

# **Canadian Limousin Association Annual General Meeting**

**August 3, 2018**

**Great Village, Nova Scotia**



# State of the Breed

2017



367 Active & Lifetime Members



169 Junior Members



7,967 Females on WHE



169 DigitalBeef online registry system users

Current numbers as of July 2018



355 Active & Lifetime Members



189 Junior Members



7,986 Females on WHE



174 DigitalBeef online registry system users

# Whole Herd Enrollment

<b>Relevant Statistics</b>						
	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Cows Assessed per Member	33.6	32.6	29.3	27.7	27.9	30
<b>Cow Classification</b>						
Fullblood	752	603	474	413	358	284
Purebred	7499	7299	7027	6994	7026	7082
Other	1167	1012	895	997	941	904
<b>TOTAL COWS ASSESSED</b>	<b>8666</b>	<b>8311</b>	<b>7922</b>	<b>7991</b>	<b>7967</b>	<b>7986</b>

# Whole Herd Enrollment

<b>Members (242)</b>						
	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Assessed over 250 head	2	0	0	0	0	1
Assessed between 100 and 249 head	20	19	17	15	16	17
Assessed between 50 and 99 head	26	34	27	30	34	28
Assessed under 50 head	194	179	204	215	204	196
<b>TOTAL ASSESSMENT</b>	<b>8191</b>	<b>7856</b>	<b>7658</b>	<b>7675</b>	<b>7719</b>	<b>7792</b>

# Whole Herd Enrollment

<b>Junior Members (24)</b>						
	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Assessed over 250 head	0	0	0	0	0	0
Assessed between 100 and 249 head	0	0	0	0	0	0
Assessed between 50 and 99 head	0	0	0	1	0	0
Assessed under 50 head	16	23	22	27	32	24
<b>TOTAL ASSESSMENT</b>	<b>65</b>	<b>89</b>	<b>114</b>	<b>178</b>	<b>156</b>	<b>165</b>

# CLA Members

## Canadian Limousin Association Active Members by State for Fiscal Year 2017 Dues Paid Through 12/31/2017

State	Lifetime	Annual	Junior	Total
AB	56	29	33	118
BC	14	3	9	26
MB	20	16	14	50
NB	1	3	5	9
NS	4	7	33	44
ON	71	61	57	189
PE	1	1	0	2
QC	16	12	0	28
SK	38	14	18	70
Total	221	146	169	536



# Registrations

## Canadian Limousin Association Fiscal Year 2017

### By Number of Animals by Registered

Rank	State	Registrations
1	AB	1677
2	SK	1099
3	ON	1081
4	MB	344
5	QC	175
6	BC	125
7	NS	74
8	NB	13
9	PE	5
		4593

### By Number of Members Who Registered

Rank	State	Members
1	ON	75
2	AB	57
3	SK	34
4	MB	21
5	QC	10
6	NS	6
6	BC	6
7	NB	3
8	PE	2
		214



# 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%

## Canadian Limousin Association Fiscal Year 2017

### Number of Breeders by Registration Category

Number of Registrations	Number of Breeders	% of Breeders in Category
1-5	84	39.3%
6-10	35	16.4%
11-20	40	18.7%
21-50	27	12.6%
51-100	18	8.4%
101-200	9	4.2%
201-300	1	0.5%
301-400	0	0.0%
401-500	0	0.0%
501-1000	0	0.0%
1001 or more	0	0.0%
	<hr/> 214	<hr/> 100.0%



# 2016 to 2017 Statistical Comparisons

Lifetime & Annual Membership	+5.62%	Animals Transferred	-22.55%
New Annual Members Gained in the Year	-4.76%	Ultrasound Records Entered	+28.00%
Junior Membership	+38.02%	Weaning Records Entered	-15.74%
New Junior Members Gained in the Year	+766.67%	Yearling Records Entered	-4.51%
Females on WHE	+0.10%	Docility Records Entered	+18.16%
DigitalBeef Online Users	+7.45%	Scrotal Records Entered	-21.29%
Average Number of Cows Assessed Per Members on WHE	+3.28%	New Animals Genotyped in the Year	-10.44%
Member Logins on DigitalBeef	+2.03%	Bulls Transferred to Commercial Buyers	+0.96%
Calves Registered	+10.49%	Commercial Buyers	+3.20%

# 2018 Budget Highlights - Revenue

	Actual ending Dec 31/17	Budget to Dec 31/17	Budget to Dec 31/18	Difference 2017 to 2018 Budget
<b>TOTAL REVENUE</b>	<b>\$457,909</b>	<b>\$432,050</b>	<b>\$486,250</b>	<b>\$54,200</b>

