

Canadian Limousin Association Annual General Meeting

July 29, 2017

Portage la Prairie, Manitoba



State of the Breed

Current numbers as of July 2017



374 Active & Lifetime Members



129 Junior Members



7,830 Females on WHE



175 DigitalBeef online registry system users

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

Whole Herd Enrollment

Whole Herd Enrollment Statistics					
	2012	2013	2014	2015	2016
Cows Assessed per Member	32.7	32.6	31.7	28.8	27.3
Cow Classification					
Fullblood	1005	747	597	468	407
Purebred	7455	7504	7306	7037	6981
Other	1379	1162	1005	886	983
TOTAL COWS ASSESSED	8834	8666	8311	7923	7964

Whole Herd Enrollment

Members (242)					
	2012	2013	2014	2015	2016
Assessed over 250 head	1	2	0	0	0
Assessed between 100 and 249 head	20	20	19	17	15
Assessed between 50 and 99 head	30	27	35	27	29
Assessed under 50 head	204	201	185	209	220
TOTAL ASSESSMENT	8378	8301	7975	7709	7699

Whole Herd Enrollment

Junior Members (30)					
	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	1	0
Assessed under 50 head	15	16	23	22	27
TOTAL ASSESSMENT	40	65	89	114	178

CLA Members

Canadian Limousin Association Active Members by State for Fiscal Year 2016 Dues Paid Through 12/31/2016

State	Lifetime	Annual	Junior	Total
AB	57	33	30	120
BC	14	3	9	26
MB	20	17	8	45
NB	1	0	0	1
NS	3	4	3	10
ON	70	58	51	179
PE	1	1	0	2
QC	15	10	0	25
SK	40	12	16	68
Total	221	138	117	476



Registrations

Canadian Limousin Association Fiscal Year 2016

By Number of Animals by Registered

Rank	State	Registrations
1	AB	1576
2	ON	961
3	SK	950
4	MB	333
5	BC	244
6	QC	183
7	NS	106
8	PE	29
9	NB	22
		4404

By Number of Members Who Registered

Rank	State	Members
1	ON	78
2	AB	59
3	SK	35
4	MB	20
5	QC	14
6	BC	6
7	NS	5
8	NB	1
8	PE	1
		219

Number Registered Per Breeder

Canadian Limousin Association Fiscal Year 2016

Number of Breeders by Registration Category

Number of Registrations	Number of Breeders	% of Breeders in Category
1-5	78	35.6%
6-10	34	15.5%
11-20	48	21.9%
21-50	35	16.0%
51-100	16	7.3%
101-200	8	3.7%
201-300	0	0.0%
301-400	0	0.0%
401-500	0	0.0%
501-1000	0	0.0%
1001 or more	0	0.0%
	<hr/> 219	<hr/> 100.0%



2017 Budget Highlights - Revenue

	Actual ending Dec 31/16	Budget to Dec 31/16	Budget to Dec 31/17	Difference 2016 to 2017 Budget
TOTAL REVENUE	\$437,798	\$463,910	\$453,550	-\$10,360

2017 BUDGET REVENUE DECREASES

- Whole Herd Enrollment
- Cattlemen Co-op Advertisers
- Web Ad Revenue
- Tag Program

2017 BUDGET REVENUE INCREASES

- Genotyping Funding
- International Travel Government Reimbursement
- Lab Revenue

2017 Budget Highlights - Expenses

	Actual ending Dec 31/16	Budget to Dec 31/16	Budget to Dec 31/17	Difference 2016 to 2017 Budget
TOTAL EXPENSES	\$447,873	\$447,095	\$449,750	\$2,655
NET EARNING/LOSS	-\$10,076	\$16,815	\$3,800	-\$13,015

