

Canadian Limousin Association Annual General Meeting

July 31, 2016

Lloydminster, Alberta/Saskatchewan



State of the Breed

Current numbers as of June 2016



337 Active & Lifetime Members



114 Junior Members



7,884 Females on WHE



151 DigitalBeef online registry system users

Whole Herd Enrolment



Whole Herd Enrolment
(WHE) numbers are
stabilizing in 2016



Herd dispersals and
downsizing by retiring
breeders has been offset
by large number of new
members and some herd
expansion



Whole Herd Enrolment

Relevant Statistics					
	2012	2013	2014	2015	2016
Cows Assessed per Member	32.4	32.2	31.5	28.8	28.7
Cow Classification					
Fullblood	1001	743	593	460	395
Purebred	7459	7508	7304	7028	6933
Other	1376	1158	1001	872	951
TOTAL COWS ASSESSED	8835	8666	8305	7900	7884

Members (246)					
	2012	2013	2014	2015	2016
Assessed over 250 head	1	2	0	0	0
Assessed between 100 and 249 head	20	21	20	17	17
Assessed between 50 and 99 head	32	28	36	28	28
Assessed under 50 head	203	200	183	205	201
TOTAL ASSESSMENT	8530	8463	8126	7791	7676

Junior Members (29)					
	2012	2013	2014	2015	2016
Assessed over 250 head	0	0	0	0	0
Assessed between 100 and 249 head	0	0	0	0	0
Assessed between 50 and 99 head	0	0	0	0	1
Assessed under 50 head	17	18	25	24	28
TOTAL ASSESSMENT	45	74	99	128	193

2014 to 2015 Comparisons

DESCRIPTION	YEAR		INCREASE
	2014	2015	
Number of Active Members <i>This includes all members registering animals: Annual, Active Life and Junior members</i>	461	518	57
Total Number of Purebreds Registered in the respective years <i>This includes all animals meeting at least the minimum definition of purebred, including any animals classified as full-blood.</i> <i>[Not including foreign animals]</i>	3648	4172	524
Total number of all animals registered during the year <i>This includes the total number of registered animals, including purebred, foundation and percentage</i> <i>[Not including foreign animals]</i>	3883	4489	606
Number of (Domestic) transfers <i>[Excluding export numbers]</i>	1598	1810	212

So far, 2016 numbers show a continued trend of growth in all areas



2014

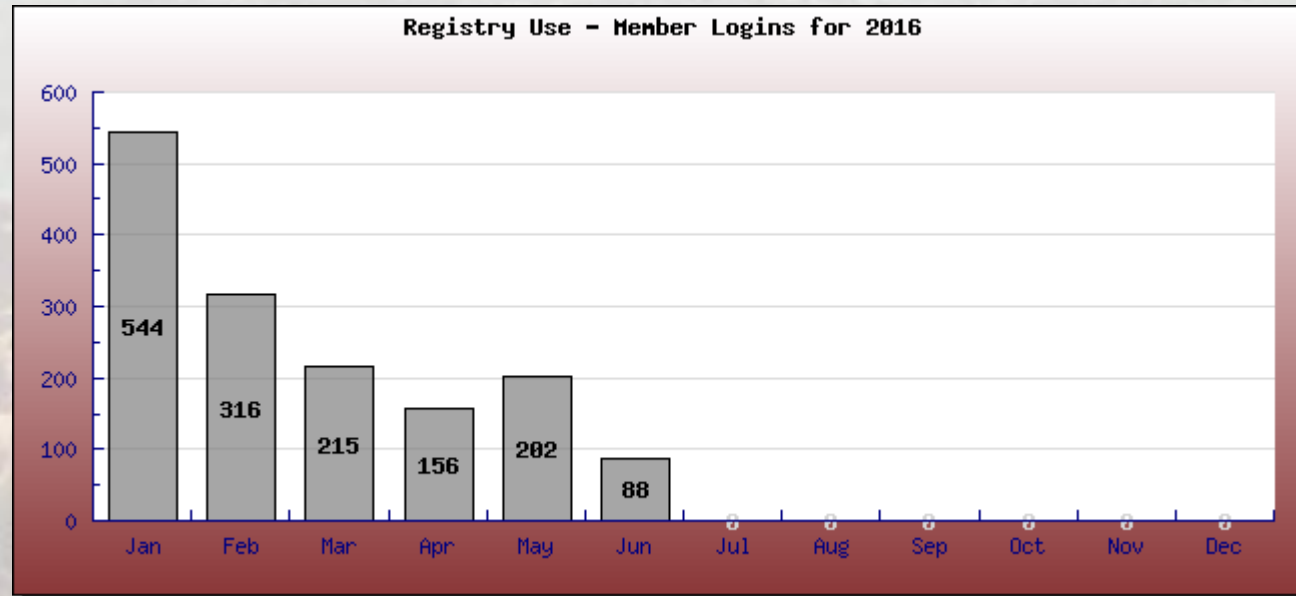
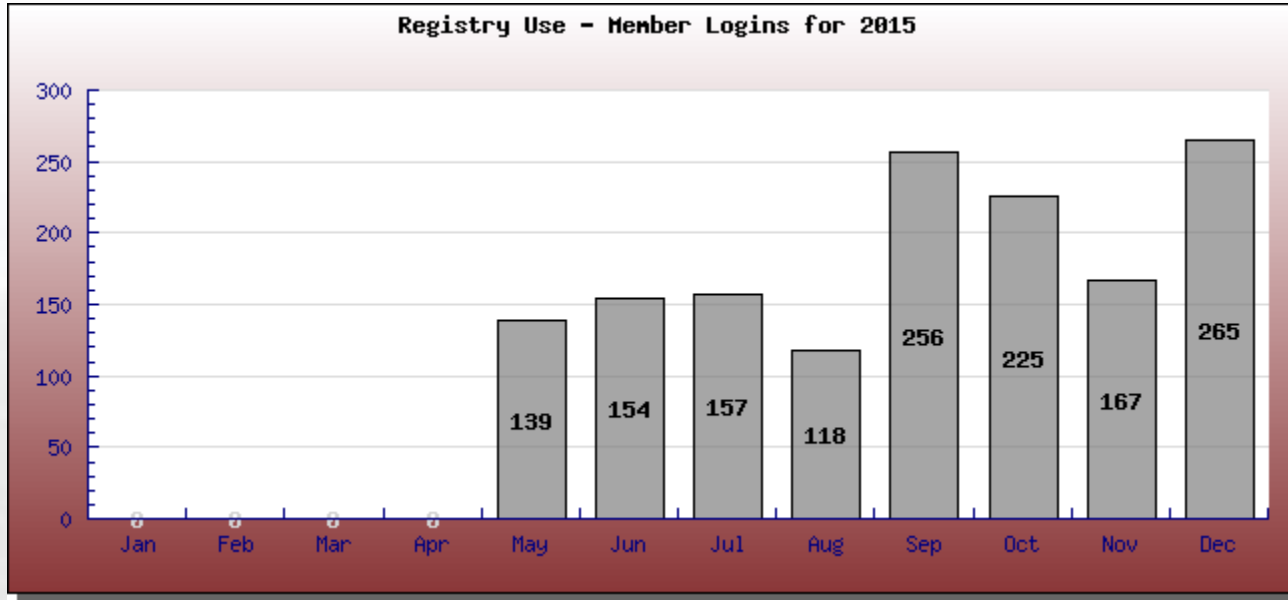
Province	Number Purebred (Including Fullblood)	Number Percentage	Number Active Members	Cow Herd Enrolment	Transfers	% Membership Did Not Register 1 or More	% Membership Did Not Transfer 1 or More
Newfoundland							
PEI	11	0	2	23	2	0	0
Nova Scotia	49	0	5	64	15	0	20%
New Brunswick	22	0	1	25	7	0	0
Quebec	215	19	29	523	80	48.28%	68.97%
Ontario	797	24	159	1546	319	28.93%	46.54%
Manitoba	314	9	39	1012	160	38.46%	38.46%
Saskatchewan	739	31	70	1747	336	24.29%	32.86%
Alberta	1313	142	126	2982	600	34.13%	38.10%
British Columbia	188	10	26	289	79	26.92%	34.62%
Territories							
USA					1		
TOTAL	3648	235	461	8305	1598	31.07%	41.58%

