



#### Upcoming Events

Crossroads Beef Expo  
February 15  
Oyen, AB

Stewart Limousin Bull Sale  
February 17  
Stettler, AB

Nordal Limousin & Angus Bull  
Sale  
February 20  
Saskatoon, SK

Bull Auction at the Station  
d'épreuves de St-Martin  
February 22  
St Martin de Beauce, Quebec

OLA AGM  
Feb 22  
Nottawasaga Inn

J. Yorga Farms Annual  
Production Sale  
February 24  
Flintoft, SK

Alberta Beef Industry  
Conference  
March 4-6  
Red Deer, AB

Hillview Farms Bull & Female  
Sale  
March 7  
Morinville, AB

## Canadian Limousin Association Announces Staff Changes

For Immediate Release

February 2020  
Calgary, Alberta

The Canadian Limousin Association would like to thank Tessa Verbeek who has served as the General Manager of the association since 2015. Tessa has made the decision to not return to her position once her maternity leave ends. Tessa has capably led the association with excitement and a passion for the breed and the members. Tessa will be continuing her role with the association as the Editor of the Limousin Voice. Tessa along with Katie Songer have worked hard to produce an outstanding magazine that is being recognized in the beef industry.

Dallas Wise will also be leaving her position as Registry/Member Services Assistant. Dallas has been a devoted employee of the association for the past 8.5 years. Her friendly voice and helpful attitude will be missed by the membership. Her last day with the association will be February 20th. We would like to thank Dallas for her hard work and commitment to our staff and members over the years.

On behalf of the CLA Board and Staff we would like to say a sincere thank you to Tessa and Dallas for their dedication and passion for the breed during their time with the association.

Current CLA staff member, Laura Ecklund will be taking on the position of General Manager. She is passionate about the breed and the members and looks forward to serving the association in this capacity. Shayla Chappell will continue in her role as Registry & Member Services Assistant serving Shorthorn and Limousin members.

For all Registry and DNA needs please contact:  
limousin@limousin.com

For all other inquiries please contact  
Laura Ecklund, General Manager  
info@limousin.com

The CLA Office Hours are Monday- Thursday 8:30am-4:30pm MST

The Canadian Limousin Association strives to be the number one terminal breed of choice and a provider of superior genetics that allows our members to be profitable leaders in the beef industry.

# Upcoming Events

Hollie Limousin Bull and Heifer Open House  
 March 8  
 Blackstock, ON

deJager Limousin with guest Andrew Ranches Bull Sale  
 March 10  
 Brooks, AB

Excel Ranches Excellence Sale  
 March 12  
 Westlock, AB

Richmond Ranch Annual Bull Sale  
 March 13  
 Rumsey, AB

Diamond C Ranch Annual Bull Sale  
 March 16  
 Ponoka, AB

Northwest Bull Sale  
 March 16  
 North Battleford, SK

Bar 3R Annual Bull Sale  
 March 19  
 Oyen, AB

Maritime Beef Conference  
 March 20-23  
 Moncton, NB

Hwy 16 Multi Breed Bull Sale  
 March 20  
 Thorsby, AB

Highland Stock Famrs Annual Bull Sale  
 March 21  
 Bragg Creek, AB

Fully Loaded Bull Sale  
 March 21  
 Cookstown, ON

Thickness Sells Bull Sale  
 March 21  
 Great Village, NS

Keep up to date on all Limousin events:  
<http://www.limousin.com/events/>

## 2019 CLA Elite & Super Elite Dams

We are pleased to present the newest Elite Dams to outstanding Limousin females. These dams portray the ideal scenario including calving ease, milk production, and docility. Their performance is measured by their EPDs.

### The qualifying criteria are:

- All Fullblood, purebred, or percentage registered Limousin females on Whole Herd Enrolment, the year of Elite designation, are eligible.
- 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.

