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Reminder

Limousin CCIA tags mandatory in 2016 born calves to receive points in 2016

Order your tags today!



Updates from the CLA Annual General Meeting

By-law Addition

At the CLA Annual General Meeting a motion was carried to add a bylaw to the Schedule "A" Registry Rules of the Canadian Limousin Association bylaws (Parentage Verification): **All animals consigned to the National Limousin Sale must be sire verified in order to sell.**

\$1/Head Fee for Written Birth/Weaning/Yearling Data Entry Removed

The CLA Board of Directors made the decision at their summer board meeting on July 30, 2016 to remove the \$1/head fee for written birth, weaning, and yearling data entry sent into the CLA office effective immediately.

2015 Financials

- \$851,626 net assets in 2015 down from \$864,471 net assets in 2014.
- \$323,419 revenue in 2015 up from \$286,441 revenue in 2014.
- \$371,532 expenses in 2015 up from \$309,393 expenses in 2014.
- Deficiency in expenses over revenue was \$(33,770) compared to a revenue of \$8,267 in 2014.
- Cash at end of year was \$43,682 compared to \$38,168 in 2014.

General Manager's Report

- Currently as of June 2016 the CLA has 337 active members, 114 junior members, 7,884 females on WHE, and 151 DigitalBeef users
- Memberships, registrations and transfers all increased fairly significantly in 2015. Only 16 head decline on WHE!
- Move to DigitalBeef was made as it is less expensive with better customer service, consistent with NALF, and more powerful system however there were very significant challenges for both staff and members at first. Most issues have been ironed out and now we are shifting our focus from getting the system working to educating membership on how to use it. Apologies that things had to be done in this order as the system bugs should have ideally been worked out and members educated beforehand.
- Move to Delta Genomics was necessary without much notice as CBBC secured funding on behalf of all beef breeds to do a one-time bulk transfer of samples from GenServe to Delta Genomics. Now Canadian Limousin can do genotyping on entire population, all testing can be done at one lab for all major breeds, Protoporphyrin testing can be done on demand at half the cost and all other testing costs are the same or less.
- CLA General Manager attends events in order to raise the profile of Canadian Limousin, maintain key industry contacts, and bring ideas and information back to the board of directors and membership. CBBC Agri-Marketing funding pays for a large portion of international travel.

General Manager's Report Continued

- CLA's main advertising efforts include the Canadian Cattlemen magazine and Bull Buyer's Guide, advertising with provincial Limousin Associations, as much daily social media presence as possible, industry sponsorship and in person attendance by the General Manager at events such as bull sales.
- The Limousin Voice went to 3 issues in 2015 and all three issues were mailed to bull buyers from the past 3 years in addition to subscribers bringing the distribution to approximately 2,200 people which has increased advertising and the perceived "value" of the magazine. Efforts continue to be made to improve and increase content and Tessa is always open to suggestions for the Voice.
- 13,600 individual Limousin tags have been sold to date and the tags are now available in Quebec as well. Limousin RFID tags will be mandatory in all 2016 born calves at all shows in order to qualify for show cattle of the year points.

Eric Boon named Chairman of Breed Improvement Committee

The CLA Board of Directors re-established the Breed Improvement Committee and elected Eric Boon to be at the helm of this committee as Chairman. Eric has been tasked with putting together a committee of interested breeders who are keen to see the Limousin breed succeed into the future as we work together to improve the breed.

Thanks to Joe Epperly from NALF for Attending

Joe Epperly, Assistant Executive Director of the North American Limousin Foundation (NALF) attended our CLA AGM and CJLA Impact Show. His attendance was much appreciated as our two organizations work together in many ways. We are looking forward to the 2018 International Limousin Congress which will be hosted by NALF in Colorado July 19-28, 2018.

John Crowley from CBBC Presents on Genotyping

John Crowley, Director of Scientific and Industry Advancement with the Canadian Beef Breeds Council (CBBC) gave an update on the current programs CBBC is working on to benefit the Canadian beef breeds including the biobank bulk transfer of samples from GenServe to Delta Genomics and the genotyping funding that Limousin members are currently benefiting from.