2015

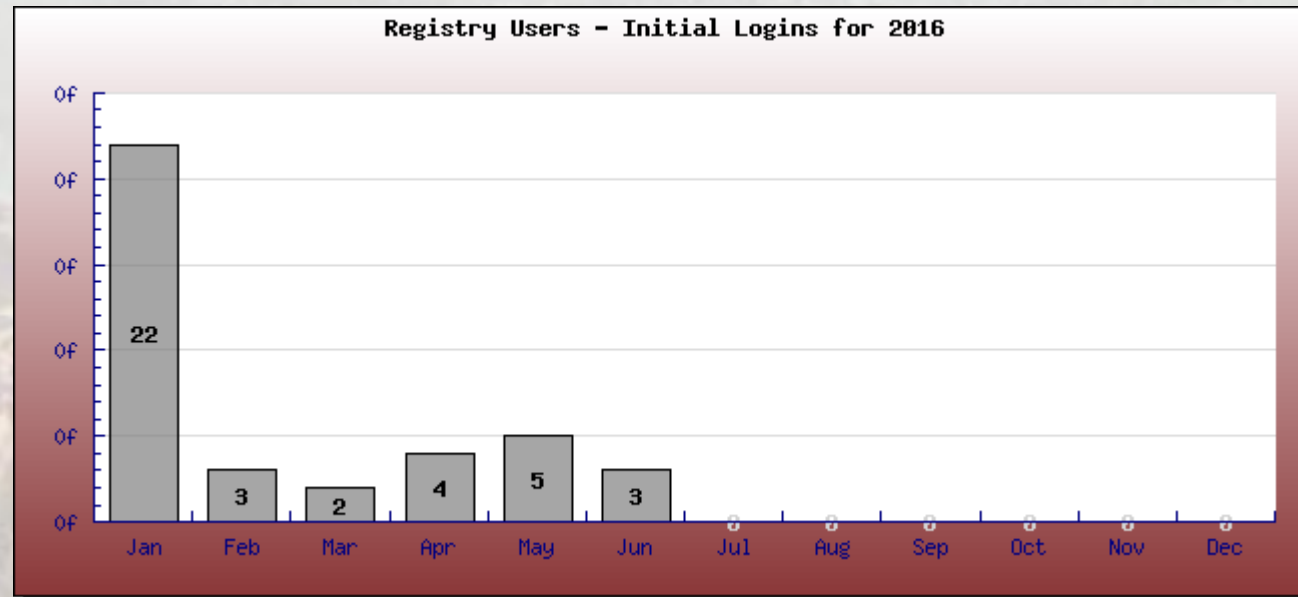
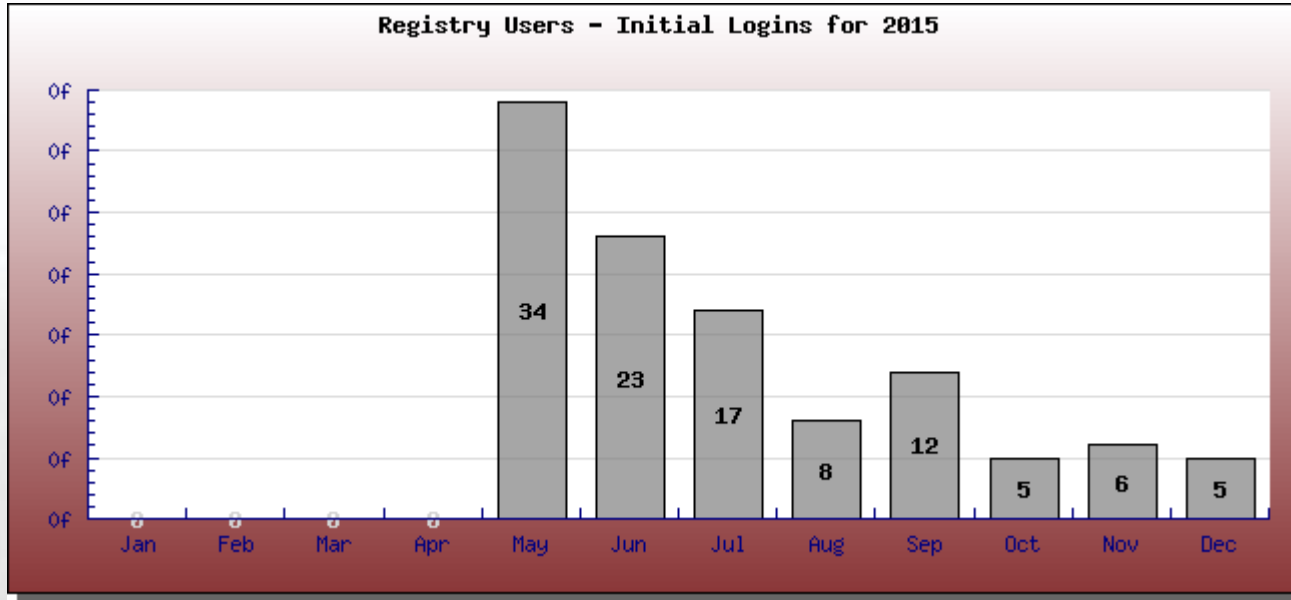
Province	Number Purebred (Including Fullblood)	Number Percentage	Number Active Members	Cow Herd Enrolment	Transfers	% Membership Did Not Register 1 or More	% Membership Did Not Transfer 1 or More
Newfoundland							
PEI	18	0	2	28	0	50%	100%
Nova Scotia	75	1	6	86	26	16.67%	16.67%
New Brunswick	20	0	1	34	10	0	0
Quebec	170	5	29	484	67	44.83%	72.41%
Ontario	847	63	168	1558	355	29.76%	45.24%
Manitoba	456	37	43	829	287	32.56%	48.83%
Saskatchewan	827	30	71	1658	357	26.76%	28.17%
Alberta	1597	171	129	2863	638	31.78%	36.43%
British Columbia	162	8	26	328	45	38.46%	53.85%
Territories							
USA					25		
TOTAL	4172	315	518	7900	1810	31.37%	42.11%



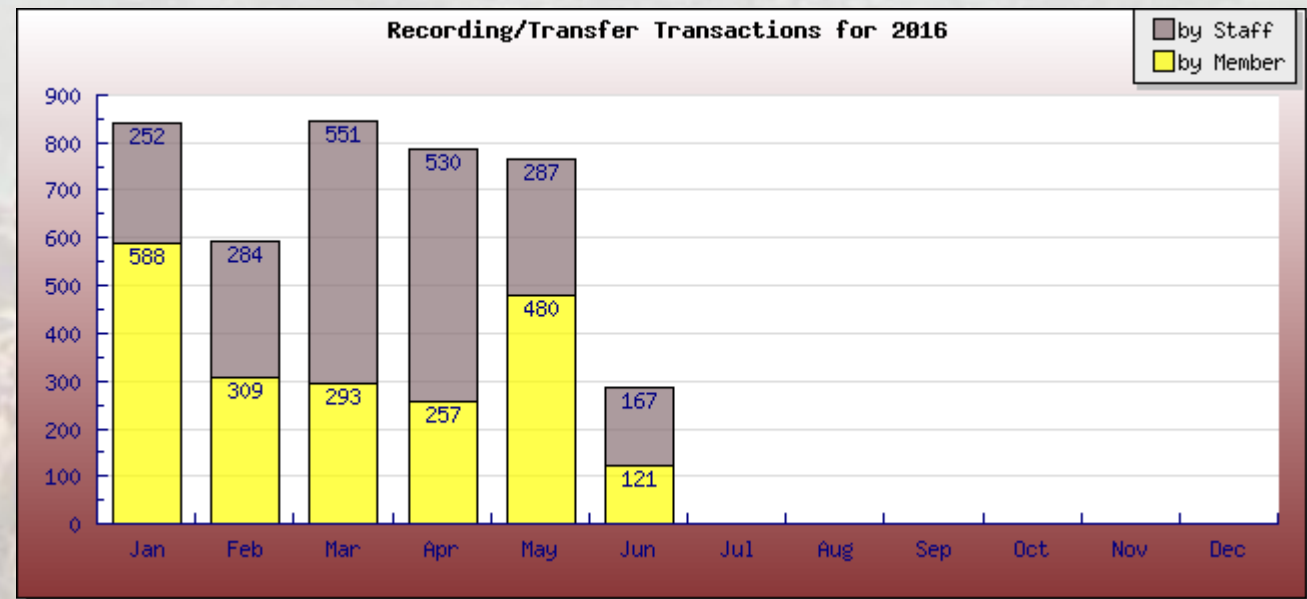
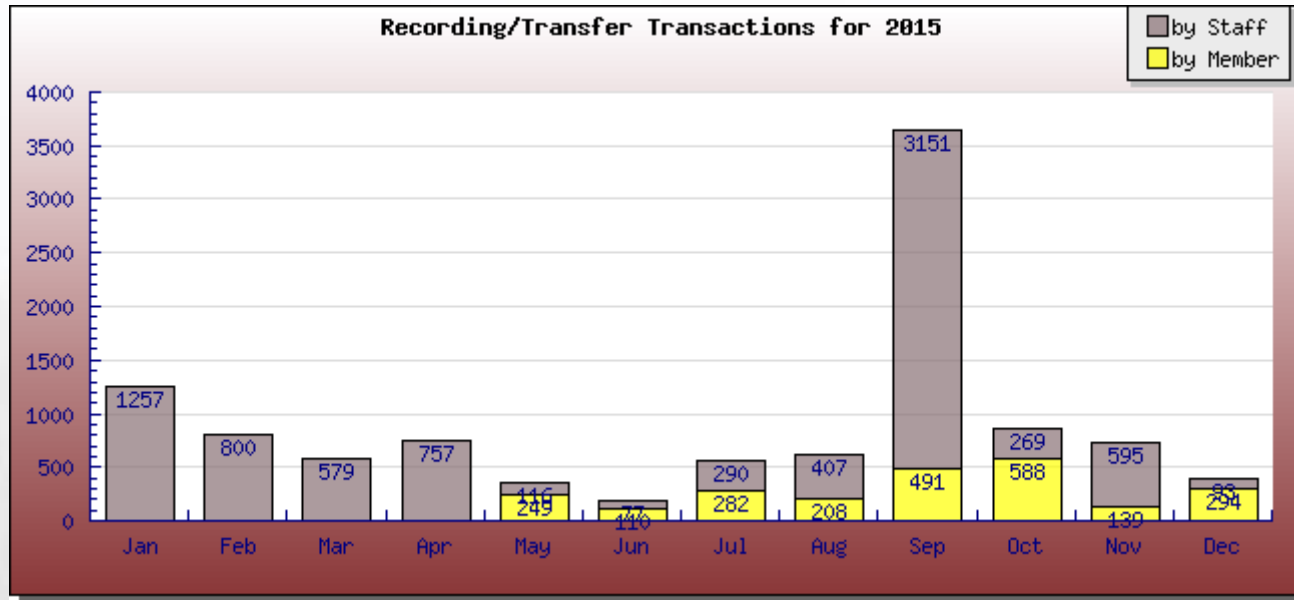
DigitalBeef Registry Member Logins 2015 & 2016