### CONGRATULATIONS TO THE 2019 DESIGNATED ELITE DAMS:

#### Super Elite Dams

Owners	Elite Dam	Tattoo
Clark Cattle	WULFS ZOO QUEEN 2468Z	FI 2468Z
Clark Cattle	WULFS SERENADE 6096S	FI 6096S
Darling Farms	TMF MISS 20Y	TMF 20Y
Balamore Farm Ltd.	TMF MISS 370Z	TMF 370Z
Balamore Farm Ltd.	TMF MISS 948Z	TMF 948Z
Excel Ranches	EXCEL ZOOM ZOOM	XLR 208Z
777 Cattle Ltd.	EXCEL POLLED ZENA	XLR 224Z

#### Elite Dams

Owners	Elite Dam	Tattoo
Clark Cattle	CLARKS BEAUTY QUEEN	CDC 436B
Hollie Limousin	HOLLEE'S BABY'S BREATHE	EEY 6B
B Bar Cattle	MURPHY'S 20A	FCM 20A
Red Maple Farms	WULFS ADA 3041A	FI 3041A
Clark Cattle	WULFS BELIEVE IN ME 4825B	FI 4825B
Anchor B Limousin	ANCHOR B BOMBSHELL 19B	JBH 19B
J.Yorga Farms Ltd.	JYF ALLURE 52A	JYF 52A
J.Yorga Farms Ltd.	JYF ANTOINETTE 77A	JYF 77A
Windy Gables Limousin	PINNACLE'S AIN'T I SEXY 1A	RAE 1A
Diamond C Ranch	PINNACLE'S ZIAMOND 5Z	RAE 5Z
Ricky Barclay	RCN BALLROOM BLITZ	RCN 418B
Top Meadow Farms	RLF 808A	RLF 808A
Balamore Farm Ltd.	RLF 814A	RLF 814A
Jayden Payne	RPY PAYNES PEPPERMINT 41U	RPY 41U
R & R Acres	R & R MILKMAID 24Z	RRA 24Z
R & R Acres	R & R MILKMAID 42Y	RRA 42Y
R & R Acres	R & R MILKMAID 73Z	RRA 73Z
Stewart Limousin	SIRLOIN ZENNA SFL4Z	SFL 4Z
Richmond Ranch	RICHMOND BEYONCE SRD 159B	SRD 159B
Richmond Ranch	RICHMOND BETTY BOOP SRD 196B	SRD 196B
Hansen's Limousin	RICHMOND BEAUTIFULMISS SRD202B	SRD 202B
Red Maple Farms	RED MAPLE BELLE	TBH 7B
Lakeside Farms	TMF MISS 777Y	TMF 777Y
New Life Limousin	TMF MISS 77Y	TMF 77Y
New Frontier Limousin	TMFS MISS 50U	TMFS 50U
Darling Farms	WGL BANANARAMA 22B	WGL 22B
Balamore Farm Ltd.	WGL ABERCROMBIE 35A	WGL 35A
Bee Zee Acres	PINCH HILL AMOUR 308A	XPC 308A
Bar 3R Limousin	BAR 3R BROOKLYN	ZKR 112B

## A message from CLA President- Amanda Matthews

I hope this newsletter find everyone well and that calving has been successful. I felt as if it was important for me to address a couple topics within this newsletter.

First and most important, I would like to take the time a recognize two ladies that have been valuable staff members to our association, Tessa Verbeek and Dallas Wise. We appreciate all the hard work and effort they have put forward during their time with the CLA, we wish them all the best in their future endeavours.

Secondly, at this time I would like to remind all members, it is incredibly important for their success and the success of the CLA to stay on top of paperwork, whether that would be WHE, animal transfers and DNA work. To be perfectly blunt, treat this as your business- we all have ownership within our association and when we do the work the results are bountiful. That being said, do not hesitate to reach out to your board members or staff should you need assistance.

In order for us to prosper everyone needs to be committed to putting in the work, the follow up is essential.

I want to wish everyone selling bulls and females during the sale season the best of luck. Please be sure to reach out the office should you be in need of eblasts, or should you like the results of your sale posted.

Thank you & Let's Make 2020 Successful!

*Amanda Matthews*

**Before You Turn That Bull Out for Breeding...**  
*pull hair!*

Remember that all bulls must be sired verified before you can register calves out of them, therefore, it is extremely important that you remember to pull tail hair on all herd sires before turning them out for breeding, unless you are certain they already have genotype on file with the CLA.

For those of you selling bulls, it has proven to be useful practice for breeders to pull tail hair on all bulls they are selling and keep it in separate well labelled envelopes. You could just save the day when a buyer finds themselves in a pickle and is trying to register calves out of a bull that is gone and they neglected to sire verify.

