Limousin project also receive a prize from the ALA. This year, we offered a drawstring tote bag to the 46 4-Hers who requested them.

The main open Limousin show in Alberta is Farmfair International. The 2018 show featured 60 top notch Limousin cattle. The grand champion female, showed by Greenwood Limousin went on to win the Supreme Championship, attesting to the quality of the Limousin cattle that were exhibited. Congratulations and many thanks to all exhibitors who made the Limousin fraternity so proud.

Many hours of volunteer time are required to put on the annual ALA field day. We would like to take a moment to send a heartfelt thank you to the Stewart Family of Stettler for hosting an incredible 50th anniversary celebration on June 15. Tyler and Claire Stewart opened their farm gates to welcome a huge crowd. The program included the ALA Annual General Meeting, an industry presentation on traceability, some entertainment and impressive displays of Limousin cattle. Excellent food, fellowship and sunshine made it a perfect day.

The ALA relies heavily on its Facebook page for the most economical outreach to members and commercial producers. Print advertising has been narrowed to Top Stock magazine targeting young cattle enthusiasts. We also had presence at the Oyen Beef Expo, the Peace Country Bull Congress and Ag in Motion. All of the above-mentioned endeavors are made possible through the successful calendar auction. This long-time fund raiser remains the main source of revenues for the ALA. The calendar is circulated across Canada via the Limousin Voice, increasing the advertising scope and offering greater value to all who purchase an ad. Thank you for your continued support!

Congratulations on 50 Years of Limousin in Canada!



Champion Mature Cow & Grand Champion Female & Alberta Supreme Female GREENWOOD PLD ALLY 702A

Submitted by Travis Hunter

2018 Manitoba Limousin Assoc. Board of Directors

President- Travis Hunter
Vice Pres- Art Rodgers
Secretary- Jay-Dean Smyth
Treasurer _ Bill Campbell
Directors - Amanda Seward, Sherry Daniel, Kyle Wright, Len Gertz, Bob Davey, Tim Davey

Congratulations and thanks to the Sask. Limousin Assoc. for hosting the AGM and CJLA Impact Show, its sure to be a rewarding and learning weekend for those that attend.

The 2019 Manitoba Limousin ambassador award was presented to Campbell Limousin, congrats to Bill & Lauren your very deserving recipients.

Provincial Breeder Ian & Bonnie Hamilton of Amaglen Limousin were recognized and presented with the 2018 CLA award of Distinction. The Hamiltons have been long time Members and directors of the MLA and promotor's of the Limousin Breed, Congratulations.

MLA breeders were strongly represented at the Douglas Bull test for 2018-2019 with 28 bulls on test, High indexing bull went to Pine Creek Limousin, William and Sharon Daniel. The sale avg was \$3796.43.

The MLA held a Summer Picnic June 23, hosts were Triple R Limousin and Maplehurst Farms. A pasture tour of both farms showed off a strong set of Limousin cattle. we ended the day back at the Triple R sale barn for a delicious meal and reminisced about the past fifty years of the Limousin breed,

A fall female sale is being planned by the MLA as part of our 50th year celebrations. Watch for details on a time and place.



Manitoba Limousin Association Board of Directors Bill Campbell, Bob Davey, Kyle Wright, Art Rodgers, Travis Hunter, Jay- Dean Smyth, Sherry Daniel, Len Gertz, Amanda Hamilton-Seward. Absent is Tim Davey.



Manitoba Bull Test Station Tim Davey presents high indexing bull award to William Daniel, Pine Creek Limousin.

Ontario Limousin Association Report

Submitted by Mike Geddes

Submitted by Jill Renton

Maritime Limousin Association Report

2018 Ontario Limousin Association Board of Directors

President -Mike Geddes
Vice President - Chad Homer
Treasurer - Brent Black
Secretary - Nancy Lawrence
Executive Director - Jonathan Bell
Wayne Lawrence - OJLA Adult rep

Rob Wepler, Emily Gibson, Dave Clark, George Elgersma, Nathan Allen, Brandon Hollingsworth, Dan Darling



Denise Dimmick-Byers of Murray Hill Farm donated \$5 from every box of cards sold to the OJLA. Connor Rodger and Wayne Lawrence pictured here with the Denise's drawing.

2018 proved to be a very exciting year in Limousin circles.

