

**In This Issue**



Important Fall Reminders

Upcoming Deadlines

Correction to Age Range for  
Yearling Data Collection

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

CLA Membership Survey Graph  
Results

Agricultural Excellence  
Conference

**Reminder**

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

*Order your  
tags today!*



**Important Fall Reminders**

**Use & Promote the "Free Commercial Calf Listing" Service**

Submit commercial calves for sale on the CLA website at  
<http://limousin.com/sale-barn/list-commercial-calves/>

**Submit Upcoming Events**

Submit upcoming events on the CLA website at  
<http://limousin.com/events/add-event/>

**Please Submit to [tverbeek@limousin.com](mailto:tverbeek@limousin.com)**

- Results from shows for Limousin Show Cattle of the Year Points
- Champion & Reserve photos from shows for Limousin Voice
- Links to your sale catalogues for posting on social media
- Social News for Christmas issue of the Limousin Voice

**Ensure Your Animals Meet DNA Requirements**

As you are doing your fall processing please take the opportunity to pull hair (40-50 follicles from clean tail switch) on any cattle that may need DNA testing now or in the future. If you have a bull that has ever sired calves that may be registered please ensure you collect hair from him before you ship him. Best practice is to pull hair on all bulls before they ever go out to breed cows and keep that hair in separate, labelled envelopes. If a bull is not sire verified you will not be able to register his progeny.

Remember CLA bylaws and rules require DNA tests for the following:

- Sire verification for all walking bulls
- Sire verification for donor cows
- Parent verification and protoporphyria genotype on file for all AI sires (public sales of semen and in-herd use semen)
- Parent verification for all embryo calves and Fullblood animals
- As of January 1, 2015, all donor cows in embryo production, must have a protoporphyria genotype on file at the Association.

**\*\*\* Please Note \*\*\***

If your animals already have an approved (generic) CCIA tag, tampering with and/or cutting them out is prohibited by Canadian Food Inspection Agency regulations. The CLA show point rules begin with 2016 born calves and beyond. Older animals, already identified with a CCIA tag, will earn points as before, without having a Limousin CCIA tag.

## Upcoming Events



Livestock Gentec Conference  
October 18-19  
Edmonton, AB

National Limousin Show & Sale at  
Manitoba Ag Ex  
October 25-29  
Limousin Show & Sale October 28  
Brandon, MB

Stockade Roundup  
November 2-5  
Limousin Show November 2  
Lloydminster, SK

Royal Elite All Breeds Sale  
November 5  
Toronto, ON

Royal Agricultural Winter Fair  
November 4-13  
Limousin Show November 6  
Toronto, ON

Farmfair International  
November 9-13  
Limousin Pen Show November 9  
Limousin Show November 10  
Edmonton, AB

Murphy Ranch Complete  
Limousin Herd Dispersal  
November 15  
Red Deer, AB

Canadian Western Agribition  
November 21-26  
Limousin Show & Solid Gold  
Limousin Sale November 24  
Regina, SK

Forged in Fire Elite Heifer Sale  
December 2  
Olds, AB

Colour of Autumn Limousin Sale  
December 3  
Cookstown, ON

Western Select Limousin Sale  
December 7  
Lloydminster, SK

## Upcoming Deadlines

**October 31st** - Deadline to apply for CJLA Scholarships & Australian/  
Canadian Limousin Youth Exchange

**November 1st** - Deadline to submit performance data for Spring 2017 EPDs

**November 20th** - Deadline to book ad space in the Christmas issue of the  
Limousin Voice

**December 1st** - Deadline to submit advertising material for the Christmas  
issue of the Limousin Voice

## National Limousin Show & Sale

Friday, October 28th

Brandon Ag Ex, Brandon, MB

**10:00 AM** National Limousin Show

**6:30 PM** National Limousin Sale



## Correction to Age Range for Yearling Data Collection

The age range for yearling data collection was published incorrectly as 260-470 days of age. **The correct age range for yearling data collection is now 270-500 days of age.** This includes yearling weight, scrotal circumference, and ultrasound.

**Attention commercial  
cattlemen**

*Advertise your Limousin influence calves for  
free on the CLA website*



<http://limousin.com/sale-barn/list-commercial-calves/>



## **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:* Timely responses are appreciated. Appreciation for customers (members) who have operations of every size and shape - Not everyone has a large operation but we all pay the same membership fees and deserve the same consideration.**

***CLA Response:*** The CLA staff take pride in our ability to respond to all members in a timely fashion and treat all members, regardless of the size of their operation equally. Work is completed in the order it is received, with the exception of rush requests which occur from time to time and take priority. Please keep in mind that staff are continually working on mailed in registry work in addition to responding to your e-mails and phone calls.