## Registry Updates

When entering birth weights on calves you now have the option to enter how that birth weight was captured either by hoof tape, scale or an estimate. Take note of this when registering calves this year.

If you have not already registered or recorded your 2019 "G" calves please do that now. For every female you enroll on Whole Herd:

- Enrollment fees cover registration of single calf or natural twins
- First transfer of calf born to enrolled female
- Transfer of the female in the same year

Our registry system, Digital Beef is an important tool when making purchasing decisions. Please use it to reference pedigrees and the most current EPD's on an animal.

Please remember when selling bulls and females this spring that they must be transferred with 90 days of the date of sale.

February -Registry Turnaround Time is 1-2 weeks. DNA turnaround time 21 days from the time the lab receives the sample.

The Canadian Limousin Association office is  
closed on Friday's  
Our hours are Monday to Thursday  
8:30am-4:30pm MST



## Services Available from CLA for Bull Sales

Bull sale season is upon us, and as always, the CLA is here to assist you with tools to help you have a successful sale.

- The CLA General Manager will attend your sale at your request and your expense. Please contact Laura if you wish for her to attend your sale.

- Catalogue downloads may be requested from the CLA to obtain pedigree and EPD information on sale cattle in an Excel document. We require an Excel file with only the registration numbers, not the tattoos, of cattle in the sale. There is a \$1.50/head charge for this service.

- The CLA is pleased to post your sale catalogue and information about your sale on the CLA website as well as on our Facebook page. Please send a link to your catalogue to [info@limousin.com](mailto:info@limousin.com) to ensure it gets posted.

- Please remember to complete DNA testing for animals that require it well in advance of your sale. DNA Testing takes 21 days from the time the sample arrives

- Remember to transfer bulls within 90 days after the date of your sale

- Limousin Tag Gift Certificates are available through CCIA. These make a nice thank you for bull buyers.

- Limousin tag information will be mailed to all commercial bull buyers in 2020



Photo courtesy of B Bar Cattle



**YOUR ONE-STOP  
DIGITAL-SHOP  
FOR LIMOUSIN TAGS**  
[tags.canadaid.ca](http://tags.canadaid.ca)  
ORDER ONLINE OR CALL 1-877-909-2333  
TO BUY YOUR TAGS NOW

ALL APPROVED BEEF TAGS | LIMOUSIN SPECIFIC TAGS  
MANAGEMENT TAGS | READERS | ACCESSORIES

## Director Nomination & Bylaw Amendment Process

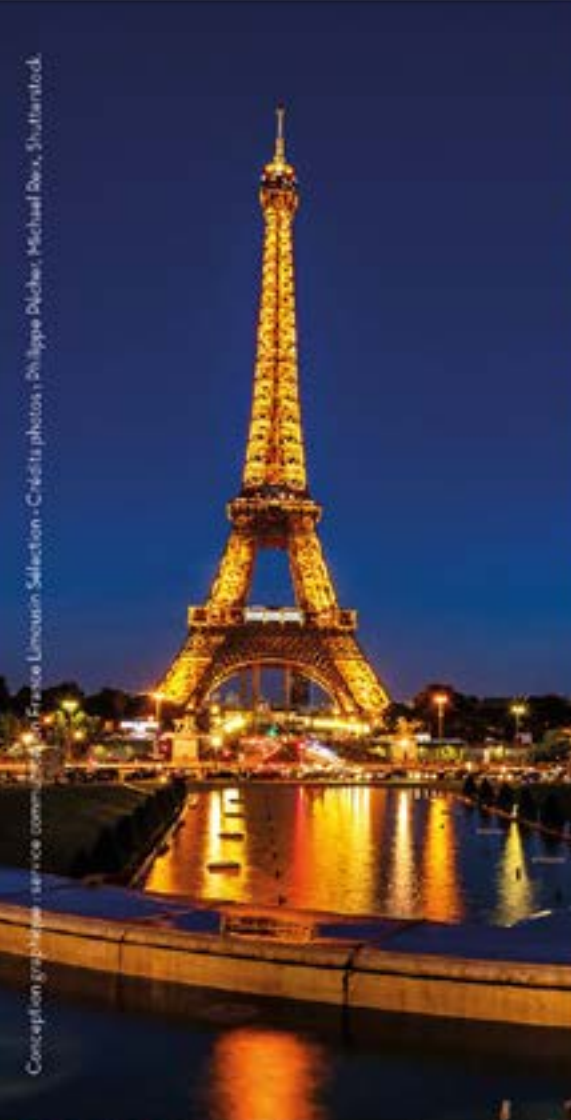
- Director nominations and suggested by-law amendments must be into the CLA office **postmarked by April 2nd**
- All members will receive ballots in the mail by **May 2nd**
- All ballots must be **postmarked by June 1st** and returned to the CLA office

