



CANADIAN LIMOUSIN ASSOCIATION NEWSLETTER

JULY 2015

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Coming Events

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

CLA Cattlemen's Evening
August 6
Stratford, ON

CJLA Impact Show
August 6-8
Stratford, ON

CLA AGM
August 8
Stratford, ON

The Cattle Call at Bragg Creek
August 14
Highland Stock Farms

96th Annual Bulkley Valley Ex.
August 27-30
Smithers, BC

Balamore Farms Open House &
Maritime Limousin Association
Junior Show & AGM
September 12-13
Great Village, NS

Advancing Women in Agriculture
Conference
October 5-6
Toronto, ON

Expo Boeuf
October 9-11
Victoriaville, QC

Royal Elite All Breed Sale
November 6
Royal Winter Fair, Toronto, ON

National Limousin Show
November 7
Royal Winter Fair, Toronto, ON

Exciting Limousin Voice News from Today's Publishing



With the exciting current market and historic bull sale season now is the time to maximize the return on your program. We at Today's Publishing along with the Canadian Limousin Association have been working to enhance the benefits to not only Limousin Voice advertisers but to all members through added exposure to the commercial industry.

With this goal in mind the Limousin Voice will now be published three times a year. All three issues will be mailed using the Canadian Limousin Association commercial mailing list which is comprised of Limousin bull purchasers throughout Canada.

This allows advertisers to tap into one of the breeds most powerful marketing opportunities keeping your program in front of the commercial producer throughout the year.

We strongly encourage looking at becoming a Limousin Voice contract advertiser, as there are numerous ways to customize the program to your individual needs. Contact us today... it's time to start capitalizing on your efforts.



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NEW DEADLINES

Fall Sale & Show Issue
2,200 Copies Distributed
Booking Deadline September 20, 2015
Material Deadline September 30, 2015
Camera Ready Deadline October 5, 2015

Christmas Herd Bull & Early Bull Sale Issue
2,200 Copies Distributed
Booking Deadline November 20, 2015
Material Deadline December 1, 2015
Camera Ready Deadline December 6, 2015

Winter Herd Bull Issue
2,200 Copies Distributed
Booking Deadline January 15, 2016
Material Deadline January 25, 2016
Camera Ready Deadline February 5, 2016

NEW RATES

Outside Back Cover \$1,250.00
Inside Covers \$1,150.00
1 Page \$1,000.00
1/2 Page \$650.00
1/4 Page \$375.00
Card Ads \$250.00

Contract Rate 10% off (With Signed Yearly Contracts)

15% off on multiple pages taken by contract advertisers in any issue

Welcome Sandy Ostertag to CLA Registry/Member Services

Please join the Canadian Limousin Association in welcoming Sandy Ostertag to the CLA office team to assist Dallas with registry and member services.

Sandy grew up in and currently still resides in Calgary. She has two adults daughters and two grandsons that she loves spending time with. She is passionate about the outdoors and enjoys going to the mountains. Sandy's background in software programs and customer service will be a positive addition to the CLA office! The CLA is very pleased to have Sandy as part of the team available to serve CLA members.



Have you ordered
your Limousin tags yet?



PLEASE NOTE THE CLA OFFICE IS CLOSED ON FRIDAYS

National Cow Appreciation Day was July 14th!



The Canadian Limousin Association appreciates all the great Limousin cattle that make up our herdbook! Thanks to Lingley Limousin of Irma, AB for sharing this photo of one of their mama cows out on pasture.

Limousin Represented at CBBC Booth at Calgary Stampede Cattle Trail



Australian Limousin Breeders Visit Canada



Above: Ben & Leanne Toll of Dubbo, NSW
Below: Craig & Tamara Corby of Cobargo, NSW



Thank you to the many Canadian Limousin breeders who welcomed these international visitors to their operations.

Canadian Limousin Association Annual General Meeting Reminders

The Canadian Limousin Association Annual General Meeting will be held at 10:00 am on Saturday, August 8th in the Ritsma Room at the Stratford Rotary Complex, Stratford, Ontario.