2017 BUDGET EXPENSE INCREASES

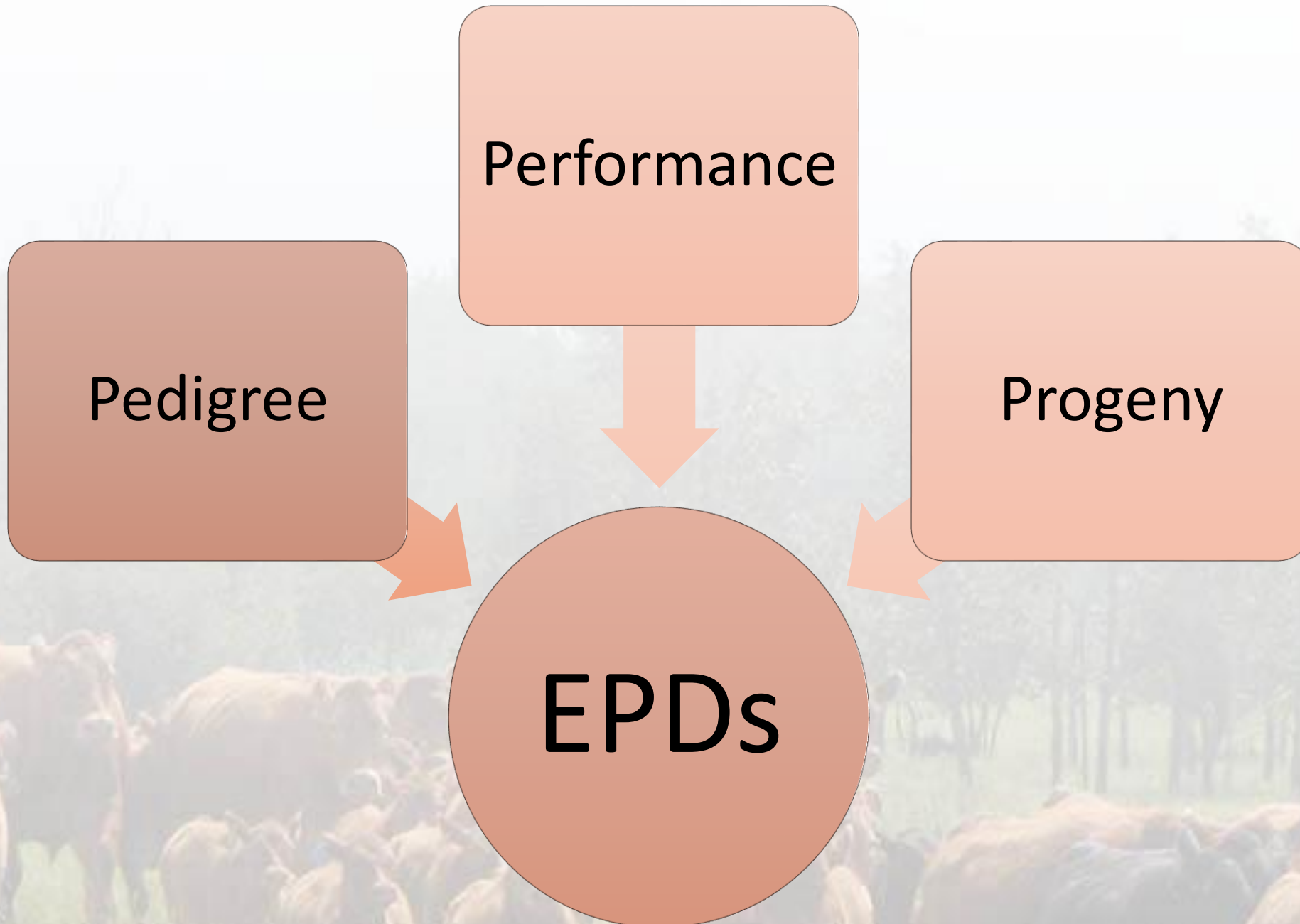
- IT Support & Maintenance
- Lab Expenses
- Salaries & Benefits
- Postage & Courier

2017 BUDGET EXPENSE DECREASES

- Advertising/Promotion
- Annual Convention (AGM)
- Breed Improvement
- Commercial Committee
- Director's Expenses
- National Show & Sale
- Office Expenses
- Professional Fees
- Promotional Items
- Tag Program

Genetic Improvement

- Low and high density genotyping at a 50% discount with current genotype funding
- Genomics and gEPDs are reducing the generation interval and allowing us to select superior animals earlier
- Collecting and reporting phenotypic data and ultrasound more important than ever
- Genotyping NOT a replacement for good data collection and reporting to Associations
- Very important to genotype entire contemporary groups not just the best - there is no decision to be made on these animals and it leads to bias
- Don't make more mistakes faster - genotype potential young donor cows/AI sires