DigitalBeef Registry 1st Time Logins 2015 & 2016

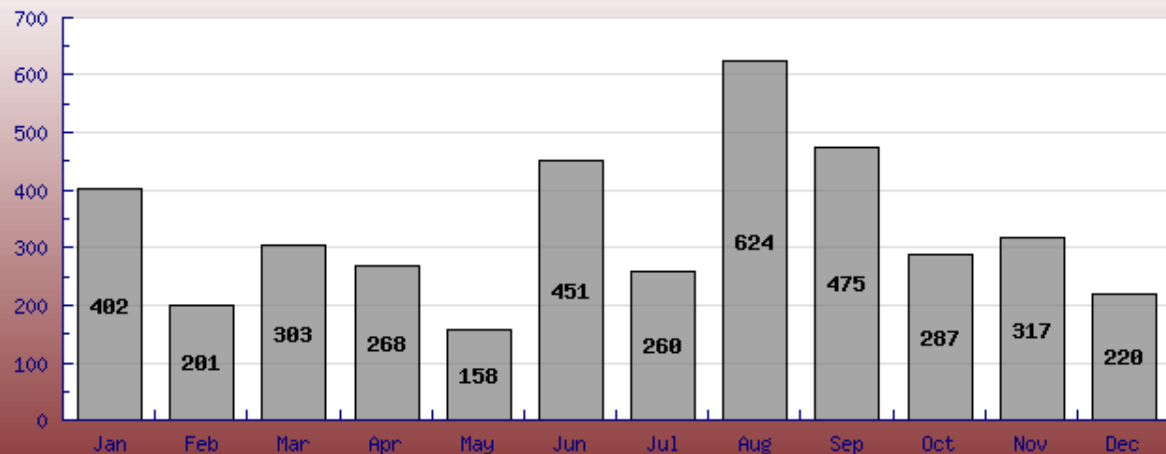


Work Transactions Performed by Staff vs. Members 2015 & 2016

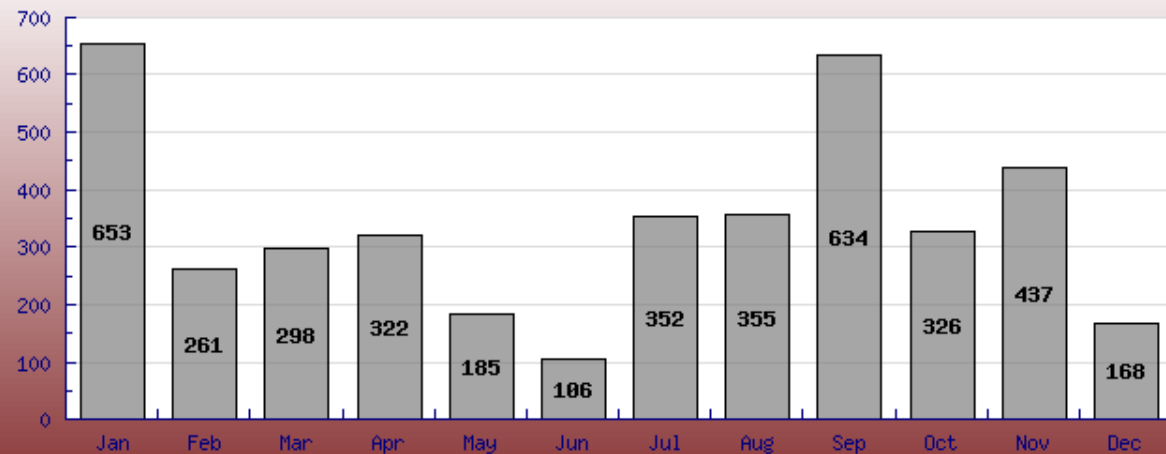


Registry Stats 2014, 2015 & 2016

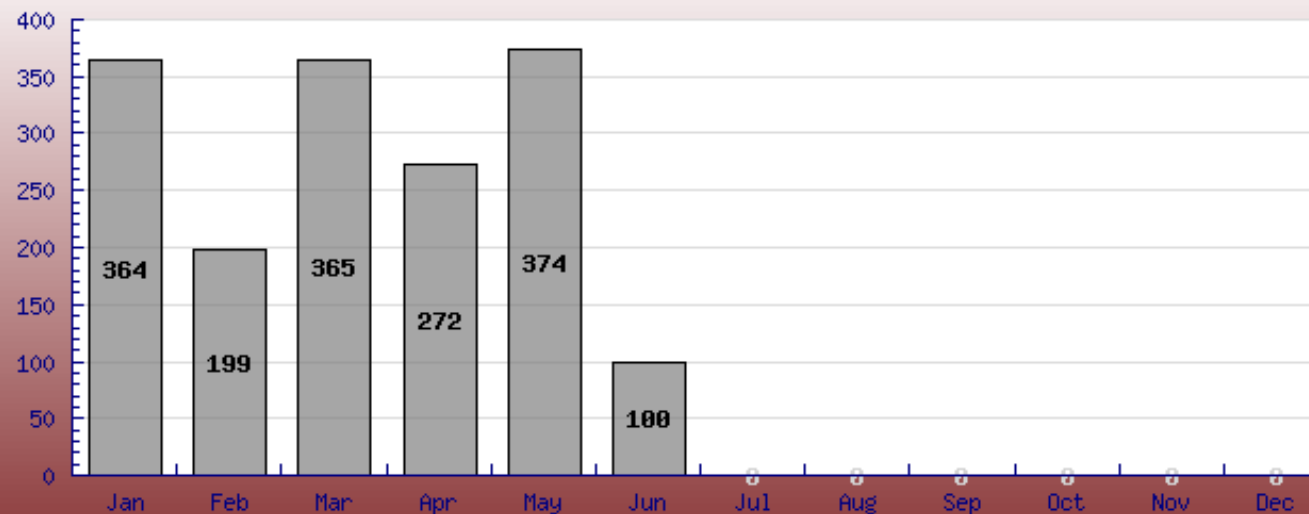
Registry Entries for 2014



Registry Entries for 2015

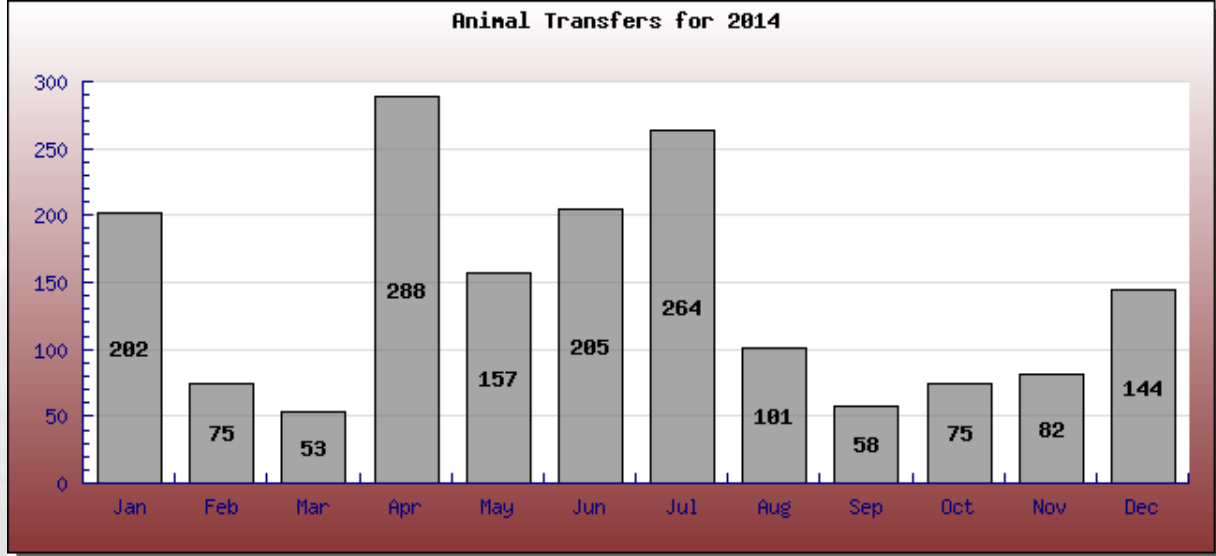


Registry Entries for 2016

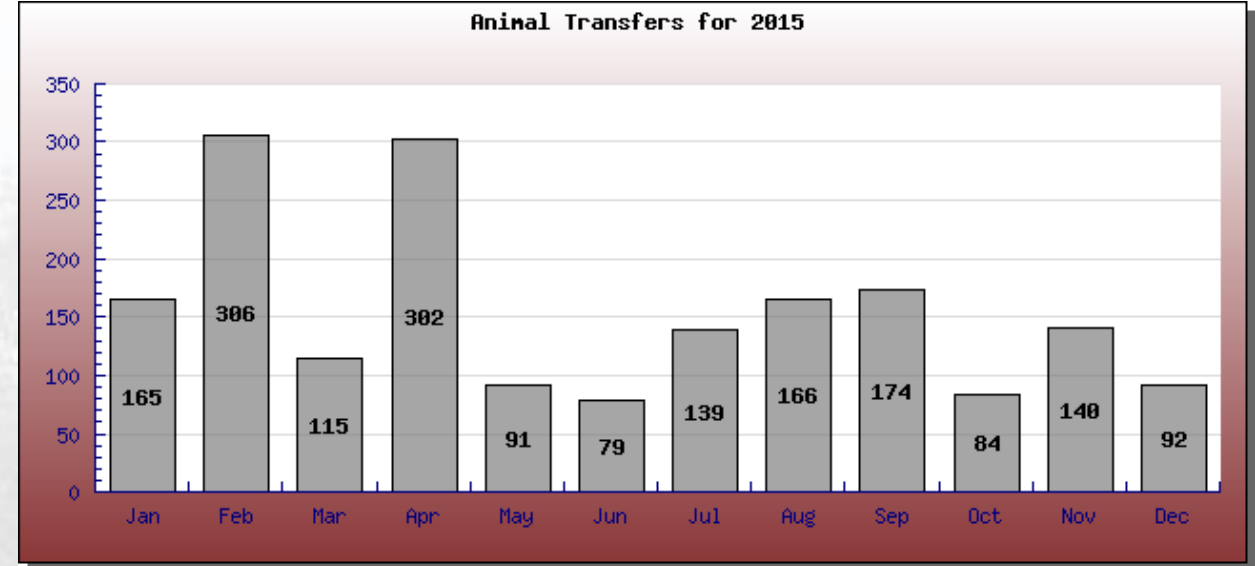


Transfer Stats 2014, 2015 & 2016

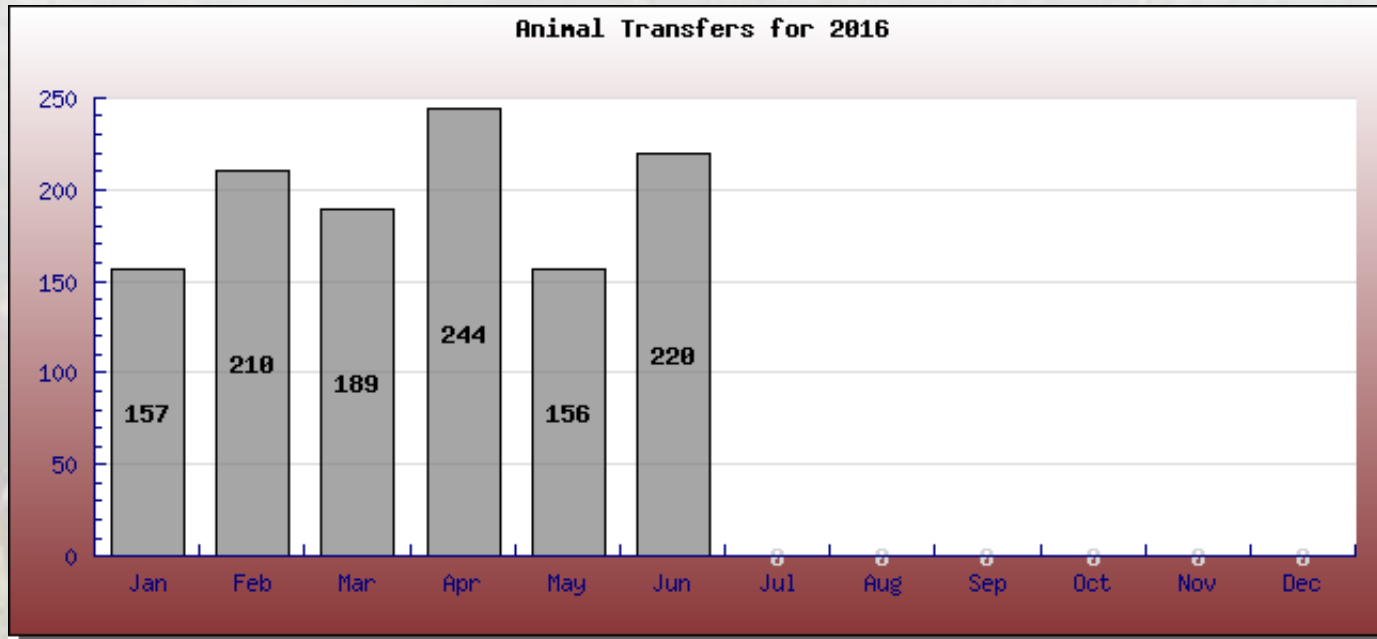
