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25 Limousin CCIA tags
\$78
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tags today!



Sale Results

At the conclusion of your bull sale this spring, we would like to invite you to fill out a sale report form to have your sale highlights published in the Canadian Limousin Association monthly newsletter. The sale report form can be found under Resources - Forms on the CLA website at: <http://limousin.com/resources/forms/> or by contacting the CLA office.

The Canadian Cattlemen magazine also invites advertisers to submit their sale results to their Canadian Cattlemen representative to be published.

Homozygous/Heterozygous Policy Update

The Canadian Limousin Association board of directors recently voted to have all homozygous and heterozygous horned/polled and coat colour test results shown publicly on DigitalBeef if the testing is conducted through our official DNA testing lab, Delta Genomics in Edmonton, Alberta. This is a change from our previous policy which required members to sign a form allowing your results to be shown publicly. Now, all results will automatically show publicly in DigitalBeef.

50th Anniversary National Show & Sale Location Voting

The Canadian Limousin Association board of directors accepted bids from Provincial Limousin Associations up to March 1, 2017 to host the 50th Anniversary National Show & Sale in 2019. Bids were returned from Saskatchewan and Ontario and are being included in this newsletter for your review. In order to give our valued membership the opportunity to decide where they feel the best location would be for the 50th Anniversary celebrations and National Show & Sale, we are conducting mail in voting. You will very soon be mailed a ballot. If you choose to cast a vote we expect you to fill out your selection, indicate your member number and name and sign. **These ballots must be returned to the Canadian Limousin Association office and received no later than April 1, 2017.**

We are very excited for the 50th Anniversary of Limousin in Canada and we invite all Provincial Limousin Associations to start thinking about how they can celebrate this momentous occasion in their own way in their province in addition to the National Show & Sale!

Upcoming Events



Excel Ranches "Excellence" Sale
March 9
Westlock, AB

Richmond Ranch Grass Country
Bull & Female Sale
March 10
Rumsey, AB

Range Ready Bull Sale
March 11
Yorkton, SK

Hollee Limousin Open House
March 11
Blackstock, ON

Diamond C Ranch 16th Annual
Bull Sale
March 13
Ponoka, AB

7th Annual de Jager Limousin Bull
Sale with guest Andrew Ranches
March 14
Brooks, AB

Bar 3R Limousin Bull Sale
March 16
Oyen, AB

Anchor B/B Bar/Carpenter 16th
Annual Bull Sale
March 17
Saskatoon, SK

Symens Land & Cattle Bull Sale
March 17
Claresholm, AB

Highland Stock Farms Bull Sale
March 18
Bragg Creek, AB

Canada's Red, White & Black Bull
Sale
March 18
Moose Jaw, SK

Cody Sibbald Legacy Classic
March 18-19
Medicine Hat, Alberta

As this is a tremendous milestone and occasion for celebration, we anticipate that the 50th Anniversary National Show & Sale will be a pinnacle event of the Limousin breed. This event is intended to bring together the Limousin breed in unified celebration, bring positive publicity to the breed, and launch us into a positive trajectory for the next 50+ years. Given the significant and infrequent nature of milestones such as a 50th anniversary, we invited provincial Limousin associations to think outside of the box in their plans and venture to propose an event that will be the buzz of the Limousin breed for years to come, and draw interest from the entire beef industry in the exceptional event we are hosting. The below proposals were meant to be just that, proposals, and the below template was intended to aid provincial associations in providing as much detail as possible about their proposed plans for hosting the 50th Anniversary National Show & Sale and require them to begin thinking about the details that will need to be organized. We realize that these are preliminary plans which may be adjusted as we get closer to 2019.

ONTARIO LIMOUSIN ASSOCIATION 50TH ANNIVERSARY NATIONAL SHOW & SALE LOCATION BID

Name of hosting provincial association: Ontario Limousin Association

Names of key contact(s) from provincial association to be contact person/people for discussions about 50th anniversary National Show & Sale: Murray A. Shaw Subject to change

Name of hosting show: Royal Agricultural Winter Fair

2019 dates of show: Early November during the Royal Winter Fair

2019 move in/move out dates: To be determined.