<<<< 2016 CLA Board of Directors (back row left to right): Tim Andrew, Erin Kishkan, Jim Richmond, Joe Cooper, Matthew Heleniak (front row left to right) Bill Zwambag (Treasurer), Eric Boon (Vice-President), Terry Hepper (President), and Tessa Verbeek (General Manager). Not pictured: Mark Angus



>>>> 2016 CJLA Board of Directors (back row left to right): Jackie Wismer, Cheyenne Porter, Nicole Bielecki, Brittany Hirschfeld, Carolyn Darling (front row left to right) Angus Smyth, Curtis Bielecki, William Cooper and Connor Rodger. Not pictured: Samantha Kennedy

Upcoming Events



Meaford Fair Limousin Show
September 3
Meaford, ON

Owen Sound Fair Limousin Show
September 10
Owen Sound, ON

Pinnacle View Open House
September 10
Quesnel, BC

Maritime Limousin Association
AGM & Junior Show
September 10-11
Great Village, NS

Warkworth Fair Limousin Show
September 11
Warkworth, ON

Glencoe Fair Limousin Show
September 24
Glencoe, ON

Lindsay Fair Limousin Show
September 24
Lindsay, ON

Olds Fall Classic
September 30-October 2
Olds, AB

Markham Fair Ontario Limousin
Provincial Show
October 2
Markham, ON

Livestock Gentec Conference
October 18-19
Edmonton, AB

National Limousin Show & Sale at
Manitoba Ag Ex
October 25-29
Brandon, MB

Lloydminster Stockade Roundup
November 2-5
Lloydminster, SK

You're Invited to Join Us for the National Limousin Show & Sale

**The National Limousin Show & Sale is just around the corner on
October 28th in Brandon, Manitoba and we would love to see you there!
Make sure you get your entries in and hotel rooms booked soon!**

SCHEDULE OF EVENTS

Monday, October 24th
12:00 NOON - Stall set up begins, cattle must be left in tie-outs

Tuesday, October 25th
8:00 AM SHARP - All cattle **MUST** be in barns by 8:00 AM

Friday, October 28th
10:00 AM - National Limousin Show
6:30 PM - National Limousin Sale

ENTRIES

Enter online at <http://manitobaagex.com/>

If you require a paper entry book or have other questions regarding the National Limousin Show please contact Kyle Wright at 204-305-0221 or wrightwaylimousin@hotmail.ca

Have your name entered in a draw for 2 tickets to the rodeo if you enter by September 17th

Entry deadline September 30th

ACCOMMODATIONS

Room block under "Canadian Limousin Association" at Canad Inns Destination Centre Brandon (attached to the Keystone Centre where show will take place):

1-888-33-CANAD (22623)

<https://www.canadinns.com/stay/brandon/home/>

1125 18th Street Brandon, Manitoba

\$164/night + tax

Rooms must be booked by September 30th under the Canadian Limousin Association room block.

Additional room block under "Canadian Limousin Association" at the Royal Oak Inn and Suites (3.5 km/6 minute drive from Keystone Centre where show will take place):

204-728-5775

<http://royaloakinn.com/>

3130 Victoria Ave. West, Brandon, Manitoba

\$120.99/night plus tax

Rooms must be booked by October 1st under the Canadian Limousin Association room block.

Show Points Reminder

With summer shows upon us and fall shows close behind please review the following reminder about National Show Cattle of the Year points and how they are awarded and what you need to do to ensure your show counts and is included in the tabulation. The Points Show Qualification Form and Supreme Points Form are available as links at all times on the CLA website under Resources -> Show Cattle of the Year

RULES

- Each show must complete the following in order to have the results of their show count towards points:
1) Submit a POINTS SHOW QUALIFICATION FORM along with complete show results to the CLA office within two weeks of the completion of the show to keep the point tallies current. Show results must include registration number, name, tattoo, birth date, and exhibitor for all animals in the class, not just the top placers.
- If you win a supreme title at a show with a Limousin animal please fill out a SUPREME POINTS FORM within two weeks of the completion of the show in order to receive supreme points. In order to receive supreme points the show where those points were earned at must have had 30 head of cattle of any breed on-site. You will only receive supreme points, no class or division points unless there were 30 head of Limousin cattle at the show, in which case you are eligible for all.
- In order to count towards class and division points, a show must have a minimum of 30 purebred and/or fullblood Limousin animals on-site. Percentage Limousin cattle do not count towards the head count at the show.
- All animals have to be registered at the time of the show to get points, including calves at side of females in pair classes.
- All animals born in 2016 or later must be tagged with a Limousin branded pink CCIA tag. All animals born in 2015 or earlier are grandfathered into this rule and may show with the traditional yellow CCIA tag. Animals/pairs not adhering to this rule will still count towards the overall head count at the show, however the animal/pair itself will not qualify for points.
- The Canadian Junior Limousin Association National Junior Show NO LONGER counts as a qualifying show as of July 14, 2016.