Animal Transfers for 2014



Animal Transfers for 2015

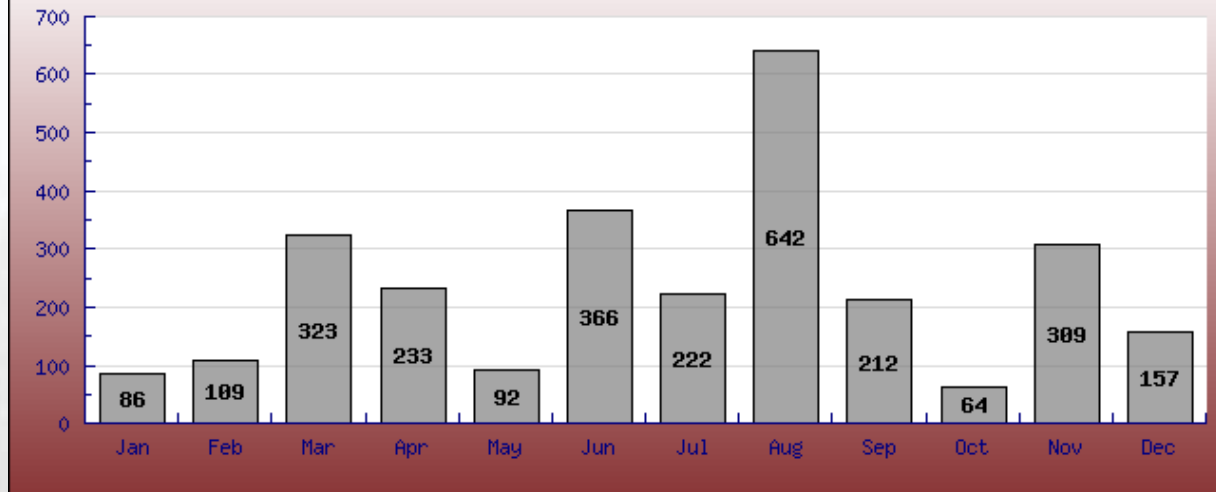


Animal Transfers for 2016

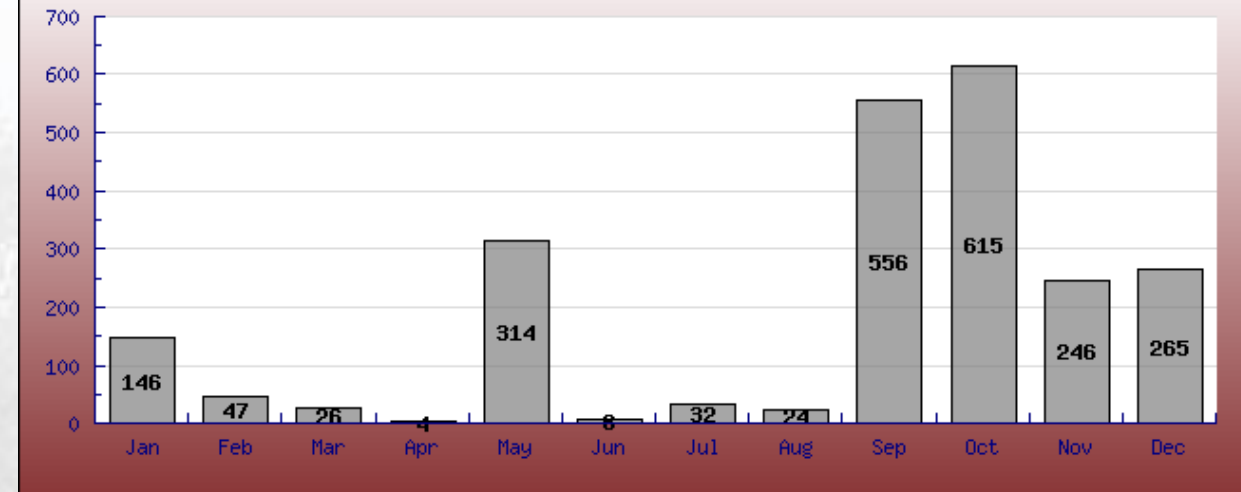


Weaning Data Submission Stats 2014, 2015 & 2016

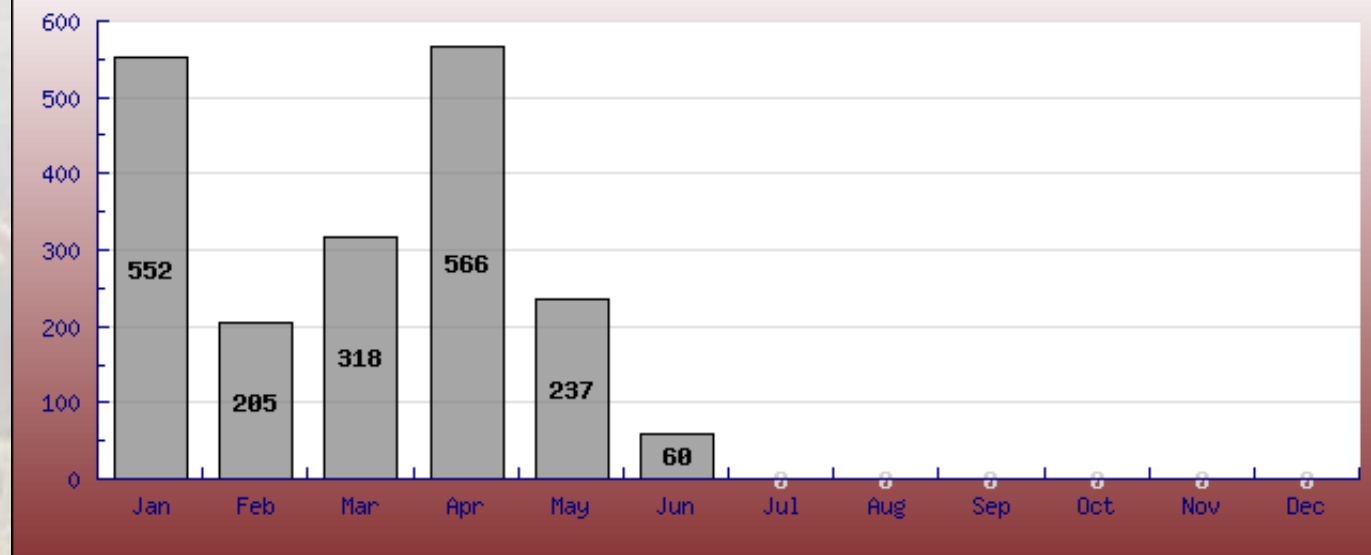
Meaning Performance Data for 2014



Meaning Performance Data for 2015

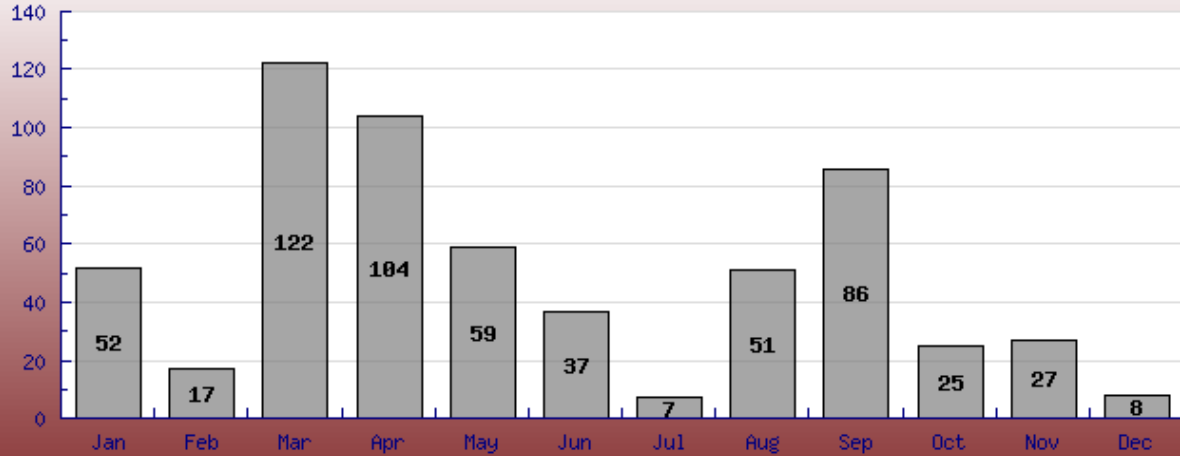


Meaning Performance Data for 2016

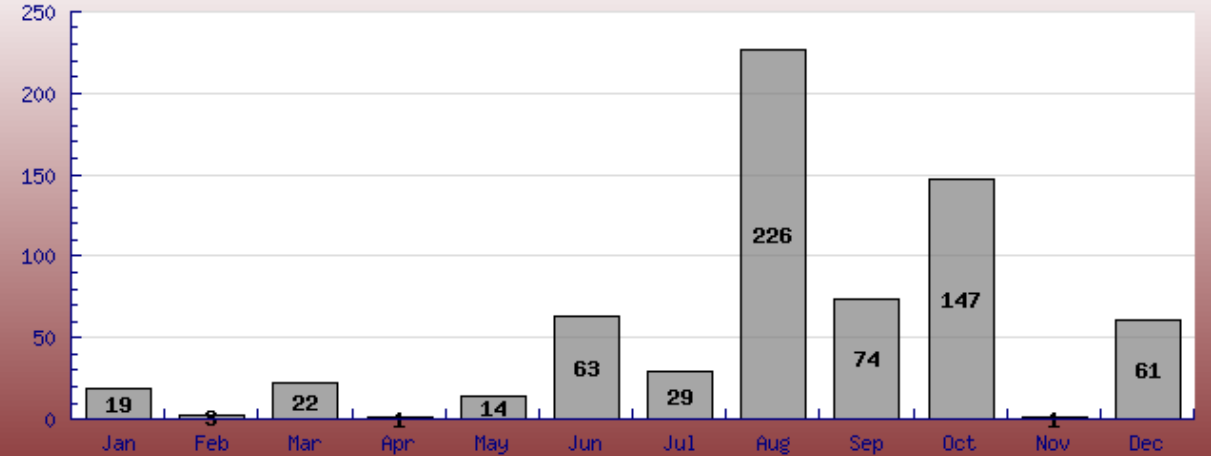


Yearling Data Submission Stats 2014, 2015 & 2016