***Member Comment:* Have altered hours to assist different time zones**

***CLA Response:*** While we appreciate the challenges that different time zones present for our membership it is impossible for us to feasibly alter our hours to please each time zone. Our present hours are 8:30 AM to 4:30 PM Mountain Time. We feel that regardless of your time zone, these hours give members in all provinces adequate time to speak to someone at the CLA office should the need arise to call.

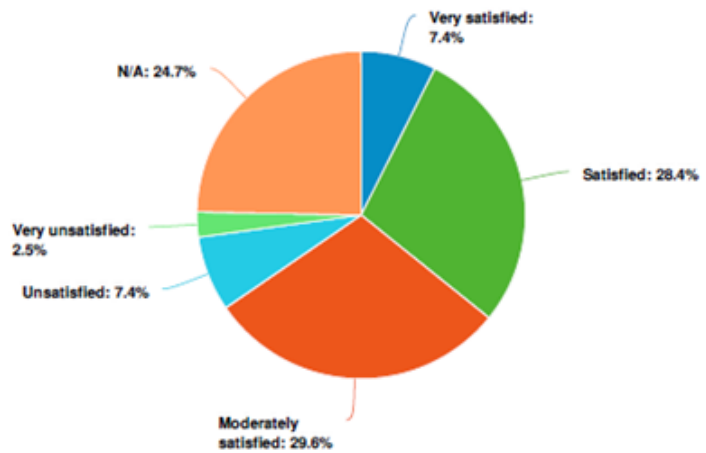
***Member Comment:* Represent the breed at more commercial events. Seems the the GM spends a lot of time being trained on the beef cattle, while I believe that knowledge should already be present, and that the GM should be spending that time and money representing our breed across the Country.**

***CLA Response:*** The CLA agrees that commercial events are important to have a presence at. If you have a suggestion for a specific commercial event the CLA General Manager should be at please make your suggestion to the CLA board of directors. CLA General Manager Tessa Verbeek was directed by the CLA board of directors to attend individual bull sales that are within driving distance once every other year, the General Manager also attends numerous shows 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 is at the CBBC booth at the Alberta Beef Industry Conference and Calgary Stampede Cattle Trail. Additionally, the CLA has provided numerous industry events and shows with CLA promotional items to include in registration packages, hand out as prizes, etc. The CLA General Manager also attends the following international events throughout the year: National Western Stock Show/NALF Board Meeting and AGM, Beef Improvement Federation (BIF) Annual Convention, and National Cattlemen's Beef Association (NCBA) Annual Convention. This attendance allows the Canadian Limousin Association to maintain key industry contacts in the USA including our registry service provider, DigitalBeef (Jim Bulger & Joseph Massey), CLA genetic consultant, Dr. Bob Weaber, our counterparts at the North American Limousin Association (NALF), and International Genetic Solutions (IGS) partners with which we collaborate to do our multi breed genetic evaluation. A number of meetings and one-on-one training with these individuals and groups take place during these events. These events have highly informative speakers on high-level topics (such as the latest advancements in genomics). Most other breed managers attend these conferences and events as well so we can all stay informed on the most current information relevant to our job and bring that information back to the membership. I can assure you we are not learning about the basics of beef cattle. Attending these events also allows you to gain inside information you would not get without having one-on-one conversations. Information is brought back and shared with CLA members through the monthly newsletter and AGM presentation. Ideas are also brought back and shared with board to keep Canadian Limousin current with industry and give direction to Association. Agri-marketing funding provided by CBBC funds a large portion of international travel by the CLA, the remainder is paid for by CLA and budgeted for accordingly. While it is always a challenge to decide what events are the best use of CLA dollars, please do speak to a CLA director or the CLA General Manager if you feel that there is a worthwhile event we should be attending.

# CLA Membership Survey Graph Results

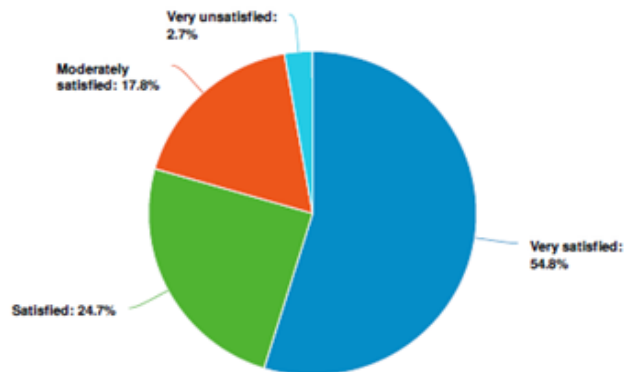
**Please rate your level of satisfaction with the new online registry system DigitalBeef.**