<http://www.limousin.com/resources/forms/>



**THE LIMOUSIN OF FRANCE**  
**WELCOMES YOU**  
**FROM SEPTEMBER 17 to 26, 2020**

[www.ilcfrance2020.com](http://www.ilcfrance2020.com)



Conception graphique : service communication Limousin Sélection - Crédits photos : Philippe Pichas, Michael Bax, Shutterstock.



**Nomination Form for Election to the  
 Canadian Limousin Association Board of Directors**



Members interested in running for election must file notice of their intent with the Canadian Limousin Association (CLA) no later than **120 days** prior to the scheduled date of the CLA Annual General Meeting.

The completed nomination form may be mailed to the CLA office (#13, 4101-19 Street NE Calgary, Alberta T2E 7C4), returned by email to [limousin@limousin.com](mailto:limousin@limousin.com), or faxed to 403-253-1704.

In accordance with the CLA 2017 amended by-laws, nominations WILL NOT be accepted from the floor at the Annual General Meeting.

In order for this submission to be valid, the candidate must sign and date this form, initial all declarations and include two sponsor signatures and a candidate statement. This document may be completed in handwritten or electronic form.

**CANDIDATE INFORMATION**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/Town: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

**CANDIDATE SUPPORT**

Each nomination must be sponsored by two (2) members of the Canadian Limousin Association who are not employees or current Directors.

Regarding the nomination for election/re-election to the Board of Directors.

\_\_\_\_\_ (Candidate Name)

We, the undersigned, support the nomination of the above-named candidate for election/re-election to the Board of Directors.

1. Supporter's Name (Print): \_\_\_\_\_ CLA Member Number: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

2. Supporter's Name (Print): \_\_\_\_\_ CLA Member Number: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## CANDIDATE DECLARATIONS

Please initial the declarations below.

\_\_\_\_\_ I am being nominated for election/re-election to the Board of Directors. I hereby accept such nomination.

\_\_\_\_\_ I acknowledge that the information I have provided is true and factual.

\_\_\_\_\_ I accept that, should I be elected to the Board of Directors of the Canadian Limousin Association, I will carry out the duties of the said office to the best of my abilities for the term I am elected.

To be nominated for election and elected or appointed to a position on the Board as a Director, the nominee or appointee shall:

- (a) be an individual;
- (b) be an Active Member in good standing or a representative of an Active Member in good standing;
- (c) be eighteen (18) years of age or older, with power under law to contract; and
- (d) not be an employee or contractor of the Association.

I acknowledge having reviewed the qualifications listed above, as set out in the By-laws of the Canadian Limousin Association and hereby confirm that I know of no fact or circumstance that would render me ineligible to serve as a director of the Canadian Limousin Association.

Candidate Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## CANDIDATE STATEMENT (up to 500 words)

Please include a statement you would like Canadian Limousin Association members to know regarding your candidacy (background, skills, experiences, why you wish to serve on the Board, etc). This statement will be communicated to the members of the CLA. Statement may be attached as a separate document. Please also submit a photo of yourself.



Photo credit: Jill Benton with Cattlevids



# THE LIMOUSIN EVENT OF THE SUMMER

2020 Canadian Junior Limousin Impact Show

Everyone welcome

# LIMOUSIN impact

Fun, Friendship & Good Limousin Cattle

JULY 29  
- AUG 1 2020

SPENCERVILLE, ON

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



Each summer, the Canadian Junior Limousin Association (CJLA) hosts the Canadian Junior Limousin Impact Show for youth under 21 years of age. The show rotates between five provinces; Alberta, Saskatchewan, Manitoba, Ontario and more recently, Nova Scotia. The show involves youth and their Limousin cattle from across the country, as well as other competitions similar to 4-H events. Competitions can include showmanship, conformation, judging, sales marketing, fitting and photography and span over several days. There are also games, activities, and tourist outings, showcasing the area in which the show is hosted. In July of 2020, the CJLA will host the show in Spencerville, Ontario.