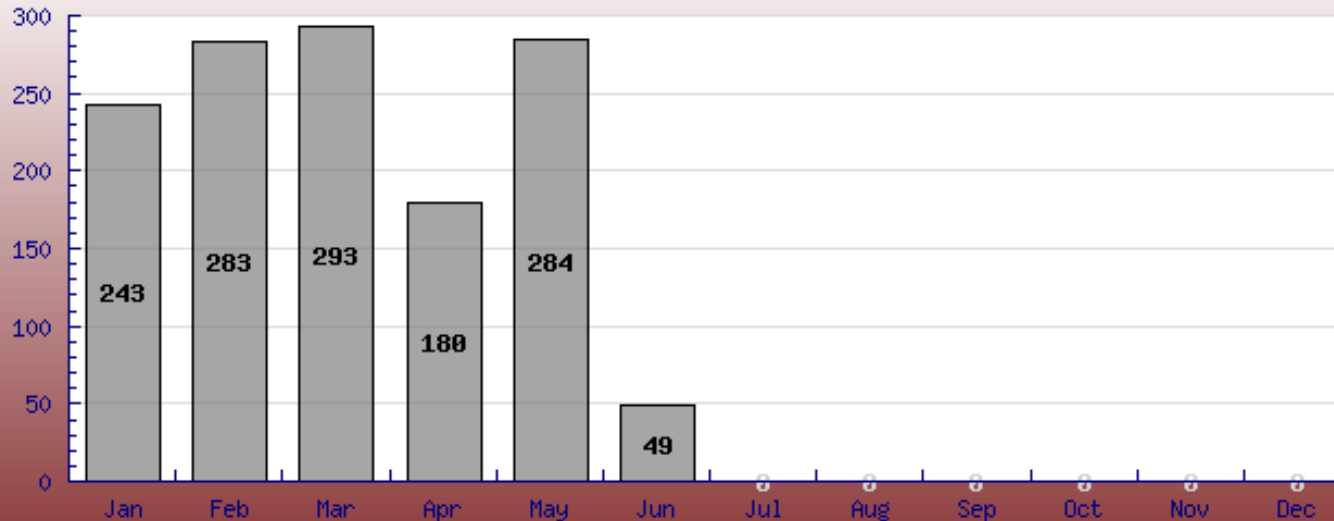
Yearling Performance Data for 2014



Yearling Performance Data for 2015

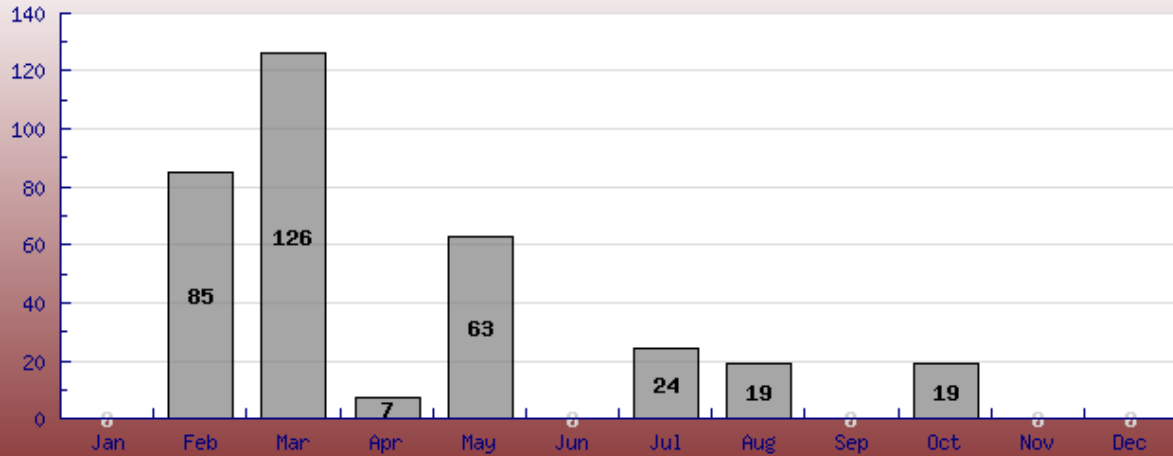


Yearling Performance Data for 2016

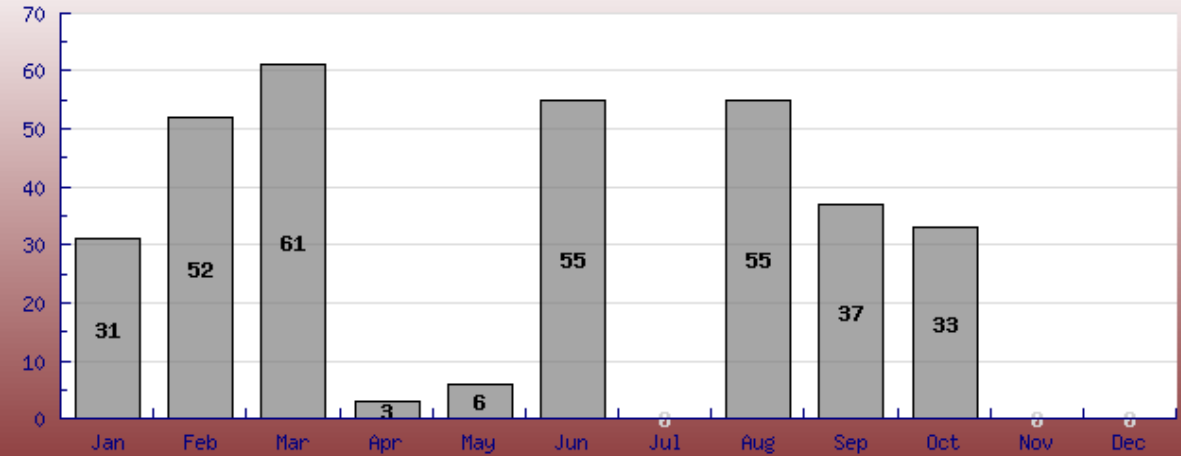


Ultrasound Scan Submission Stats 2014, 2015 & 2016

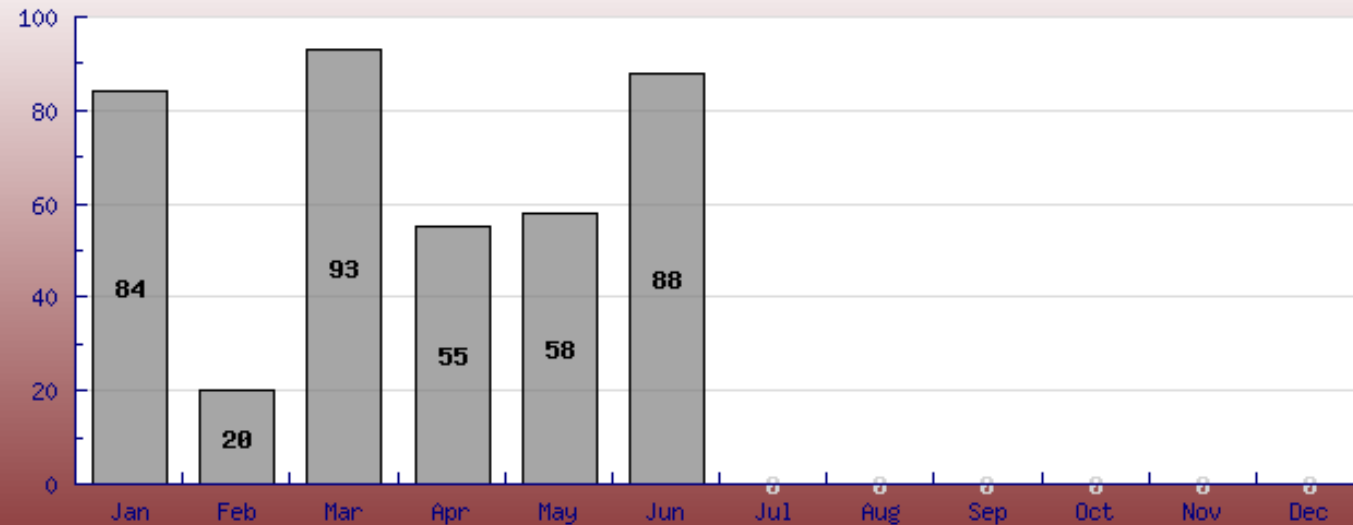
Ultrasound Performance Data for 2014



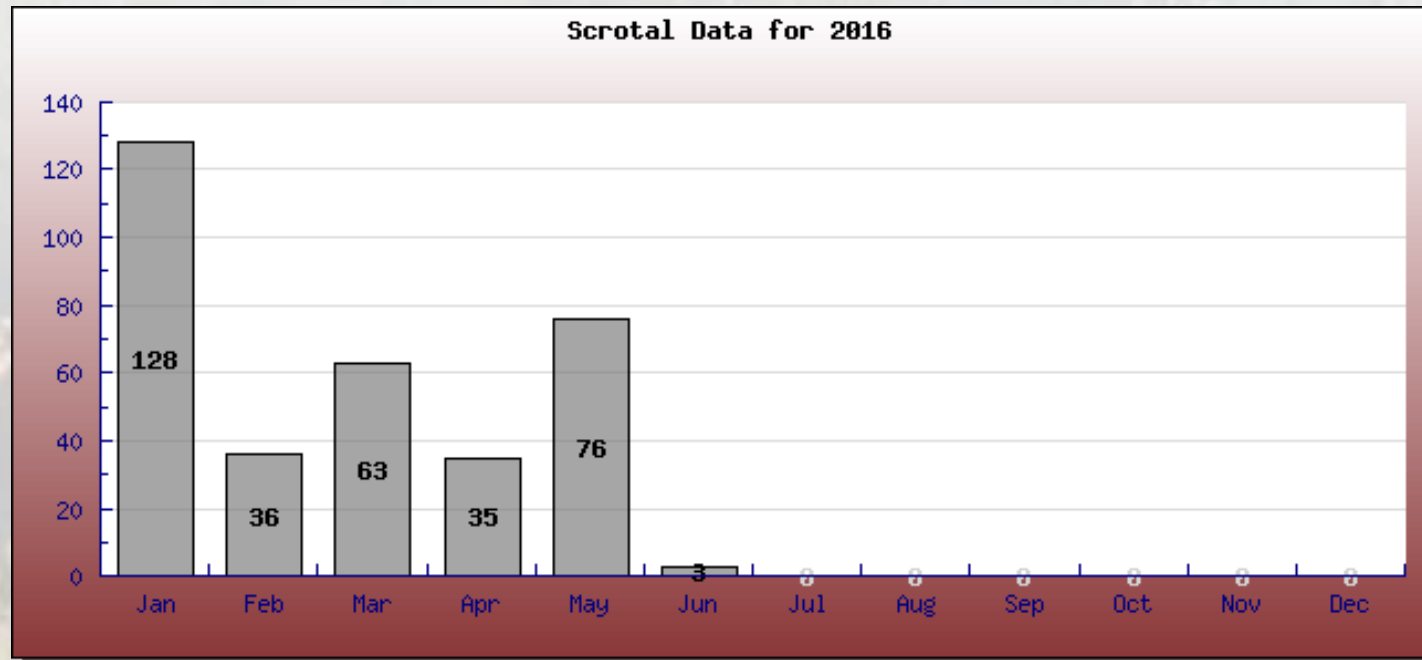
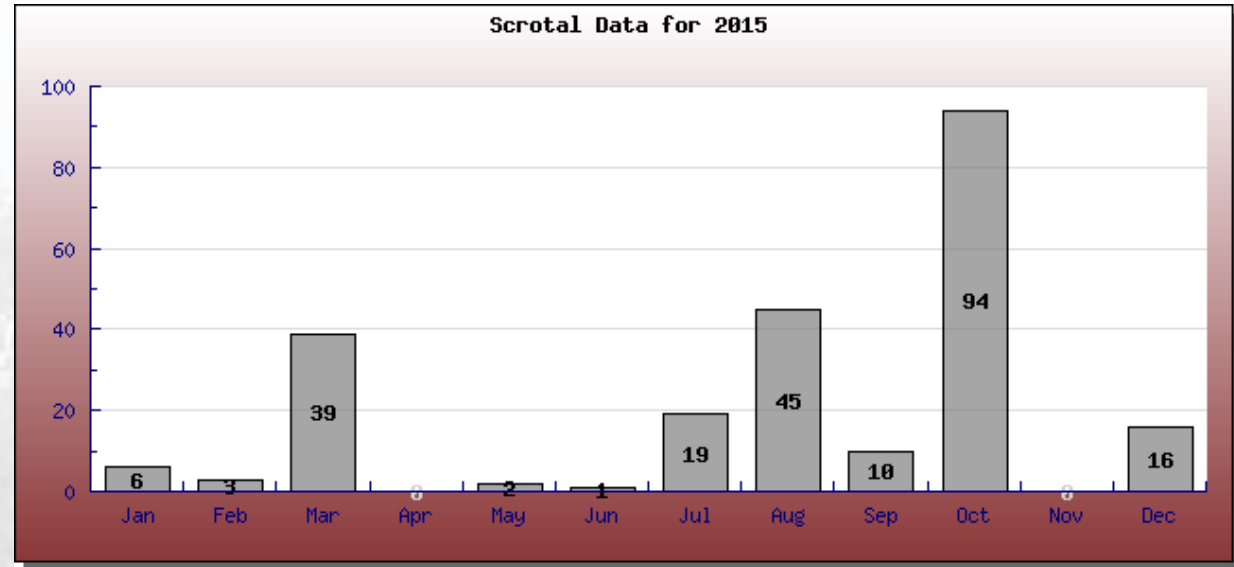
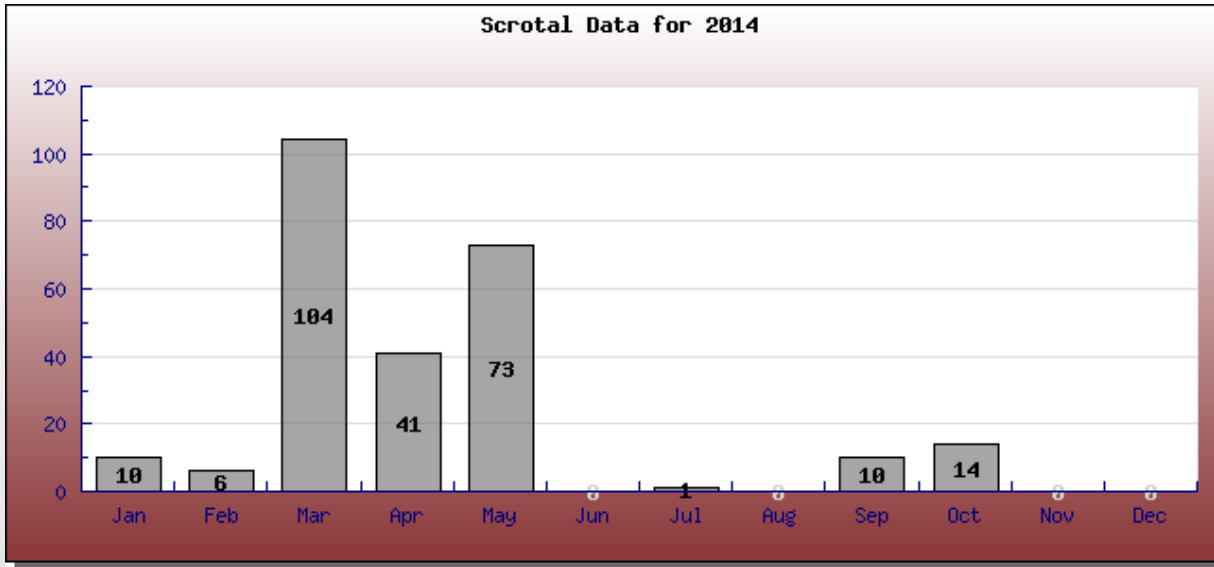