Number of responses: 81



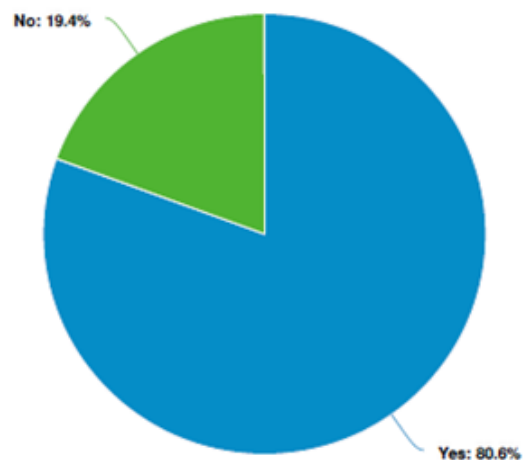
**Please rate your level of satisfaction with the registry/member services that the CLA staff provides.**

Number of responses: 73



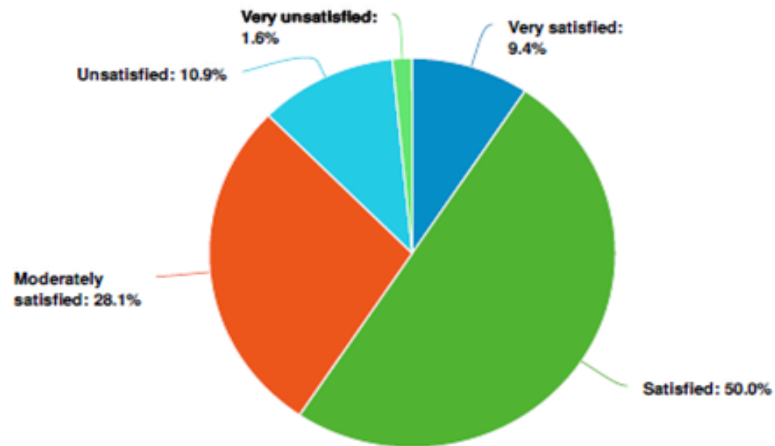
**Are you satisfied with the turnaround time for work/requests sent to the CLA office?**

Number of responses: 72



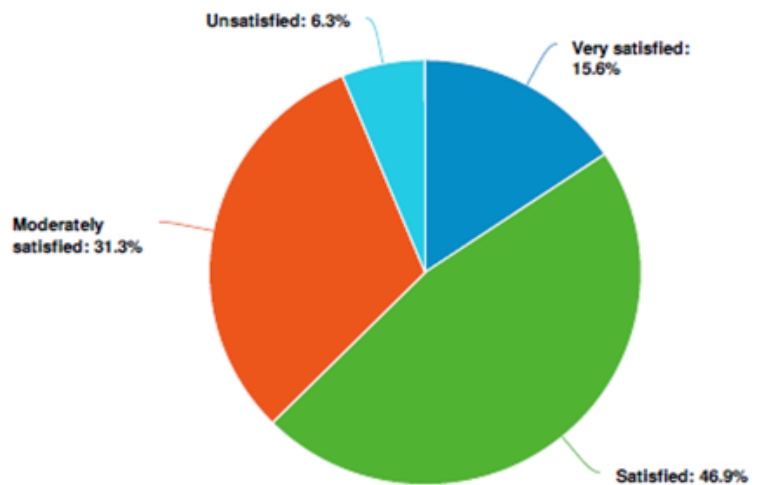
## Please rate your level of satisfaction with the CLA's breed improvement efforts.

Number of responses: 64



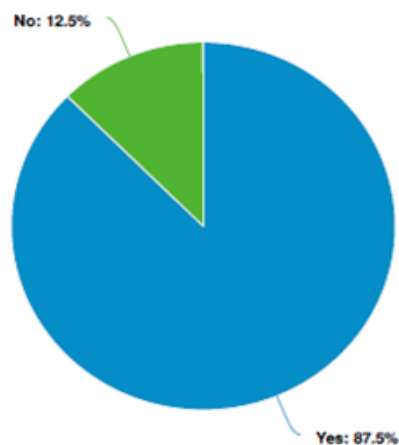
## Please rate your level of satisfaction with the CLA's advertising efforts.

Number of responses: 64



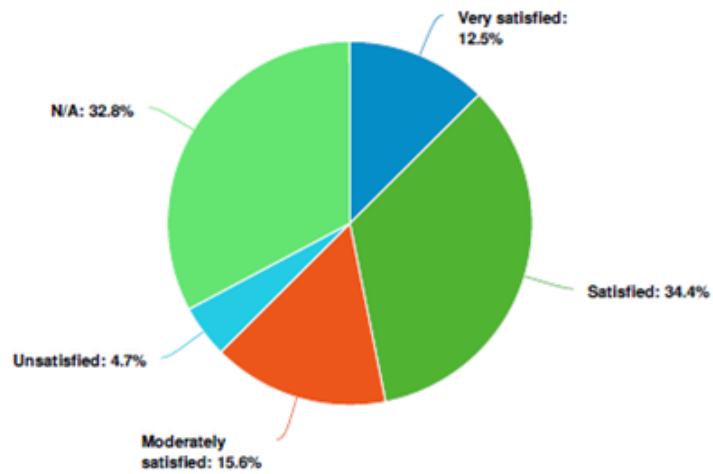
## Are you satisfied with the CLA's online presence (website, Facebook, Twitter)?