Background on show, facilities, amenities, etc.: The Royal Agricultural Winter Fair is a First Class Fair held in Toronto and started in 1918. The RAWF will be celebrating their 100th Anniversary in 2018. The RAWF is the grand finale of all fairs in Ontario and hosts many livestock shows including Beef, Dairy, Hogs, Sheep, Goats, Poultry, and rabbits. There is also a very large 4-H division with national shows in beef, dairy, and sheep. There are many non livestock agricultural competitions that showcase Ontario including wine, maple syrup, honey, vegetables, field crops, apples, cheese and butter. The Horse Show at the RAWF is a first class with many World Cup Events including World Class Jumping, Heavy Horse Shows including 6 horse hitch competition, and other Equestrian Competitions. The RAWF attracts visitors from around the world. It is live streamed as well so people can watch at home.

Admission fees charged (including parking if applicable):

There are admission and parking fees at the RAWF. We will not know these costs yet, as they are set by the RAWF.

Will provincial association be able to secure show entrance and parking passes for CLA's use (to be given to dignitaries and invited special guests, etc.): Yes

Do you have a location for the 50th anniversary banquet? Yes

If yes, please elaborate if possible: There are many private areas and rooms at the RAWF that would be ideal for a banquet. The food would be provided by the Royal, but we should be able to source Ontario Corn Fed Beef.

Is there currently a stand-alone Limousin sale? No

If no, how will the hosting committee venture to create a stand-alone Limousin sale in 2019?

The OLA would either work with the RAWF to be the biggest part of the Royal Elite Beef Sale consigning 20-30 lots from across Canada or work on having a stand alone sale. **Please describe how you would position the CLA 50th Anniversary Show & Sale in relation to other events that might occur simultaneously at the facility:** There are many activities going on at the RAWF. We will need to work with the RAWF to space out the Show, Sale and Banquet so that everyone attending could participate in everything.

Promotion/advertising/marketing plans for the 50th Anniversary Show & Sale: We will set up a committee to work on the 50th Anniversary. Social Media will be used as well as other venues.

Explain any limitation within the facility/event for exposure of 50th Anniversary Show & Sale sponsors in show arena(s), sales ring, barns, etc. ie: banner placement, major sponsor non-compete agreements: We see no limitations with the facility. The RAWF is used to working with different breed groups for special events and shows of this type.

Please list all responsibilities or costs for which you expect the CLA will be responsible: We would expect that the CLA would be responsible for any extras to the normal National Show and Sale. For example, any hand outs, pins, gifts for distinction. The banquet would be held as a ticketed event to cover all expenses. What is the CLA expecting to pay for?

Additional information you wish to share:

The OLA is a very active group and we feel that we will have support from our Board of Directors and many other members. The Royal Agricultural Winter Fair Limousin Show was the largest in Canada exceeding 100 cattle in 2015, and 2016. It is one of the largest shows in North America. Our Juniors are also very active and have a large membership with showing on average 30 heifers at the Junior Show. The National Junior Beef Heifer Show at the RAWF is an extremely large show of approximately 300 head of cattle shown by 4-H members from across the country. Limousin classes are well represented with many other Breeds. Toronto is a very large city in Canada and has many site seeing attractions, sports events, music, and the arts are just a few other things to do while visiting the 50th Anniversary.

**SASKATCHEWAN LIMOUSIN ASSOCIATION 50TH ANNIVERSARY
NATIONAL SHOW & SALE LOCATION BID**

Name of hosting provincial association: Saskatchewan Limousin Association

Names of key contact(s) from provincial association to be contact person/people for discussions about 50th anniversary National Show & Sale:

Jeff Yorga, Carey Hirschfeld & Ryley Bielecki – Banquet, Jay Bohrson & Eric Boon – Fundraising, Eric Martens, Lee Carpenter, Rhett Jones

Name of hosting show: Canadian Western Agribition

2019 dates of show: November 18th-23rd (this is subject to change and could be moved should Regina be awarded the Grey Cup that year)

2019 move in/move out dates: November 18th-23rd (this is subject to change and could be moved should Regina be awarded the Grey Cup that year)

Background on show, facilities, amenities, etc.:

- Canada's largest and most prestigious purebred beef show. The brand new international trade center will play host to the show, banquet and sale. The city of Regina has expanded significantly making accommodations easy to find.