## 2018 BUDGET REVENUE DECREASES

- Genotyping Funding
- Registrations
- Service Fees
- Tag Program

## 2018 BUDGET REVENUE INCREASES

- Shorthorn Income
- Lab Revenue
- Whole Herd Enrollment

# 2018 Budget Highlights - Expenses

	Actual ending Dec 31/17	Budget to Dec 31/17	Budget to Dec 31/18	Difference 2017 to 2018 Budget
<b>TOTAL EXPENSES</b>	<b>\$463,841</b>	<b>\$425,850</b>	<b>\$463,900</b>	<b>\$38,050</b>
<b>NET PROFIT/LOSS</b>	<b>-\$5,933</b>	<b>\$6,200</b>	<b>\$22,350</b>	<b>\$16,150</b>

## 2018 BUDGET EXPENSE INCREASES

- Bad Debt
- Commercial Committee
- Director's Expenses
- Lab Expenses
- Rent Expense
- Salaries & Benefits
- Travel

## 2018 BUDGET EXPENSE DECREASES

- Breed Improvement
- Limousin Voice
- Office Expenses
- Postage & Courier
- Tag Program

# Genetic Evaluation

- International Genetic Solutions (IGS) – 12 USA/CAN breed associations (over 17 million animals in database)
- From 'old' blending method to 'new' single-step genetic evaluation = more accurate, makes better use of genotypes, faster
- BOLT (Biometric Open Language Tools) – computer software exclusive to IGS that runs single step evaluation
- Anticipated release of BOLT EPDs in August for CLA & NALF
  - Weekly genetic evaluation runs (updates to EPDs)
  - Movement of EPDs and re-ranking
  - More accurate accuracy
  - Reported accuracies will tend to be lower
  - DNA testing will have a larger impact



# What Can You Do to Improve Predictions on Your Herd?

- Whole Herd Reporting
- Proper Contemporary Groups
- Take Data Collection & Reporting Seriously
  - Genotyping is NOT a replacement for data collection and reporting
- Use Genomics
  - 50% discount still available until funding runs out (this year)
  - More genotypes collected = better predictions on DNA tested animals and their relatives
  - Ensure your bloodlines are well represented in predictions – genotype your animals



# 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 = PROFIT

<p>Alberta Limousin Influenced Steers 525 lb avg. weight \$255.25 CanFax Cdn\$/cwt \$230.77</p>	→	<p><b>\$25 OVER</b> /FCWT regional average</p>
<p>Ontario Limousin Influenced Steers 588 lb avg. weight \$250.00 CanFax Cdn\$/cwt \$227.31</p>	→	<p><b>\$23 OVER</b> /FCWT regional average</p>
<p>Atlantic Limousin Influenced Steers 702 lb avg. weight \$219.00 Atlantic Regional Average Cdn\$/cwt \$188.00</p>	→	<p><b>\$31 OVER</b> /FCWT regional average</p>

**Angeleno Limousin**  
Dale & Bruce Hamilton  
Dunlop, AB  
254.247.2121  
www.angelenolimousin.ca

**Bar 2nd Acres**  
Bill & Mary Anne Zwaning  
Lindsay, ON  
519.255.2220  
www.bar2ndacres.com

**Clark Cattle**  
David Clark  
Port Hope, ON  
905.788.2296  
clarkcattle@gmail.com

**Genik Limousin**  
The Genik's  
200-222-2222  
www.geniklimousin.com

**Hillside Farms**  
Bill & Sherry Hamilton  
King City, ON  
905.205.2707  
www.hillsidefarms.com

**Reed Limousin**  
Reed Limousin  
Sikoway, TX  
817.262.2222  
www.reedlimousin.com

**Symons Land & Cattle Co.**  
James & Laura Symons  
Carleton Place, ON  
416.462.4729 / Fax 416.462.3115  
www.symonsland.com

**Andrew Ranches**  
Craig Andrew / Tim Andrew  
Tilley, AB / Thompson, AB  
403.524.2121 / 403.524.2123

**Canfield Land & Cattle**  
Dale & Carmen Campbell  
Winnipeg, MB  
204.275.2222 / 204.276.4218  
www.canfieldlimousin.com