Our junior members had a great time in Nova Scotia at the 2018 National Junior Show with many making plans for Saskatoon this month. The OJLA planning committee has things well under way for the 2020 show back in Ontario at Spencerville. The junior program continues to have strong showings at both our Markham Provincial show and The Royal Winter Fair. Our juniors continue to promote the breed by fundraising throughout the year in order to provide awards for 4H members exhibiting Limousin cattle as their project.

The OLA Field Day will be held at Broniek Family Farms on July 27. This is also the home to the "50 Steers for 50 Years". Check out the OLA Facebook page for the full list of speakers and events.

"50 Steers For 50 Years" is a celebration project to honor our special anniversary this year. The commercial demand for Limousin feeder cattle is very strong and it is no secret how efficient our product is in the feedyards. Beef producers entered a Limousin sired steer calf to be fed out at Broniek Family Farms. These steers will be harvested at Norpac Beef and scored on several different carcass traits. Guests at the 50th Anniversary Banquet will get a chance to enjoy our own Limousin beef from these steers. This pen of steers has gathered a lot of Ag industry attention as the Broniek's continue to post updates and host meetings at their farm. Many thanks to the entrants and the Broniek's for supporting this great event.



OJLA Board of Director's

Finally, as we prepare for a very special celebration in November, we would like to welcome you all to Ontario. 50 years is tremendous milestone and we would like to thank those that pioneered and promoted the Limousin breed to becoming a very important part of the Canadian Beef Industry.

2018 Maritime Limousin Assoc. Board of Directors

President: John-Calvin Siddall
Secretary: Jill Renton
Treasurer: Sandra Othberg
CLA National Director: Joe Cooper
Directors: Victor Horsnell, Fred Porter and Manfred Zillig

The Maritime Limousin Association has had an amazing 2018. We would first like to congratulate and thank everyone who attended the 2018 CJLA Impact Show hosted by Balamore Farm Ltd. in Great Village, NS.



79 Juniors participated in the 2018 CJLA Impact Show

We hope each and every one of you enjoyed your trip to the Maritime provinces, and thank you to Joe and Carolyn Cooper (and family and crew) for hosting such an amazing event.

The fall of 2018 gave us a strong showing of the Limousin breed at the major purebred shows in the Maritimes. Limousin classes were held at the both the NS Elite Beef Show as part of the NS Provincial Exhibition, and the 2018 Classic Heritage Beef Show during the Hants County Exhibition.

We were also very proud to have Limousin heifers on both the New Brunswick and Nova Scotia 4-H Beef teams that headed to the 2018 National Junior Beef Heifer Show. Congratulations to Jesse Thorne of NB and Maddox Porter of NS who both represented well in their heats. Congratulations also goes to Balamore Farm

Ltd., also and their amazing crew for a great showing at the 2018 Royal Winter Agricultural Fair, and for taking home the 2018 Premier Herdsman Award.

The Limousin breed continues to make an impact on the Maritimes, with 4 Limousin bulls selling at the 2019 Maritime Beef Test Station in Nappan, NS. Up from last year, average price on Limousin bulls was \$3,400 with the high selling Limousin bull, consigned by Othberg Limousin (Summerfield, NB) selling at \$4,300 to Davison Fall.

The 7th Annual Balamore Farm Thickness Sells Bull and Heifer Sale also saw huge success with buyers in attendance from five provinces, and many more from other provinces on the phone as well. 13 Limousin bulls sold with an average of \$5250, and 11 Limousin heifers selling with an average of \$3664. The highest selling Limousin bull was Balamore El Chapo 739E at \$7750 which was sold to the Dugue brothers from Falmouth. The top-selling Limousin heifer and a high selling bull sold to Plains Limousin from Wainwright, Alberta whose owner Mark Porter was in the stands. Thirteen-year-old Ian Kittilsen bought two very good purebred Limousin heifers – a good start to his own herd. Exciting news for the Coopers, their 8th annual sale will take place at the farm instead of Atlantic Stockyards on March 21st, 2020.

The spring has been difficult on farmers around the country, and the Maritimes has seen more moisture than we know what to do with. Things are finally getting back on track, after field work being delayed a few weeks to a month in most places. Coming up next for the Maritime Limousin Asscoation, the Maritime Junior Limousin Association will be holding their annual Junior Show on July 26-28, 2019 at Balamore Farm Ltd., in Great Village, NS. We are very excited to see additional junior members in our association every year. Members are also excitedly anticipating the 50th Anniversary celebrations at the 2019 RAWF coming up this fall. We look forward to seeing you all there!