- CWA has an incoming buyers program to help assist bring in International guests that are interested in the beef industry. The 2019 agreement has not been finalized yet.

Admission fees charged (including parking if applicable): CWA rates

Will provincial association be able to secure show entrance and parking passes for CLA's use (to be given to dignitaries and invited special guests, etc.): No

Do you have a location for the 50th anniversary banquet? Yes

If yes, please elaborate if possible: The banquet will be hosted in the International Trade Center, which overlooks the show arena, as well as the Limousin stalling area. The new mezzanine area can hold a couple hundred people.

Is there currently a stand-alone Limousin sale? Yes the Solid Gold Agribition Limousin Sale

Please describe how you would position the CLA 50th Anniversary Show & Sale in relation to other events that might occur simultaneously at the facility: Work with CWA to get a prime spot in the barns.

Promotion/advertising/marketing plans for the 50th Anniversary Show & Sale:

- Banquet will be held simultaneously with the sale, either video sale at the banquet or immediately following the live lot sale.

- Using the CLA resources, Voice, Newsletter, E-blast, Social Media to let the membership know times and dates of the event.

- Have a couple banners that promote the 50th Anniversary of Limousin

- Agribition will be considered the wind-up or finale for 50 years of Limousin in Canada!

Explain any limitation within the facility/event for exposure of 50th Anniversary Show & Sale sponsors in show arena(s), sales ring, barns, etc. ie: banner placement, major sponsor non-compete agreements: No issues

Please list all responsibilities or costs for which you expect the CLA will be responsible:

- Assistance letting the CLA membership know the dates of the show/sale/banquet. Done through the Voice, Newsletters, E-blasts, Social Media. This can be accomplished by you as you have access to all mailing and email information.

- The CLA would be responsible for having a design done up to promote the 50th, that all provinces can have access to for advertising.

- Cost to equal what the CLA put forth for the 40th Anniversary

- CLA commitment to equal the commitment for the 40th Anniversary

- We expect the CLA to help set-up farm tours for our international guests (similar to what the CLA does now for international guests that inquire)

Additional information you wish to share:

The Saskatchewan Limousin Association would like your vote for the 2019 National show and sale. Hosted during Canadian Western Agribition, Canada's largest and most prestigious livestock show. We would like to opportunity to end our 50th year with a bang. With the being said, we feel it is important that every Limousin event in 2019 is a 50th anniversary event. Regionally we can leverage this anniversary to promote and grow our breed. We invite you to celebrate the culmination of this exciting year, with us at the final show of the year, Canadian Western Agribition.

New to Agribition is the International Trade Center. This building completes the loop making the entire complex indoors, and the largest show of its kind under one roof in North America. The new facility gives us the opportunity to not only host an exciting show, but a banquet that is on the grounds, in the newly completed international center with seating for over 200.

Agribition as a show is where the world comes to find Canadian purebred genetics. It is also the Canadian purebred industries most coveted banner. Our place in the industry is important, as such, it is important that other breeds and the larger beef industry can see the excitement that this breed is generating first hand. We must take advantage of the opportunity presented and with every breeder moving in the same direction take a giant step forward for our breed.

The Saskatchewan Limousin Association looks forward to running the "pick of the barn" lottery. We also are excited to host the banquet on site. We also have the option to continue with a live sale or look at the opportunity of combining the sale with the banquet via a video sale. Right before the sale gets going we can announce the 50th Anniversary Show Cattle of the Year Awards. Agribition also has tremendous opportunities for our junior exhibitors with showmanship and grooming at the beginning of the week and rounding off with a chance to win \$500 in the Junior Beef Extreme if you have the Champion Limouish Female. The week culminates with our 50th anniversary national champion parading in the RBC Beef Supreme; against the very best the industry has to offer. This promises to be an exciting time for exhibitors and visitors alike.