Ultrasound Performance Data for 2015



Ultrasound Performance Data for 2016

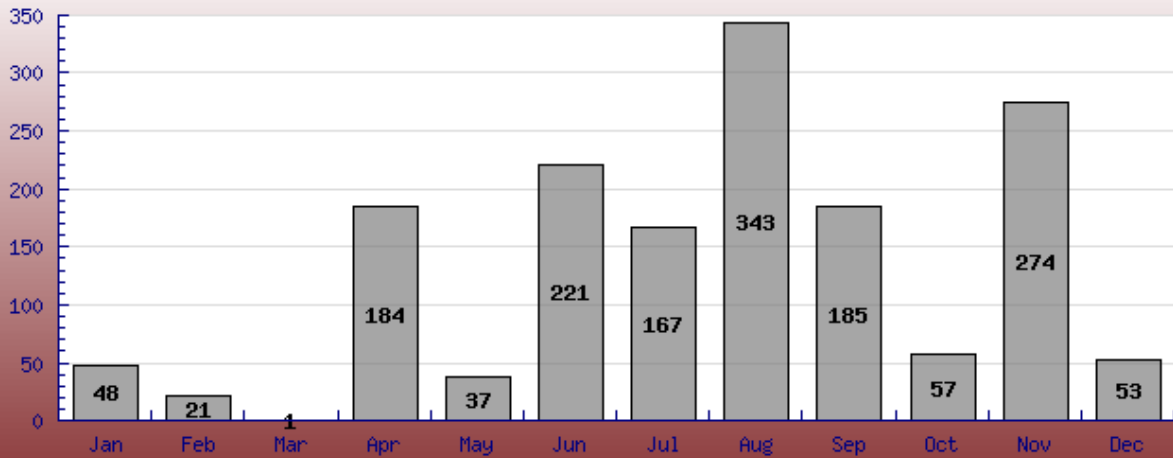


Scrotal Measurement Submission Stats 2014, 2015 & 2016

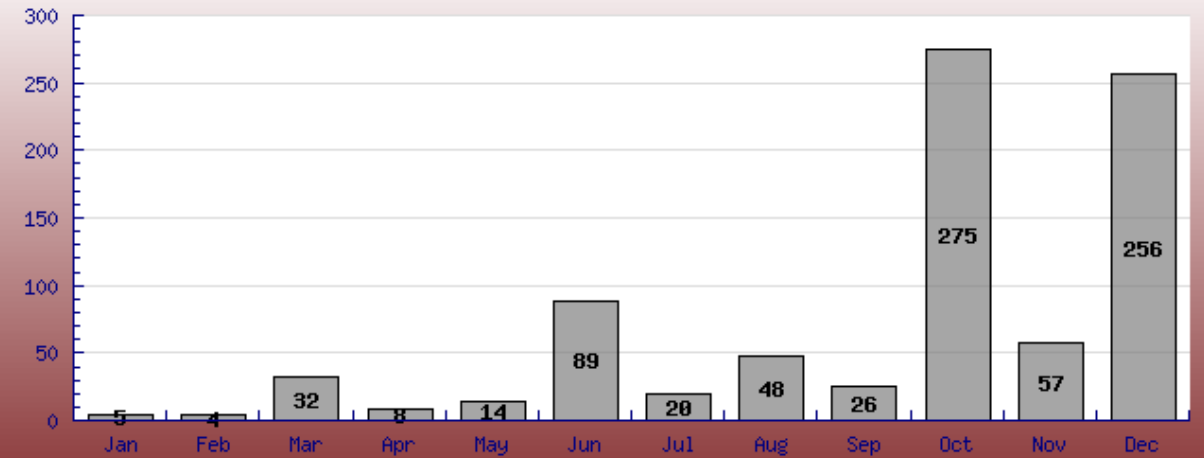


Docility Score Submission Stats 2014, 2015 & 2016

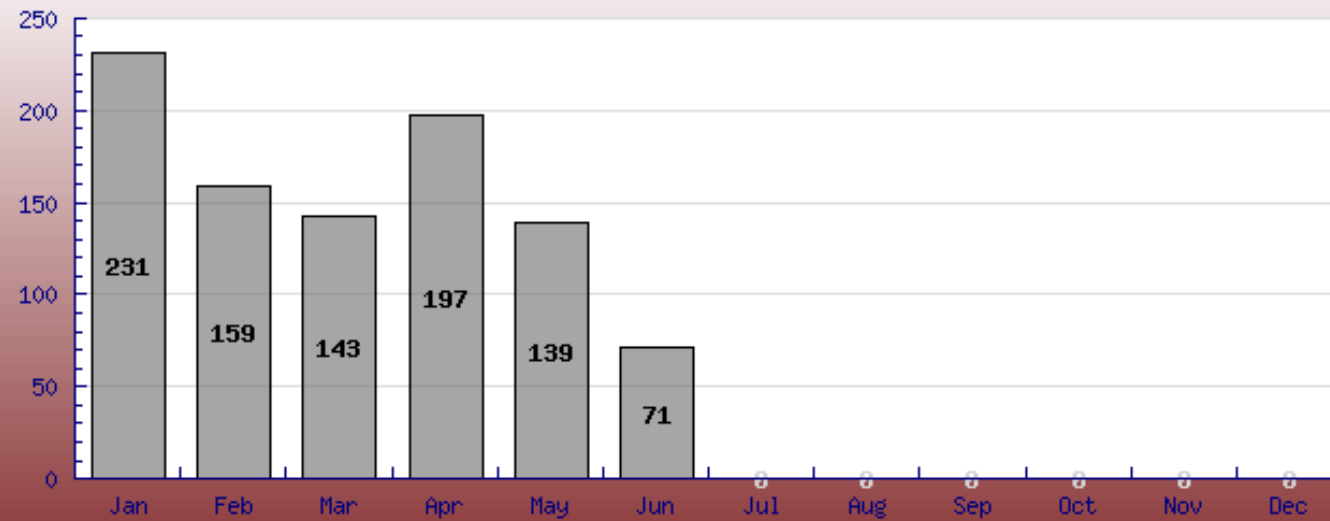
Docility for 2014



Docility for 2015



Docility for 2016



Registration Data by Fiscal Year 2000 - 2015

Canadian Limousin Association

Registrations and Performance Only by Fiscal Year (2000 to Present)