We are seeking various levels of sponsorship in hopes of offsetting the costs of the show. Attached to this letter is all of the information with each of the sponsorship levels. Any amount that you (or your company) could donate would help us go even further in the opportunities we could provide for the participating juniors and their families. Shows such as this one is the foundation for bringing people from across the country together and establishing lifelong friendships.

If you have any questions or concerns, please do not hesitate to reach out to me. I can be reached by phone at 613-316-8728 or by email at [laura.scott008@gmail.com](mailto:laura.scott008@gmail.com). I appreciate you taking the time to speak with me.

Thank you,

Laura Scott  
CJLA Impact Show Chairperson  
613-316-8728  
[laura.scott008@gmail.com](mailto:laura.scott008@gmail.com)

*Canadian Junior Limousin  
Impact Show, 2020  
Spencerville, ON*



## *Sponsorship Levels*

### Platinum (\$1000+)

- One of the main show sponsors
- Company logo on a ringside banner
- Optional display during the show
- Logo in program, announced during the show
- Framed group photo after the event

### Gold (\$500-\$999)

- Logo on sign at show
- Logo in program, announced during the show
- Framed group photo after the event

### Silver (\$250-\$499)

- Logo in program, announced during the show
- Logo on sign at show

### Bronze (\$100-\$250)

- Logo in program, announced during the show

### Friend of the Show (<\$100)

- Logo in program



## Registrar –Canadian Limousin Association

Calgary, AB

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 also provide Registry/Member Services to the Canadian Shorthorn Association membership. As the CLA Registrar, you're at the heart of the day to day operations of the CLA. You assist members over the phone and via email daily, while also completing registry work in a timely manner. You move quickly with changing demands and support the General Manager and the rest of the CLA team as requested. In addition to being organized and analytical, you possess strong judgment and communication skills needed to interact with a variety of people and job functions.

### RESPONSIBILITIES:

- Answer member questions and complete their requests in a pleasant and timely manner
- Complete registry work such as animal registrations, transfers, data entry and DNA work in a conscientious and timely manner
- Manage company and member records
- Handle incoming and outgoing mail
- Accounts Receivable
- Manage invoicing and bank deposits
- Assisting with social media, email blasts, website updates, and monthly newsletter
- Ordering of office supplies and promotional materials, maintenance of office equipment, handling issues with office supplies/equipment/procedures
- Assist General Manager as requested

### QUALIFICATIONS:

- Willingness to learn online registry system and the policies and procedures of the Canadian Limousin Association and Canadian Shorthorn Association
- Proficiency in Microsoft Office, good keyboarding skills
- Excellent telephone and communication skills
- Ability to work independently and as part of a team
- Ability to multi task, work quickly and efficiently in a fast-paced environment
- Highly detail oriented, with strong organizational, planning and time management skills
- Conducts themselves in a professional manner, and able to keep information confidential

### ASSETS:

- Previous experience in the beef industry or with a breed association, Adobe InDesign knowledge, ability to speak French

This is a full-time position. The candidate must be able to work in the Canadian Limousin Association office in Northeast Calgary. Some flexibility in terms of days and hours of work can be offered to a suitable candidate. Interested applicants may submit their resume and cover letter to

**Laura Ecklund, Canadian Limousin Association General Manager at [info@limousin.com](mailto:info@limousin.com)**

We thank all applicants for their interest, however, only candidates selected for an interview will be contacted. The position will remain open until a suitable candidate has been found. The Canadian Limousin Association is located at #13, 4101-19 Street NE, Calgary, AB T2E 7C4. Please visit our website [www.limousin.com](http://www.limousin.com) for full details about our Association.

# DATA MARS

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Buy 400 approved CCIA ComfortEar® indicators or approved CCIA breed tag indicators, receive a free Herdsman II applicator!



ComfortEar® FDX & HDX

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PATRIOT

speedrite

STAFIX

Offer valid from Oct 1 - April 30, 2020. All qualifying purchases must be on one invoice. Limit 1 per customer.