Number of responses: 64



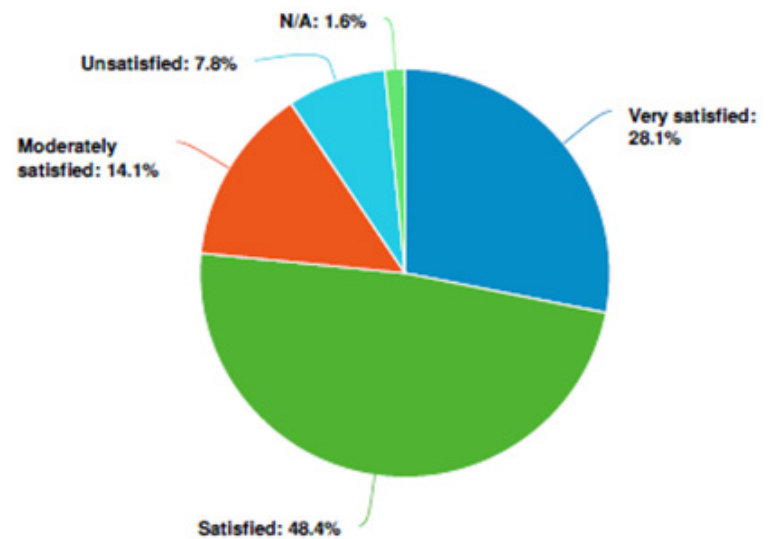
## Please rate your level of satisfaction with the Canadian Junior Limousin Association.

Number of responses: 64



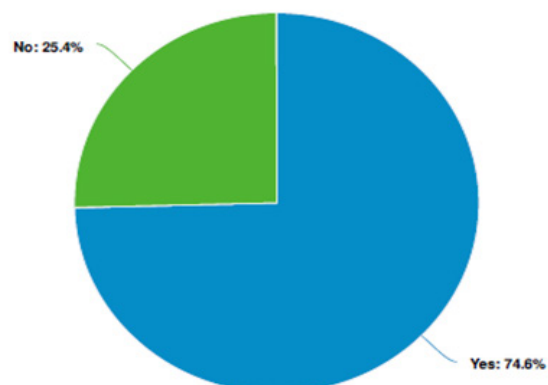
## Please rate your level of satisfaction with the Limousin Voice magazine.

Number of responses: 64



## Do you see value in the Limousin branded CCIA tag program?

Number of responses: 63





AGRICULTURAL EXCELLENCE CONFERENCE  
**CULTIVATING THE ENTREPRENEURIAL FARMER**

November 22 – 24 2016  
Calgary, Alberta  
Sheraton Cavalier Hotel

**BE PART OF THE ONLY NATIONAL CONVERSATION ON FARM MANAGEMENT.  
REGISTER TODAY FOR THE 2016 AGEX CONFERENCE!**

The Agricultural Excellence Conference is a one-of-a-kind event in Canada that brings diverse industry experts and stakeholders together from across disciplines, regions and production sectors to share and explore beneficial farm management practices and insights with leading farm business thinkers.

The theme '*Plan & Prosper: Set the Course for Farm Success*' focuses on planning as an essential element to farm business management. Conference-goers will come away from AgEx equipped with practical information and tools to enhance the farm business.

You'll be introduced to farm business management like never before!

### **AGENDA FEATURES**

- Plenary Sessions
- Concurrent Sessions
- The Great Debate: Are we Holding our Farmers Back?
- Panel Discussion: Managing Risk in Agriculture - How can we confront change with confidence?
- Bridging the Gap: Young Farmer Bear Pit / Young At Heart Forum
- Roundtable Discussion: Towards the Next Ag Policy Framework
- Farm Management Initiatives Showcase: What's new in the world of farm business management?

### **BUY ONE GET ONE HALF OFF!**

For a limited time only, when you buy one registration to the Agricultural Excellence Conference, you're eligible to receive a second registration at 50% off.

**VISIT [WWW.FMC-GAC.COM](http://WWW.FMC-GAC.COM)  
EMAIL [INFO@FMC-GAC.COM](mailto:INFO@FMC-GAC.COM)  
CALL 1-888-232-3262**



FARM MANAGEMENT CANADA  
GESTION AGRICOLE DU CANADA

Brought to you by