FY	# Reg	# Perf Only	Total #	Bulls		Females		Black		Polled		ET		Fullblood	
				# Reg	%	# Reg	%	# Reg	%	# Reg	%	# Reg	%	# Reg	%
2000	9802	0	9802	4230	43	5572	57	1609	16	5110	52	471	5	1243	13
2001	8882	0	8882	3856	43	5026	57	1643	18	4685	53	410	5	1045	12
2002	8244	0	8244	3610	44	4634	56	1562	19	4601	56	353	4	948	11
2003	7131	0	7131	3098	43	4033	57	1423	20	4215	59	317	4	583	8
2004	5948	0	5948	2523	42	3425	58	1028	17	3616	61	247	4	477	8
2005	5749	0	5749	2551	44	3198	56	1108	19	3987	69	160	3	351	6
2006	6043	0	6043	2752	46	3291	54	1293	21	4353	72	161	3	258	4
2007	5029	0	5029	2385	47	2644	53	1127	22	3728	74	162	3	145	3
2008	5634	0	5634	2670	47	2964	53	1325	24	4341	77	170	3	167	3
2009	5317	0	5317	2446	46	2871	54	1378	26	4182	79	145	3	132	2
2010	4656	0	4656	2183	47	2473	53	1224	26	3882	83	95	2	94	2
2011	4570	0	4570	2187	48	2383	52	1171	26	3851	84	100	2	138	3
2012	4920	0	4920	2291	47	2629	53	1446	29	4301	87	87	2	38	1
2013	4215	0	4215	1928	46	2287	54	1123	27	3711	88	68	2	51	1
2014	3882	0	3882	1825	47	2057	53	1216	31	3482	90	85	2	51	1
2015	4488	1461	5949	2075	46	2413	54	1353	30	4067	91	80	2	64	1



2016 Budget Highlights

	Actual ending Dec 31/15	Budget to Dec 31/15	Budget to Dec 31/16	Difference 2015 to 2016 Budget
TOTAL REVENUE	\$323,419	\$384,500	\$463,910	\$79,410

DECREASES

- ALMA funding for DigitalBeef ended in 2015
- CBBC Agri-marketing funding “rules” have changed = still receiving funding for international travel however funding for breed brochures/membership directories/magazines/etc. diminished

INCREASES

- CBBC Genotyping Funding new this year
- Increase in Limousin Voice advertisers and subscriptions
- Increase in number of registrations



2016 Budget Highlights

	Actual ending Dec 31/15	Budget to Dec 31/15	Budget to Dec 31/16	Difference 2015 to 2016 Budget
TOTAL EXPENSES	\$371,532	\$382,500	\$447,345	\$64,845
NET EARNING/LOSS	-\$33,770	-\$11,000	\$11,840	\$22,840

INCREASES (small \$ figures of difference)

- Advertising/Promotion
- Bank Service Charges
- Breed Improvement
- Director's Expenses
- Limousin Voice Magazine
- Office Expenses
- Promotional Items
- Staff Travel & Commuting to Office

DECREASES (large \$ figures of difference)

- IT support and maintenance (DigitalBeef less expensive than previous registry system)
- Lab Expenses
- Rent
- Salaries & Benefits

REMOVED: Carcass rebate and funding for CJLA Impact Show



Staff

Tessa Verbeek, General Manager – Full Time (working remotely and in Calgary office approx. every other week)

- Liaise with board of directors (weekly e-mail updates, organize all flights/hotels/meals/agenda/etc. for all board and AGM meetings and act as secretary of association)
- Develop/oversee/implement all major breed improvement and advertising/promotion efforts and material, NALF Performance Committee
- Oversee staff, payroll, budget, approve invoices, weekly cheque runs, sponsorship and other industry requests
- Develop or source all Limousin Voice articles and other content, Limousin Voice billing
- Update website, posts to Facebook and Twitter
- Write, design, and send monthly newsletter
- Travel to Limousin bull and female sales, major shows and major industry events in Canada and US
- Write funding applications and agreements with service providers
- Whole Herd Enrolment
- Oversee/implement Elite Dam, Elite Herd & Show Cattle of the Year programs
- Oversee/advertise Limousin tag program
- Catalogue data and mailing list downloads for members
- Oversee DNA testing and genotyping matters and intake of DNA results
- Registrations, transfers, performance data, DNA work, DigitalBeef assistance, invoicing, cheque deposits, mail-outs, member inquiries, overdue accounts, issues and complaints, welcoming new members

Laura Ecklund, Registry/Member Services & CJLA Coordinator – Part Time (3 days per week)

- Registrations, transfers, performance data, DNA work, DigitalBeef assistance, invoicing, cheque deposits, weekly print run, mail-outs, member inquiries
- Coordinate CJLA board of directors two annual meetings and general efforts throughout the year, assist with CJLA Impact Show

Dallas Wise, Registry/Member Services – Part Time (3 days per week)

- Registrations, transfers, performance data, DNA work, DigitalBeef assistance, invoicing, cheque deposits, weekly print run, mail-outs, member inquiries



Co-operation is Key

Co-operation between CLA members and the Canadian Limousin Association essential

Co-operation between Canadian breed associations benefits the entire Canadian beef industry and fosters an atmosphere of positivity and support amongst us all

Co-operation between International Genetic Solutions (IGS) partner breed associations for multi-breed genetic evaluation benefits entire Canadian and US beef industries



DigitalBeef

WHY THE SWITCH?

- Less expensive, better customer service
- Consistent with NALF
- More powerful system

MORE POWERFUL SYSTEM = MORE DIFFICULT TO LEARN BUT...

- Transparency is key and DigitalBeef delivers this
- Would you rather know and see everything or have it hidden?
- Data recording errors minimized due to stronger rule adherence mandated by DigitalBeef system
- Improves CLA's overall data and recording accuracy

SHORTCOMINGS

- Opened to general membership before a large number of issues were found and fixed
- “Dead time” between switch from old to new registry system caused a backlog of work at CLA office
- Tremendous issues in the beginning resulted in delays every time we turned around
- Members needing assistance working online resulted in high volume of calls to CLA office = less work being done on mailed in registry work
- Turnaround time was poor, mistakes were made as the staff learned new system, and system failed at times

TODAY

- We are in a *much* better place with DigitalBeef
- Small scale issues are still being found and resolved, but major issues have been corrected
- Staff and members are becoming increasingly confident with DigitalBeef
- Turnaround time for work sent to CLA has significantly improved



Breed Improvement

- Genomics is an important aspect in the future of the beef industry
- Prior to the move to Delta Genomics the CLA was not doing large scale genotyping on our population, now we are
- Move to Delta Genomics as official CLA laboratory benefits Limousin breed tenfold:
 - Move was necessary as CBBC secured funding on behalf of all Canadian beef breeds to do a one time bulk transfer of physical samples (the cost of doing this on our own would have been impossible for the CLA)
 - All testing done at one laboratory (parentage, genotyping, horned/polled, coat colour, Protoporhyria) = one sample sent to one lab
 - Electronic exchange system between CLA and Delta Genomics pull all horned/polled and coat colour results into CLA system (no need for member to pay \$5 per result to have CLA staff manually enter results)
 - Delta Genomics can get molecular breeding values (MBV's) on animals necessary to calculate genomically enhanced EPDs (gEPDs)
 - Delta Genomics can do Protoporphyria testing on-demand instead of four times per year and at less than half the price
 - All major breeds at one lab simplifies any across breed testing that must be conducted for parentage verification (sample transfer between labs previously was \$10)
 - All DNA testing costs are the same or less at Delta Genomics
- Please remember that all animals must be recorded with CLA before DNA testing can be requested and you must make your DNA requests to the CLA office in order for us to send you the appropriate form to accompany your sample(s) that you mail to the lab



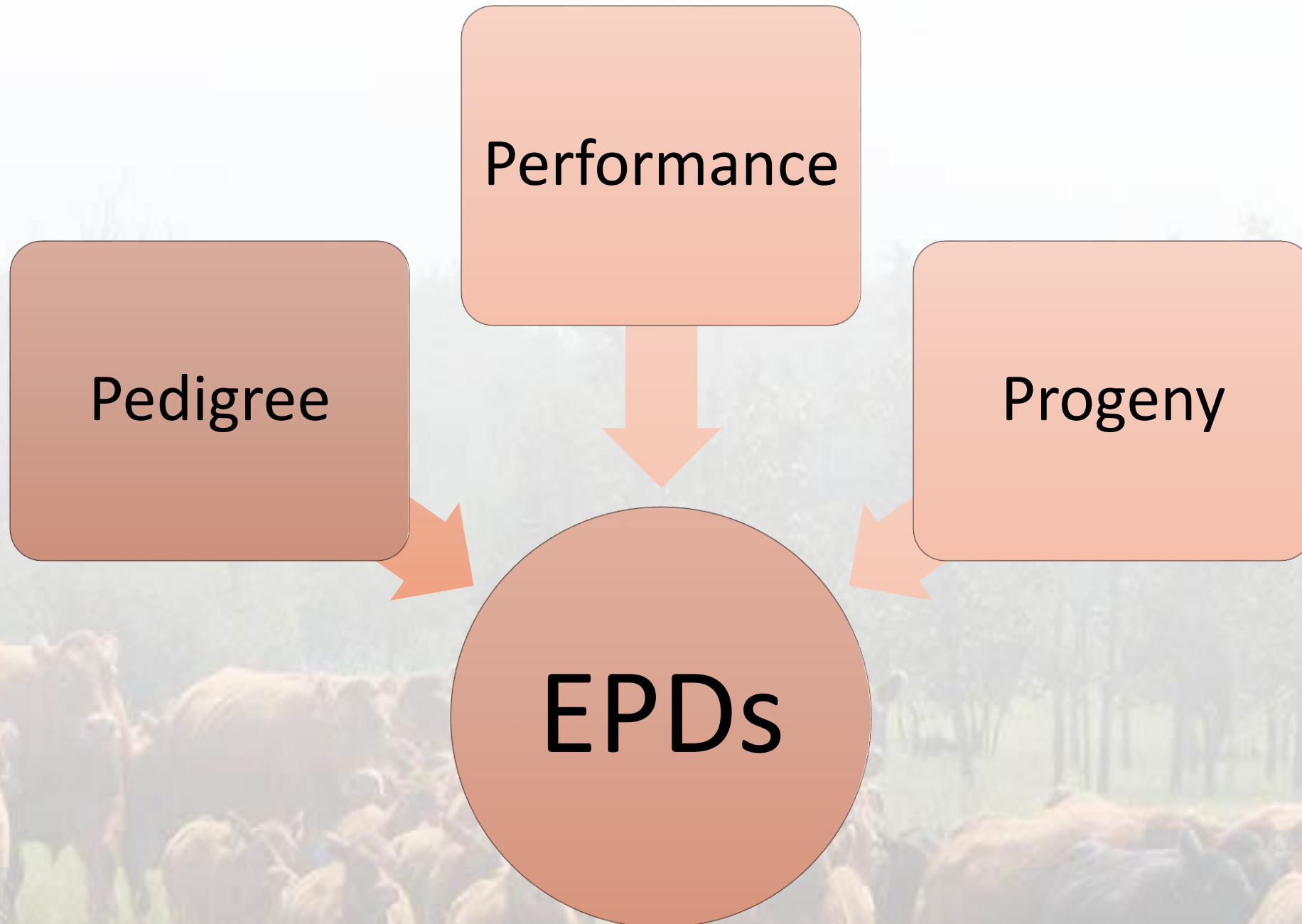
Genotyping – Speeding the Rate of Genetic Improvement

Genotyping may move EPD of animal up or down,
but will always increase accuracy

*Yes you may see negative changes in some of your cattle,
but would you rather know now or years from now?*

Does It Pay to Genotype?