- The Grey Cup for 2019 has yet to be awarded. If Regina gets it, Agribition will move up a week. We hope that happens, that means Agribition will not fall during American thanksgiving, and significantly increase our attendance.

- The combination of the in-bound buyers program with Farm Fair International and the in-bound buyers program of Canadian Western Agribition sets up the opportunity to bring in a large international group to CWA. Both shows in-bound programs are heavily directed to the beef industry. Many International guests that go to Farm Fair go to Canadian Western Agribition.

- Over the last few years there has been many International guests (mainly Australians) that have been coming for Farm Fair International or Canadian Western Agribition shows and touring heavily before and after the shows.

- We plan on running the 'Pick of the Barn' lottery that pays out \$10,000 cash. Along with runner-up prizes (semen, credits to semen collection facilities, credits to embryo transplant facilities, grooming supplies, etc.)

- The SLA members will be available for pre and post CWA farm tours. If international and domestic guests are interested in touring before and after CWA the SLA will assist the CLA in helping provide a list of potential operations and route to tour.

- The Show Cattle of the Year Awards are always presented at Agribition right before the Solid Gold Sale. By having the 50th National Show & Sale at Agribition it provides one more prestigious title to be announced during the 50th Anniversary finale/wind-up

How to Order Limousin RFID Tags



When you order for the first time on the CCIA web store please do the following:

- 1) Go to the CCIA Website: <http://www.canadaid.ca/>
- 2) Click on “Tag Order Website”
- 3) Click on “Place an Order” under the Producers heading
- 4) Access the online account creation form by clicking “Register - Create your Access Codes”
- 5) Click “CCIA Producers – Activate your tag order account”
- 6) To retrieve your address information, enter your CLTS Account ID and Phone Number and then click the Autofill button. ***If the Autofill retrieves no information or the account information is not accurate, please contact the CCIA Admin Team at 1-877-909-2333.***
- 7) Complete the “User information” section and submit the form
- 8) Your CDMV account is created and a registration confirmation will be sent to you by email. You are now able to place orders on the CCIA web store.

For all subsequent orders, when you have your log in information, please do the following:

- 1) Go to the CCIA Website: <http://www.canadaid.ca/>
- 2) Click on “Tag Order Website”
- 3) Click on “Place an Order” under the Producers heading
- 4) Log in and you will be taken to a beef tag order screen. Ensure you select the Limousin tab from the top.
- 5) Click “View all” and enter the quantity of bags you want (remember there are 25 individual tags per bag). If you wish to order a tagger and/or replacement pin you can enter the quantity of those there.
- 6) Click “Add to cart”. Shipping fees and taxes are automatically calculated. You are able to edit the quantity in this screen if you have made a mistake.
- 7) Click “Checkout”
- 8) Review that the Ship To address is correct, click “Next”
- 9) Review that the Bill To address is correct and enter credit card payment information. Enter a PO (purchase order) Number. This can be any combination of numbers and/or letters that you wish, you must enter something in this field. Click “Next”.
- 10) Review that all order information is correct, and then click “Place Order” in the top right of the screen.
- 11) A confirmation notification will appear on the screen and the confirmation will also be e-mailed to you.

Alternatively, if you do not wish to order online yourself, you can call the Canadian Cattle Identification Agency (CCIA) at 1-877-909-2333 to place the order on your behalf.

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COMMON
GROUND



CANADIAN BEEF INDUSTRY CONFERENCE 2017



CS
Calgary Stampede

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AUGUST 15 TO 17, 2017 AT THE BMO CENTRE, CALGARY, ALBERTA

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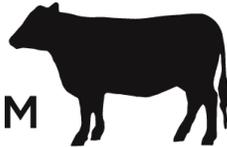


Images courtesy of Canadian Cattlemen's • The Beef Magazine **Cattlemen**

RAISING HEALTHY BEEF CATTLE IN A CHANGING WORLD



Photo Credit: Elizabeth Homerosky



UCVM 2017

Beef Cattle CONFERENCE

JUNE 22 - 23, 2017

CALGARY, ALBERTA

LISTEN... to leading-edge experts discuss current issues and creative solutions



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College of
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Medicine,
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Dr. Herman Barkema