POINTS ALLOCATION

Points for shows with 30 head to 49 head at the show:

1st - 6 2nd - 5 3rd - 4 4th - 3 5th - 2

Division Champion - 6

Reserve - 4 Grand Champion - 12 Reserve - 8

Points for shows with 49 head to 99 head at the show:

1st - 8 2nd - 7 3rd - 6 4th - 5 5th - 4 Division Champion - 8 Reserve - 6

Grand Champion - 16 Reserve - 12

Points for shows with 100 head or more at the show and the designated National Show:

1st - 10 2nd - 9 3rd - 8 4th - 7 5th - 6 Division Champion - 10 Reserve - 8

Grand Champion - 20 Reserve - 16

Supreme winners get 10 points. No points for Reserve Supreme.

Points are awarded to the animal, its dam and its sire.

You Spoke... We Listened and Responded! CLA Membership Q & A

A membership survey was circulated online to members between March and July 2016. The results and all comments made in this survey were circulated and discussed at the CLA board of directors meeting. Many suggestions for improvement will be explored further, and many positive comments were also greatly appreciated. In an effort to give responses to some of the comments we are going to be selecting a few comments to feature in each newsletter and giving CLA's response to the comment.

***Member Comment:* Hire people from the breed so they understand what you are talking about**

CLA Response: The Canadian Limousin Association is very proud that all three of our current employees have experience with the Limousin breed. Dallas Wise's family has been involved in the Limousin breed since 1974, had the Limousin bull test station and used Limousin bulls in the past. As the employee who has had the longest employment with the CLA she is highly familiar with the breed, the membership, and their needs. Laura Ecklund grew up on a purebred Limousin operation in Ontario and was a member of the Ontario Junior Limousin Association. Her knowledge and background has been a highly valuable addition to the CLA team. Tessa Verbeek grew up on a commercial cow/calf operation and married into a purebred Limousin operation where she continues to raise purebred Limousin alongside her husband and his parents. The Canadian Limousin Association is likely one of the only major beef breed associations where the entire team is comprised of individuals with a background not only in the cattle industry but the Limousin breed. All three of your CLA staff have a vested interest in the breed.

***Member Comment:* Better social media/online presence. Marketing feeder animals**

CLA Response: General Manager, Tessa Verbeek solely oversees the social media presence of the Canadian Limousin Association and endeavours to make a minimum of one post to Facebook and Twitter every working day. There are many times in which there will be numerous posts throughout the day especially when major events are taking place such as the CJLA Impact Show. Facebook and Twitter are the only social media sites the CLA uses as we feel these are the most widely used platforms that allow for the greatest reach. The CLA website is also updated regularly by Tessa. Every effort is made to continually improve and increase our social media presence and utilize these tools to their fullest potential. However, please bear in mind that one person, who has many other responsibilities, cannot always dedicate their attention fully to social media especially during busy times where their attention is being demanded in other ways. Often, those busy times are also times when a great deal can be posted to social media, so it is always a balance to try to do as much on social media as possible while also meeting other more pressing responsibilities. To answer the second point regarding marketing feeder animals the CLA website has free commercial calf listings on the CLA website that we encourage commercial folks to use to advertise their commercial cattle that are for sale at an upcoming auction or privately. If you have further suggestions of how we can assist our commercial producers please let us know.

***Member Comment:* It would have been and still would be very helpful to have a good instructional guide - one that includes an explanation of the consequences/result of each action not just click this, go to ___ type of thing.**

CLA Response: Unfortunately, DigitalBeef was released to members without more comprehensive training being made available. The CLA's "version" of DigitalBeef was developed and released to the membership in a very short space of time and without extensive testing being done on the system nor much training given to the membership. We understand this was less than ideal and we do apologize for this. Written instructions have always been available, however General Manager, Tessa Verbeek is currently working on a full set of videos on how to use all aspects of DigitalBeef. These videos will walk you through step-by-step on how to do everything from the basics to the more advanced "extra" features of DigitalBeef and show you live video of the system as the steps are explained and the results of each action are made clear. We hope that this will assist our members who would appreciate a more comprehensive look at the system and they can follow the videos at their leisure to assist them in their registry work as well as utilizing the many unique features of DigitalBeef. NALF currently has similar videos available and the link to those videos is on the CLA website.