- 147% increase in rate of genetic progress if you use genomics BUT make sure you have a plan or you can progress in the wrong direction
- Return on Investment (ROI) of genotyping registered heifers on a high-density (HD) panel versus a low-density (LD) panel (USA data)
 - LD gEPDs – 326% ROI
 - HD gEPDs – 167% ROI
- CLA prices (while CBBC funding lasts):
 - \$30 for GGP-LD (low-density, 26,000 SNPs) + MBVs (molecular breeding values necessary to generate gEPDs)... highly accurate, best value test for any animal
 - \$50 for GGP-HD (high-density, 50,000 SNPs) + MBVs (molecular breeding values necessary to generate gEPDs).... highly accurate test best used on highly prolific animals such as AI sires, donor cows, herd sires
- Genotyping can be used both as a selection tool and marketing tool
- Remember: genotyping improves EPD accuracy so you and your customers can be more confident in the EPD values especially on those young animals with minimal or no progeny to back up their numbers



Performance

Progeny

Pedigree

Genomic
Analysis

gEPDs

Progeny Equivalents vs. Genomic Test

Trait	Correlation	PE	Trait	Correlation	PE
Calving Ease Direct	0.67	24	Heifer Pregnancy	0.62	22
Birth Weight	0.69	13	Milk	0.37	14
Weaning Weight	0.56	19	Mature Weight	0.74	16
Yearling Weight	0.68	24	Mature Height	0.71	7
Dry Matter Intake	0.73	17	Carcass Weight	0.60	7
Yearling Height	0.75	12	Carcass Marbling	0.65	8
Scrotal Circumference	0.80	16	Carcass Ribeye	0.68	11
Docility	0.68	11	Carcass Fat	0.65	12

International Activities

Where?

- Annual attendance by the CLA General Manager at:
 - National Western Stock Show/NALF Board Meeting and AGM
 - Beef Improvement Federation (BIF) Annual Convention
 - National Cattlemen's Beef Association (NCBA) Annual Convention

Why?

- Allows the Canadian Limousin Association to maintain key industry contacts in the USA including:
 - Registry service provider, DigitalBeef (Jim Bulger & Joseph Massey)
 - Genetic consultant, Dr. Bob Weaber
 - Our counterparts at the North American Limousin Association (NALF)
 - 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

What's the Value?

- Highly informative speakers on high-level topics, inside information you would not get without having one-on-one conversations
- Information brought back and shared with CLA members through the monthly newsletter and AGM presentation
- Ideas brought back and shared with board to keep Canadian Limousin current with industry and give direction to Association

Who Pays for This?

- Agri-marketing funding provided by CBBC funds a large portion of international travel by the CLA
- Remainder is paid for by CLA and budgeted for accordingly



Advertising & Promotion

- Canadian Cattlemen Magazine
 - Card ad in every issue and double page spread in 5 issues with space for CLA members to list their operation for \$400
- Canadian Cattlemen Bull Buyer's Guide (distributed to over 103,000 people)
 - 1 page advertisement in both mid-January and late February issues with space for CLA members to list their operation for \$100 per issue
- "The Exhibitor" Magazine at Farmfair International
- Auction Market Tag Posters
- Provincial Limousin Association Advertising
 - ALA calendar, Manitoba Beef Producers Cattle Country Newspaper (co-op ad with MLA), OLA day planner, etc.
- CLA Website, Facebook & Twitter
 - Information on website such as upcoming events, blog posts, etc. updated regularly. Daily posts on Facebook and/or Twitter to promote/showcase Limousin, advertise upcoming member and industry events, share information relevant to Limousin breeders and cattle industry, promote and encourage junior participation, etc.



Advertising & Promotion Continued

- In person attendance at events
 - 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
 - Tessa Verbeek also attended numerous shows such as Olds Fall Classic, the Royal Agricultural Winter Fair, Farmfair International, and Canadian Western Agribition to promote the Limousin breed
 - Attendance at industry conferences and events also an important aspect of keeping our breed in the forefront
 - Limousin promotional material at the CBBC booth at the Alberta Beef Industry Conference and Calgary Stampede Cattle Trail
 - The CLA has provided numerous industry events and shows with CLA promotional items to include in registration packages, hand out as prizes, etc.
- 2015 Sponsorship
 - T Bar Invitational Golf Tournament
 - Livestock Markets Association of Canada (LMAC) Convention/Auctioneer Competition
 - Livestock Gentec Field Day and Livestock Gentec Annual Conference
 - Corporate international memberships taken out at Farmfair International & Canadian Western Agribition, allowing Canadian Limousin to be promoted to international visitors at these shows



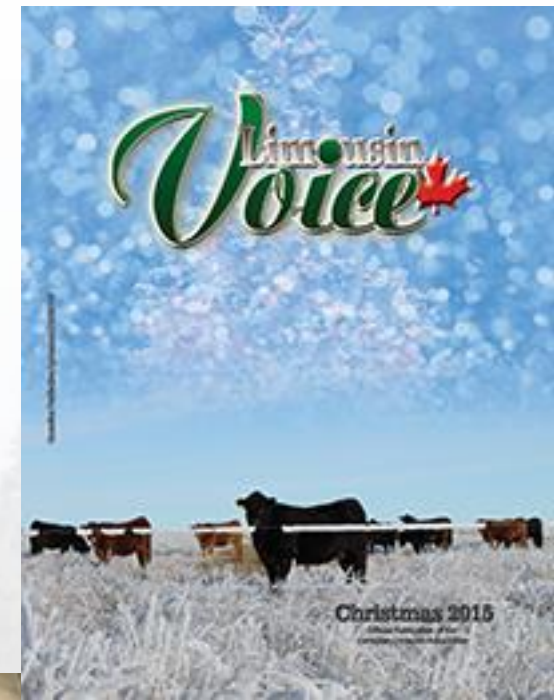
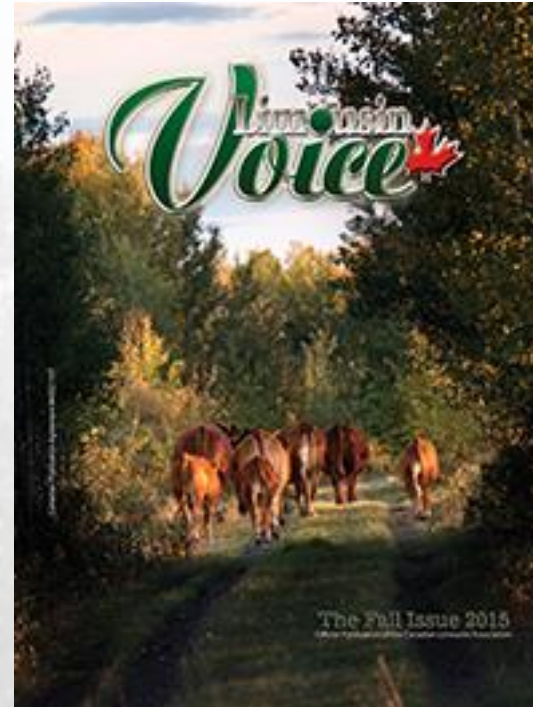
Advocating for Changes to Canadian Beef Grading Agency

- CLA supports and is advocating for:
 - Full deployment of E+V technology (camera grading) as the official determinant of the beef carcass grade and yield system
 - Yield be estimated as a percentage yield on each carcass
 - Industry to more fully recognize in the pricing system the impact of differing yield percentages on the value of beef carcasses
- Limousin breed will benefit from the above changes as cow/calf producer will see the monetary value in higher yield and make bull purchasing decisions accordingly
- Change will be very slow as Canadian Beef Grading Agency is government regulated



Limousin Voice

- 3 issues (fall, Christmas & late winter) ALL being mailed for free to bull buyers from last 3 years = approx. 2,200 copies circulated per issue to not only other purebred breeders but all of the commercial folks who are **buying your bulls**
- Advertising has increased, magazine thickness and “value” has increased
- Efforts are being made to ensure the magazine appeals to a wide variety of audiences (purebred breeders, commercial cattlemen, seasoned and new members, show ring, juniors, the beef industry as a whole)
- Always welcome suggestions for improvements to magazine, suggestions for articles, individuals/families to interview, etc.

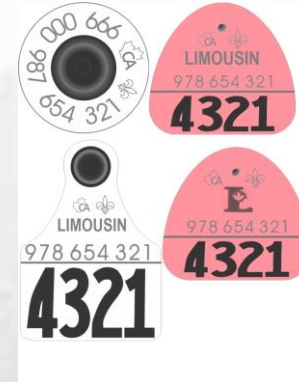




Limousin Tag Program



- 13,600 individual tags sold to date!
- Limousin tags made available in Quebec in 2015
- Excellent way to show your Limousin pride and showcase those valuable Limousin animals at auction
- 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**



Looking Towards the Future

- What we do matters from conception to carcass
- The decisions we make today in regards to selection/breeding decisions will affect the breed into 2030+
- Maintain adequacy in all traits, but remember to focus on what we are good at as a terminal breed
- Continue to focus on and promote docility – we have done a good job of this but there are still strong feelings in the industry in regards to Limousin temperament
- As an Association we are doing our best to give you value for your money – always welcome your feedback... this is ***your*** association!
- ***How do we add value?***
 - As a breed association
 - As breeders