Faculty of
Veterinary Medicine,
University of
Calgary,
Calgary, AB



Dr. Calvin Booker

Feedlot Health
Management
Services,
Aldersyde, AB



Dr. John McKinnon

University of
Saskatchewan,
Saskatoon, SK

- NETWORK...** with people from all facets of the beef industry
- LEARN...** new techniques to improve beef cattle health and productivity
- TAKE HOME...** ideas and messages that you can put to work tomorrow

PRE-CONFERENCE WORKSHOP:
University of Calgary, Clinical Skills Building, Spyhill Campus

CONFERENCE:
Deerfoot Inn & Casino

REGISTER TODAY!

Visit vet.ucalgary.ca/beef for more information and registration details



Thursday, June 22

Pre-Conference Workshops

UCVM Clinical Skills Building, Spyhill Campus (11877 – 85th St NW, Calgary, AB)

Workshops will be offered in two streams, Cow-Calf and Feedlot, running simultaneously.

7:30 - 8:00 AM REGISTRATION & BREAKFAST

8:15 - 11:30 AM Cow-Calf and Feedlot Sessions

1. Cow-Calf Stream

Body Condition Scoring: How, When & Why?

| Dr. Claire Windeyer, (UCVM) & Karin Schmid (Alberta Beef Producers)

Body condition scoring is an important component of a health management strategy to optimize productivity of your cow-calf herd. This workshop will involve hands-on training on how to perform the scoring, a discussion about when and why it should be conducted, and an interactive demonstration of the impacts of varying condition of cow productivity and profitability.

2. Feedlot Stream

Diagnoses Where Antimicrobial Treatment May Be of Limited Use

| Dr. Eugene Janzen (UCVM) & Dr. Carolyn Legge (UCVM)

Using videos and images to demonstrate clinical signs and pathology, individual cases unresponsive to routine treatment will be used to illustrate the importance of a definitive diagnosis. Cases will be presented interactively to allow attendees to participate in a Q&A format. All aspects of cases; clinical, pathological and pharmacological will be covered, including their significance.

11:30 AM - 12:30 PM LUNCH at the CSB (only for those attending the workshop)

12:30 - 1:30 PM TRAVEL TO DEERFOOT INN & CASINO

Conference Session 1 – Identifying the Challenges

Deerfoot Inn and Casino (11500 35 St SE, Calgary, AB)

1:00 - 1:30 PM REFRESHMENTS AND REGISTRATION

1:30 - 1:40 PM Welcome Address & Booth Intros

1:40 - 2:20 PM Dr. Herman Barkema, UCVM | *Restriction in the Use of Antibiotics in Food Animals and Antibiotic Resistance in Production Animals and Humans*

2:20 - 3:00 PM Dr. Sèbastien Assiè, Nantes Atlantic College of Vet Med | *The European Experience: Managing Beef Cattle with Restrictions on the Use of Antimicrobials*

3:00 - 3:30 PM REFRESHMENT BREAK

3:30 - 4:10 PM Dr. Sheryl Gow, Western College of Vet Med | *Antimicrobial Use in Canada – Times are Changing*

4:10 - 4:40 PM Panel Discussion (all speakers)

4:40 - 5:10 PM Student Poster Pitches

5:10 - 7:00 PM SOCIAL RECEPTION / POSTER SESSION (cash bar to close at 6:30PM)