**Diamond C Ranch**  
Neil & Sherry Christiansen  
Ponoka, AB  
403.293.2729  
www.diamondcranchlimousin.com

**Highland Stock Farms**  
The Mathews & Haywood Families  
Big Lake, AB  
403.293.2729  
www.highlandstockfarms.com

**Jaymurray Limousin**  
Jaymurray Limousin  
Leif & Ruth-Anne / Mark-Anne  
Bucks, BC  
250.762.2618 / 250.291.4454  
www.jaymurraylimousin.com

**Pinetree View Limousin**  
Susan & Richard Hamilton  
Quebec, QC  
514.339.4729  
www.pinetreeviewlimousin.com

**Richard Ranch**  
Jim & Stephanie Richmond & Family  
Brimley, ON  
905.468.2122 / 416.473.2618  
www.richardlimousin.com

**Bar 3rd Limousin**  
The Bar Family  
Merrivale, SK  
306.447.2124  
www.bar3rdlimousin.com

**Cherway Limousin**  
Wayne, Cheryl & Family  
Saskatoon, SK  
306.274.2729  
www.cherwaylimousin.com

**Excel Ranches**  
Bob & Betty, Cindy & Kirby Miller  
Weyburn, SK  
306.274.2729  
www.excelranches.com

**Lazy S Limousin**  
Scott & Sharon & Yvonne Johns  
Brimley, ON  
905.276.2222  
www.lazyslimousin.com

**Lazy S Limousin**  
Scott & Sharon & Yvonne Johns  
Brimley, ON  
905.276.2222  
www.lazyslimousin.com

**McKenzie Farms**  
Cathy & Ken  
Winnipeg, MB  
204.275.2222  
www.mckenziefarms.com

**Provincial View Limousin**  
James & Kathleen Hamilton  
Quebec, QC  
514.339.4729  
www.provincialviewlimousin.com

**Top Meadow Farms**  
Mike Gendryk, Manager  
Caledonia, ON  
519.299.4729  
www.topmeadowfarms.com

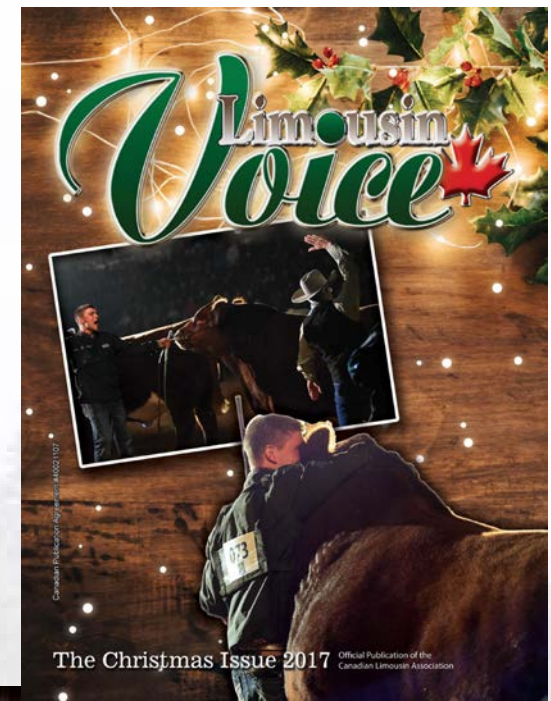
**Windy Gables Limousin**  
Bryan & Andrea Hogg  
Brimley, ON  
905.476.2222  
www.windygableslimousin.com

**LIMOUSIN**  
FLEX  
CANADIAN  
LIMOUSIN  
ASSOCIATION  
#11, 520 St. Charles St. E.  
Winnipeg, MB R2G 2K2, CAN  
Phone: 1-473-252-2729  
Fax: 1-473-252-2728  
www.limousin.com



# Limousin Voice

- 3 issues (October, December, February)
- Every issue mailed to:
  - 400 subscribers from Canada and internationally
  - 1,100 commercial cattlemen who have purchased a Limousin bull in the past 3 years
- Starting with October 2018 issue – 5 Gallon Creative publishing & Tessa Verbeek selling advertising
- Complimentary ad design by 5 Gallon Creative (Katie Songer & team) included in ad rates
- Welcome suggestions





# Limousin Tag Program

- 7,225 individual tags sold since this time last year
- Over 30,000 total individual tags sold to date
- Limousin RFID tags mandatory in all **2016 and younger animals** at all shows in order to **qualify for show cattle of the year points**



# What Does It Really Mean to Be a CLA Member?

- Embracing Breed Improvement & Technology
- Registering & Transferring Limousin Animals in the CLA Herdbook
- Attending Provincial and Canadian Annual General Meetings
- Staying Up To Date
- Communicating with the Association