Saskatchewan Limousin Association Report

By Carey Hirschfeld

2017/2018 SLA Board of

Directors

- President: Eric Martens
- Vice-President: Ashton Hewson
- Secretary: Carey Hirschfeld
- Treasurer: Janet Hale
- Jay Bohrson Ryley Beliecki Lee Carpenter
- Terry Hepper Jeff Yorga

Across the province moisture has been in short supply, making pastures burnt from sun and wind and winter feed carryover nonexistent. Seeding has wrapped up for many, with the seed laying in dry ground waiting for rain. Father's Day weekend did deliver some much needed moisture to most regions. Hopefully it reached those who needed it most and the rain becomes a regular occurrence

2018 was a year of extremes in Saskatchewan. Throughout the province the weather and moisture conditions were either too much or too little. The heat wave nationwide challenged many producers for making winter feed for livestock and getting the 2018 crop into the bin. We are however a resilient bunch of people in this province and got through the fall. A small entourage of Saskatchewan attended the CJLA Impact show in Great Village, NS in July 2018. A huge thank you to the Maritime Limousin Association and the Cooper family for the fantastic show and hospitality. If you have never travelled to the Canadian east coast, it needs to be on your bucket list! It is packed full of amazing people, amazing places and quality cattle.



Saskatchewan Juniors Participating in the 2018 Impact Show- Riley, Avery and Sienna Bohrson and Brittany Hirschfeld

CWA 2018 was a success. A special thank you sent out to Rhett Jones for being Barn Boss, and to all the sponsors, volunteers, exhibitors and SLA directors for their efforts to keep the show running smoothly. Tyson Hertz judged a strong set of cattle. We appreciated his time and comments judging each class.

Congratulations to all the winners and exhibitors. Be sure to join us in Regina, SK to celebrate 50 years of Limousin in Canada at the CWA November 25-30, 2019.

Limousin show and sale is on November 28th. We will be having a special fundraiser and hospitality offered after the show, with the Limousin sale to follow. Stay tuned for more updates.

January, February and March presented challenges with extreme -40 and colder windchills. Calving time got into full swing and bull sale season arrived. When the cold snap finally broke a feeling of spring was in the air and it was refreshing to know that cattle would soon go out to pasture and producers could have a well deserved break!!

once again. I know our friends in Ontario are needing some drier conditions. Please feel free to send the rain clouds west! SLA is pleased to acknowledge our 4H youth that showcase Limousin influenced cattle in the 4H beef projects in Saskatchewan. Please contact the SLA if you have a child in 4H with Limousin cattle. We have a special gift for them!

The SLA had their AGM at the Harbour Golf Club in Elbow, SK on June 10 th . A small but enthusiastic crew attended. This will be our venue for our AGM so please mark your calendar to attend in 2020! A special thank you to Rhett Jones for his contributions to the SLA and wish him well with his future endeavors. We wish to welcome Terry Hepper to the SLA Board.

The CJLA Impact Show 2019 will be in Saskatoon. We as a province are so excited to host this event. See you there!



2018 SLA Commercial Cattleman Award
Ross and Audrey Lamont and Scott and Andrea Lamont
Meskanaw, SK



2018 National Limousin Show Premier Breeder and Exhibitor-
Payne Livestock
Lloydminster, SK



2018 National Limousin Show held at Canadian Western
Agribition judged by Tyson Hertz Fir Mountain, SK



The CJLA exhibit a heifer calf for the first time at a National Limousin Show. Thank you to the support of many CLA members for making this possible.



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. Our goal is to add value to the commercial beef industry through the infusion of Limousin genetics into progressive crossbreeding programs.

2018 Quebec Limousin Association Board of Directors

Serge Dethier	President
Mario Simard	Vice-President
Marcel McDuff	Director
Réjean Bédard	Director
Claude Lavallée	Director
André Lussier	Director
Éric Ratelle	Director

Mrs Diane Joly is the Association Secretary.
Each director is responsible of doing some promotional activities

Number of meetings

In 2018, the Quebec Limousin Association Annual General Meeting was held on March 25th, followed by the General Annual Meeting of the Quebec Limousin Test Station.

Participation in livestock shows and industry events

Quebec Farmer's Union (UPA) open houses:

For its sixth year in a row, representatives of the SDJ Farm were presenting the Limousin breed to the citizens of Montreal, on the Olympic Stadium plaza. This year, the cattle pens were next to the Quebec Beef Producers booth. The Quebec Beef Producer communication agent, Mr Julien Levac Joubert, was promoting the beef qualities of the Quebec beef, while Dre Lucie Verdon, veterinary, was entertaining the numerous kids, in having them hearing the heart beat of a Limousin bull through her stethoscope.