Manitoba AG EX Launches a New Lineup for 2016

Submitted by Karen Burton

Manitoba Livestock Expo, Fall Fair, Manitoba AG EX, no matter what the name the Provincial Exhibition has been successfully hosting a fall fair to celebrate traditional agriculture practices for over 130 years.

“Our fall cattle show has gone through a few different names and looks over the years. “Said Ron Kristjansson, General Manager of the Provincial Exhibition of Manitoba. “The one thing that hasn’t changed though is the support. Even through the severe financial setbacks in the beef industry during the BSE crisis, this show has continued to be a significant event for local cattle producers and the city of Brandon.”

In early 2015, the Provincial Exhibition released a new corporate logo and focused on growing their fall cattle event to include more agriculture components. The name Manitoba AG EX was chose to reflect the vision of an agricultural event in Brandon that would appeal to a broader audience. The Provincial Exhibition signed a 3-year agreement with the Manitoba Rodeo Cowboys Association in the fall of 2015 to host the Manitoba Finals Rodeo (MFR).

“We know from experience that the crowds want action packed entertainment.” Said Kristjansson. “There is nothing more exhilarating than the year-end rodeo competition so becoming the new home of the MFR is an excellent fit for Manitoba AG EX.”

For the last decade, a standalone group has been organizing the rodeo and equine events that took place on a separate weekend from the Provincial Exhibition’s fall cattle show.

“This isn’t our first rodeo.” Joked Kristjansson. “We had a partnership with the Manitoba Rodeo Cowboy Association in the early 2000’s to host the MFR. We are fired up to restore this partnership and continue to expand Manitoba AG EX.” Said Kristjansson “An event like this has a significant economic impact on the Brandon region and gives our local producers an important opportunity to showcase their industry. “

This year’s event will also include a variety of equine events as part of the free daily shows including the Manitoba Superhorse 50/50 Show & Sale, NAERIC Barrels of Cash Prospect Sale, Fall Classic Ranch Sorting and the Hagan Performance & Ranch Horse Sale. “Every time we make one of our events bigger, that means more rental income for the Keystone Centre and more people coming in to our city to spend time in our hotels and restaurants. It’s a win-win situation. “ Said Kristjansson.

The cattle shows will start on Wednesday, October 26 and run through until Saturday, October 29 in the Westoba Ag Centre at the north end of the Keystone Centre. The equine events, including the rodeo will start Thursday, October 27 and run through until Saturday, October 29 in Westman Place main arena. Stalling for all of the animals will fill the north end barns as well as the Kinsmen and Enns Brothers Arenas. The Taste of Beef luncheon will pay tribute to the beef industry at the Canad Inn Road House on Wednesday, October 26. Tickets for the luncheon are \$25 and available by contacting the Provincial Exhibition office at info@provincialexhibition.com.

As Manitoba’s largest all breeds cattle show, the 2016 Manitoba AG EX event has attracted national attention. “For the first time ever, we will host the Western National Hereford Show as well as we will see a return of the Canadian National Limousin Show for this year. “ Said Kristjansson. “With close to 600 head of cattle at last year’s show, we anticipate that the prominence of this event will attract even

more animals and industry leaders.” An extra day has been added to this event to accommodate the expected increase in cattle.

The daily equine and cattle shows are open to the public free of charge. Tickets for the evening rodeo are available for purchase at the Keystone Centre Box Office. Cost is \$20 for adults and \$10 for children 6-12 yrs plus the cost of the Keystone Centre ticket service fee.

Registration forms for the Cattle Show are available for download at www.manitobaagex.com until October 1, 2016. Register before September 17 and you could win 2 tickets to the Manitoba Finals Rodeo.

Canadian Western Agribition (CWA) 2016 is less than 100 days away and we are gearing up for another great show. We are excited about the new International Trade Centre that is under construction and is on schedule. We will be using the building for this year’s event and are looking forward to its Grand Opening in 2017

That project will mean a few changes to Agribition 2016 but we assure all of our stakeholders that it is “business as usual”, and CWA will again be the world-class event our exhibitors and guests have grown to expect.

We have also been upgrading our existing facilities to ensure that Agribition continues to be the “can’t miss” cattle show of the year. We look forward to seeing you here in November for another full slate of shows, sales and entertainment.

For an update on the programs and entry information, visit www.agribition.com or call our office at 306-565-0565.

Follow us on Twitter: @Agribition and on Facebook: Canadian Western Agribition



Stewart Stone, President
Canadian Western Agribition