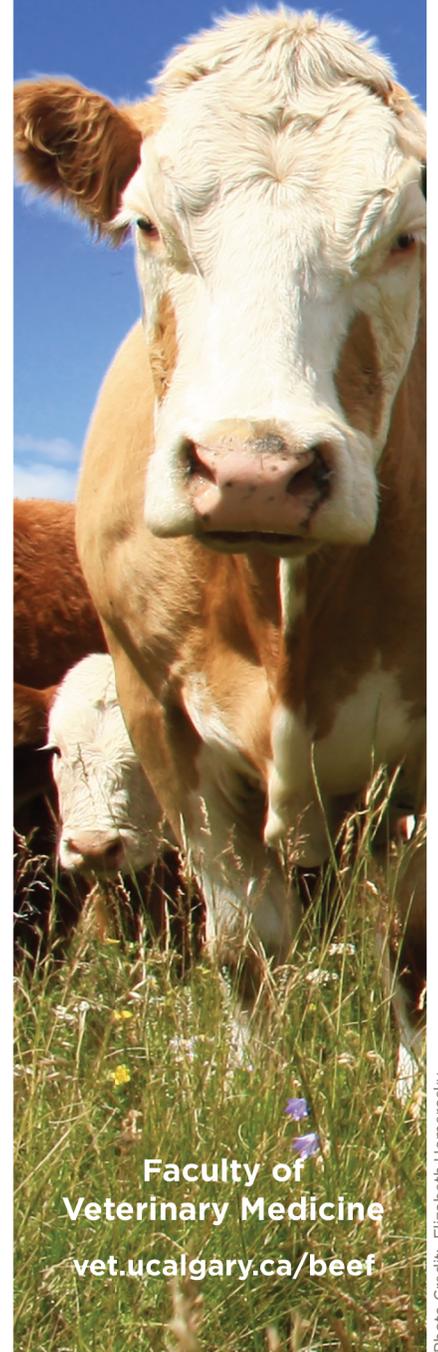
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Raising Healthy
Beef Cattle in a
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Friday, June 23

Conference Session 2 – Improving Diagnostics and Treatments

Deerfoot Inn and Casino (11500 35 St SE, Calgary, AB)

7:30 - 8:00 AM	REGISTRATION AND CONTINENTAL BREAKFAST
8:00 - 8:10 AM	Welcome Address
8:10 - 8:50 AM	Dr. Steve Hendrick , Coaldale Veterinary Clinic <i>Detecting Disease and Making a Diagnosis</i>
8:50 - 9:20 AM	Sam Sharpe , UCVM <i>Laboratory Diagnosis of Clinically Challenging Cases</i>
9:20 - 10:00 AM	Dr. Calvin Booker , Feedlot Health Management Services <i>Evaluating Treatment Protocols</i>
10:00 - 10:30 AM	Refreshment Break
10:30 - 11:10 AM	Dr. Karin Orsel , UCVM <i>Detecting Lameness and Defining the Cause</i>
11:10 - 11:30 AM	Jessica Davis-Unger , UCVM <i>Cost of Lameness in Feedlot Cattle</i>
11:30 AM - 12 PM	Karin Schmid , Alberta Beef Producers <i>TB Update</i>
12:00 - 1:00 PM	LUNCH (<i>Award student poster winner</i>)

Conference Session 3 – Future Beef Production without Metaphylaxis and Growth Promotants

Deerfoot Inn and Casino (11500 35 St SE, Calgary, AB)

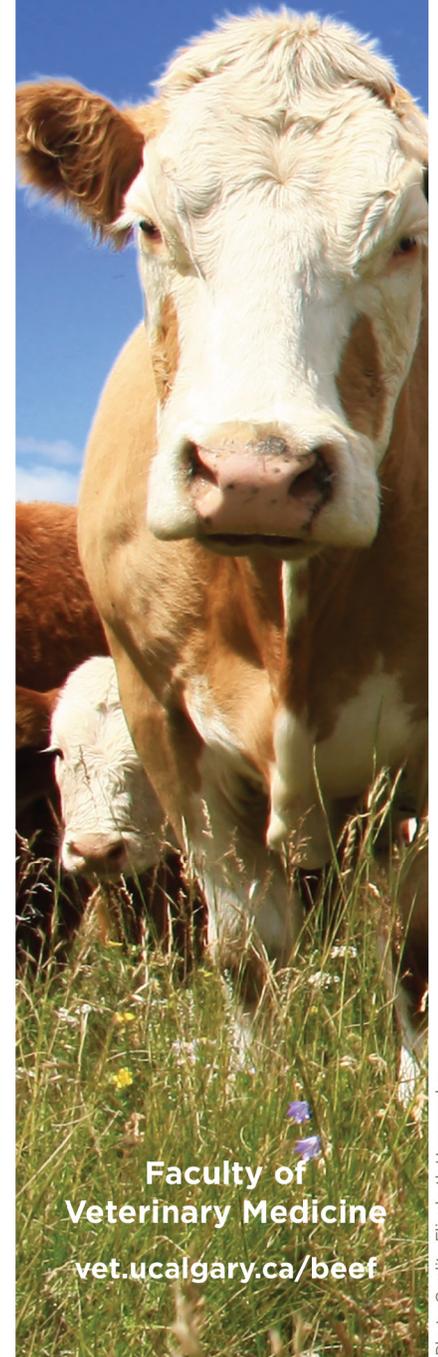
1:00 - 1:40 PM	Dr. Frank van der Meer , UCVM <i>Stimulating the Immune System</i>
1:40 - 2:00 PM	David Saretsky , One Earth Farms <i>Real-world Experience Managing Cattle without Antimicrobial and Growth Promotants</i>
2:00 - 2:40 PM	Dr. Trevor Alexander , Lethbridge Research Center <i>Alternatives to Conventional Antimicrobials</i>
2:40 - 3:20 PM	Dr. John McKinnon , University of Saskatchewan <i>Alternatives to Growth Promotants</i>
3:20 PM	REFRESHMENT BREAK AND ADJOURNMENT