The following four Limousin breeders had some bulls on test at the St-Martin Bull Test Station: ATJCLA Farm, D.M. Simard Farm, Normand Garneau and SDJ Farm.

St-Martin Bull test station sale results, February 17th, 2018:

14 bulls sold for an average price of \$ 4111.

Higher selling price was \$ 5800, and the lowest price was \$ 3000.

The banner for the best Limousin bull was awarded to SDJ Farm.

Publicity and marketing

Our website is available and is updated on a regular basis. It offers references and information on the Limousin breed, as well as Association activities, member directory, classified ads, and photos taken at various Limousin events held in Quebec are always posted on the site.

We do continue to offer our three seasons promotional material, such as Limousin caps, tuques, ...



2018 Quebec Limousin Association Board of Directors

Nom des administrateurs

Le conseil d'administration 2018 de l'Association des Éleveurs de Limousin du Québec est formé par :

Serge Dethier	Président
Mario Simard	Vice-président
Marcel McDuff	Administrateur
Réjean Bédard	Administrateur
Claude Lavallée	Administrateur
André Lussier	Administrateur
Éric Ratelle	Administrateur

La secrétaire est madame Diane Joly.

Le poste de propagandiste reste ouvert à tous les administrateurs.

Participation aux expositions et activités connexes

Journée Portes Ouvertes de l'U.P.A. :

La Ferme SDJ, pour sa septième année consécutive, présentait aux citoyens Montréalais la race bovine Limousin sur le site du Stade Olympique. Cette année, les enclos des vaches étaient sous le même chapiteau que la Fédération des producteurs de bovins du Québec. Monsieur Julien Levac Joubert (agent de communication) de la Fédération était sur place pour informer les visiteurs sur les qualités bouchères du bœuf du Québec tandis que la vétérinaire Lucie Verdon faisait la joie des enfants en leur faisant écouter avec son stéthoscope le système digestif d'un jeune taureau.

Ventes en CEB

Quatre éleveurs Limousin étaient présents à la Station génétique de St-Martin, soit la Ferme ATJCLA, la Ferme D.M. Simard, Normand Garneau et la Ferme SDJ.

Résultats de l'encan du 17 février 2018 du CEB Saint-Martin :

14 taureaux vendus pour un prix moyen de 4 111\$

Le prix maximum payé fut de 5800\$ et le prix minimum, 3000\$

La bannière pour le meilleur taureau Limousin a été remis à la Ferme SDJ.

Publicité et promotion

Notre site internet est fonctionnel et mis à jour de façon régulière. Il sert autant comme source de références sur la race Limousin, les activités de l'Association, la parution de petites annonces, le répertoire des membres et il est agrémenté de photos de toutes les activités connexes à la race Limousin au Québec.

Nous continuons à offrir divers articles promotionnels comme nos manteaux trois saisons, casquettes, tuques, etc.



Portes Ouvertes UPA, Montreal

2018 Registry Statistics

WHE Enrollment Statistics

Relevant Statistics

	2014	2015	2016	2017	2018
Cows Assessed per Member	31.7	29.6	27.9	27.8	28.8
Cow Classification					
Fullblood	597	477	420	360	304
Purebred	7306	7026	6985	7076	7233
Other	1005	421	585	594	625
TOTAL COWS ASSESSED	8,908	7,924	7,990	8,030	8,162

Canadian Limousin Association Active Members by Province for Fiscal Years 2016, 2017 and 2018

As of December 31, 2018

Province	2016				2017				2018			
	Life	Annual	Junior	Total	Life	Annual	Junior	Total	Life	Annual	Junior	Total
AB	57	33	30	120	56	29	33	118	57	29	35	121
BC	14	3	9	26	14	3	9	26	14	3	13	30
MB	20	17	8	45	20	16	14	50	20	19	14	53
NB	1	0	0	1	1	3	5	9	1	2	6	9
NS	3	4	3	10	4	7	33	44	3	10	47	60
ON	70	58	51	179	71	61	57	189	70	66	61	197
PE	1	1	0	2	1	1	0	2	1	1	0	2
QC	15	10	0	25	16	12	0	28	15	12	0	27
SK	40	12	16	68	38	14	18	70	40	14	18	72
Total	221	138	117	476	221	146	169	536	221	156	194	571





Canadian Limousin Association Mission Statement

To be the #1 terminal breed of choice and a provider of superior genetics that allows our members to be profitable leaders in the beef industry.