Performance

Progeny

Pedigree

Genomic
Analysis

gEPDs

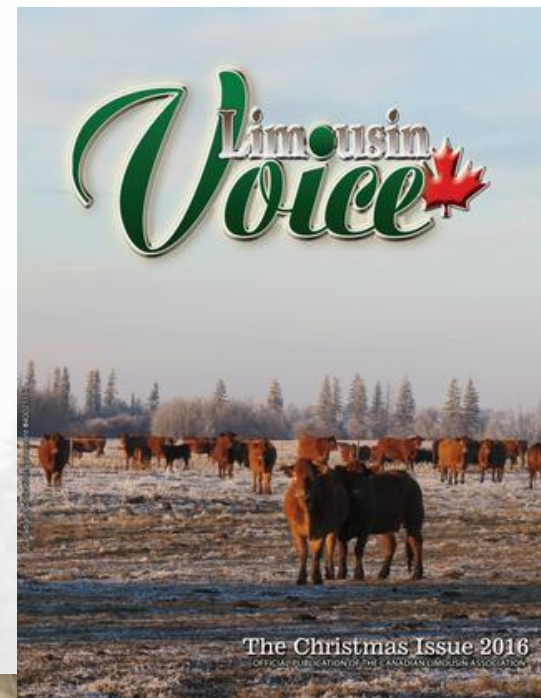
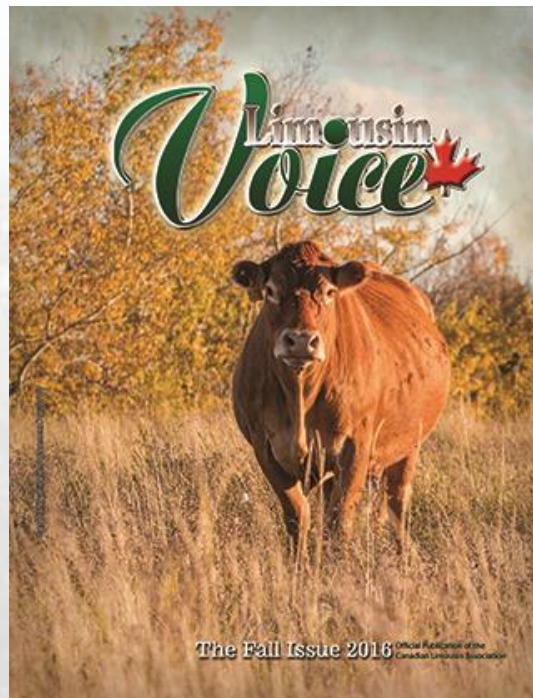
Advertising & Promotion

- Canadian Cattlemen Magazine
- Canadian Cattlemen Bull Buyer's Guide (distributed to over 103,000 people)
- Provincial Limousin Association Advertising
- CLA Website, Facebook & Twitter
- In person attendance at events by CLA General Manager
- Limousin promotional material
- Sponsorship



Limousin Voice

- 3 issues (fall, Christmas & late winter)
- All mailed for free to bull buyers from last 3 years
- Most CLA members subscribe and many international subscriptions
- Approx. 2,200 copies circulated per issue
- Refreshed, more professional editorial design in 2016
- Welcome suggestions



Limousin Tag Program



- 9,155 individual tags sold since this time last year
- 22,775 total individual tags sold to date
- Presently outselling all other breed tag programs with the exception of Angus
- Limousin tag program uptake lacking in Quebec
- Commercial Committee working on a program to connect Limousin tag buyers with commercial cattle buyers
- Limousin RFID tags mandatory in all **2016 and younger animals** at all shows in order to qualify for **show cattle of the year points**

Looking Towards the Future

- Focus on docility still highly important in selection/culling and promotion
- Let's work **together** to promote, grow and strengthen the breed across the country
- End goal of improving the Canadian beef industry
- CLA is here to provide the tool, services and knowledge to be successful
- Take your program to the next level by becoming involved, engaged and excited as a member of the CLA
- As an Association we are doing our best to give you value for your money – always welcome your feedback... this is **your** association!
- **What can we do to improve?**
 - As a breed association
 - As breeders