THE CLA IS STILL TAKING NOMINATIONS FOR BOARD OF DIRECTOR POSITIONS

Schedule of Events in Stratford (see CJLA Impact Show Schedule on Page 4)

Thursday, August 6th

5:00 pm :: CLA Cattlemen's Evening (Supper & Presentation)
To be held between barn and arena (weather permitting) & presentation in Ritsma Room, Stratford Rotary Complex
Please e-mail tverbeek@limousin.com for a registration form for this event

Friday, August 7th

TBD :: CLA Board Meeting :: Boardroom, Stratford Rotary Complex

Saturday, August 8th

10:00 am :: CLA Annual General Meeting :: Ritsma Room, Stratford Rotary Complex

Past Limousin Winners at Steer Classic



In the past 32 years of the Calgary Stampede Steer Classic the Limousin breed has boasted 4 Grand Champions and 6 Reserve Champions - the second highest number of Reserve Champions by breed!

This year the UFA Steer Classic was a junior only show and the steers showed by weight instead of by breed.

AgriClear Launches Online Platform for Buying & Selling Cattle

AgriClear is an online platform for buying and selling cattle that empowers you to do so on your terms with greater efficiency, while facilitating payment assurance and deal certainty. For more information please visit www.agriclear.com

CLA General Manager Away July 23rd - August 3rd

CLA General Manager Tessa Nybo will be taking time off July 23rd to August 3rd as she and her fiance Colin Verbeek are getting married July 25th. Dallas Wise and Sandra Ostertag will continue to provide member services and registry support during this time.

Innovation in Action: Opportunities in Livestock Production

Livestock Gentec's 2015 Field Day
August 19th, 2015

Hosted at Agriculture and Agri-Food Canada Lacombe Research Centre
\$30 per person / \$50 per pair

- Participate in tours and discussions focused on advancing the value, efficiency, and competitiveness of Canada's agri-food sectors.
- View the latest technologies in forage, beef, and pork production.

Highlights of the Day

Narrated Poster Sessions

Harvest Lunch

Keynote Presentation: Dr. Egan Brockhoff

**Livestock Crises: Dealing with the Triad of an Infectious Outbreak,
Biosecurity, and Animal Transport**

What can be Learned from the PED Outbreak ?



Tour Options

1) View and Discuss Cattle Selection Tools

- a. High and low Residual Feed Intake (RFI) cattle Display
- b. RFI testing and selection methods
- c. W5: What, When, Where, Why and How to use EPD's

2) Advanced Forage, Grazing, and Testing: An interactive pasture walk

- a. On pasture animal testing demonstrations
 - i. High intensity grazing
 - ii. GrowSafe and GrowSafe Beef
 - iii. GreenFeed CO₂ & Methane emission testing



3) On-Going Projects in Pork Production

- a. Early Disease Detection systems
- b. Near-Infrared as a means of (live) body composition
- c. Infrared Thermography applications



4) Multi-Species Processing Centre

- a. Animal Handling System
- b. DEXA bone, fat & muscle carcass evaluation
- c. Food Safety Systems / Processes
- d. Sensory Evaluation Laboratory



For more information, please contact us:

www.livestockgentec.com/media-and-outreach/field-day-in-lacombe
t. 780-248-1740 e. lsgentec@ualberta.ca



Agriculture and
Agri-Food Canada

Agriculture et
Agroalimentaire Canada



Canadian Junior Limousin Association National Conference and Impact Show

Weekend Itinerary

Wednesday, August 5th

4:00 pm – 10:00 pm

Barns Open for Cattle Move In / Set Up

Thursday, August 6th

6:00 am – 11:00 am

Cattle Move In / Set Up

9:00 am – 12:00 noon

Registration – Hand in Photos / Artwork

12:00 – 1:00 pm

Lunch / Welcome / Orientation

1:00 pm

Getting' to Know Ya

2:00 pm

Judging (Individual)

3:00 pm

Team Grooming

5:30 pm

Dinner

7:00 pm

CJLA Annual Meeting

Friday, August 7th

8:00 am

Breakfast

9:00 am

Showmanship

12:00 noon

Lunch and Guest Speaker

1:00 pm

Oral Marketing / Print Marketing

4:00 pm

Public Speaking

5:00 pm

Show Ring Team Judging (Qualifiers from Individual Judging)

6:00 pm

Dinner

7:00 pm

Evening Activities

Saturday, August 8th

8:00 am

Breakfast

9:00 am

Cow Camp

10:00 am

CLA Annual Meeting

12:00 noon

Lunch

1:00 pm

Conformation Show

6:00 pm

Banquet and Awards Presentation

8:00 pm

Auction (Donated items, Are Donated from Junior Show .. and a few Surprises!)

9:00 pm

Handover of CJLA National Show to the Next Province

Sunday, August 9th

Exhibitors Must Be Moved Out by Noon