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2017 UCVM Beef Cattle Conference Registration Form

(Please PRINT clearly)

Last Name: _____ First Name: _____
(As you would like it to appear on your name badge)

Company / Ranch (will be included on your name badge): _____

Mailing Address: _____

City: _____ Prov: _____ PC: _____

Phone: _____ Email: _____

Affiliation to beef industry (Please check all that apply):

Producer Veterinarian AHT Government Research/Academia Industry Student Other _____

REGISTRATION OPTIONS* (Circle the price and enter number in 'Amount' column)	EARLY (BY May 15)	LATE (AFTER May 15)	AMOUNT
Pre-Conference WORKSHOPS** Thursday morning, June 22nd: PICK ONE STREAM ONLY			
Cow-calf Stream (Body Condition Scoring)	\$95	\$145	\$
Feedlot Stream (Applied Pathology)	\$95	\$145	\$
CONFERENCE June 22nd-23rd:			
1½-day Conference Registration (with reception)	\$245	\$345	\$
Single-day Registration:			
Thursday afternoon (with reception), June 22 nd ONLY	\$145	\$195	\$
Friday, June 23 rd ONLY	\$195	\$245	\$
Student 1½-day Conference Registration (proof of current student status to accompany registration form)	\$125	\$225	\$
USB card with conference proceedings, to be mailed out after conference	\$15	\$15	
		Sub-Total	\$
*CONFERENCE REGISTRATION includes admission to conference sessions as indicated above; continental breakfast, lunch and refreshment breaks			5% GST \$
** Lunch is included with all workshop registrations. Registration for workshops will be processed on a first-come, first-served basis. Each workshop session is limited to a maximum of 40 participants. PLEASE REGISTER EARLY!			TOTAL \$

- Please add me to the UCVM Beef Cattle Conference/Department of Production Animal Health email list
- Please provide me with a CE certificate
- Dietary restrictions: _____

*Registration fee non-refundable; delegate substitution is permitted upon written request
Please be advised that promotional photographs of the conference may be taken and posted online*

PAYMENT OPTIONS

Credit Card: Visa MC Amex Card Number: _____ Expiry: _____

Name on Card: _____ Signature of cardholder: _____

Cheque Enclosed (Please make cheque payable to: **University of Calgary**)

PLEASE REGISTER ONLINE OR SUBMIT THIS REGISTRATION FORM BY ONE OF THE FOLLOWING METHODS:

Fax: (403) 210-8168

Email: kristen.trueman@ucalgary.ca

Mailing Address:

UCVM Beef Cattle Conference
Kristen Trueman, Conference & Event Management
University of Calgary
DC 18 - 2500 University Gate NW
Calgary, AB T2N 1N4

ONLINE REGISTRATION:
<https://regonline.ca/ucvm2017>

For more information please contact John Kastelic at (403) 210-8660, Ed Pajor at (403) 210-7328 or email beef@ucalgary.ca