



CANADIAN LIMOUSIN ASSOCIATION NEWSLETTER

JANUARY 2015

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www.limousin.com

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January & February Events

Canadian Bull Congress
January 23-24
Camrose, Alberta

Limousin Voice
Ad copy deadline
January 25

Cattle Industry Convention &
NCBA Trade Show
February 4-6
San Antonio, Texas

Hudson Limousin Bred Female Dispersal
February 5
Veteran, Alberta

R&R Acres "Beefmaker" Bull Sale
February 8
Airdrie, Alberta

Symens Land and Cattle Bull Sale
February 17
Claresholm, Alberta

Alberta Beef Industry Conference
February 18-20
Red Deer, Alberta

Nordal Bull Sale
February 19
Saskatoon, Saskatchewan

Ontario Limousin Association AGM
February 21
Alliston, Ontario

J. Yorga Farms Production Sale
February 23
Flintoft, Saskatchewan

Proto test
Deadline for requests
February 28

Summary of decisions, discussions and outcome from the CLA Board Meetings December 12-13

UPCOMING CANADIAN LIMOUSIN ASSOCIATION ANNUAL GENERAL MEETING

- August 8, 2015 in Stratford, Ontario
- Brian Lee will have completed two terms and is not eligible to run for the CLA Board again.
- Richard Renaud and Tim Andrew will have terminated their first term and are eligible to run.

NATIONAL SHOW AND SALE COMMITTEE

- November 7, 2015 Royal Winter Fair, Toronto, On.
- Brian Lee is the 2015 Committee Chairman

BREED IMPROVEMENT

- *Spring 2015 genetic evaluations* are calculated by a new service provider: International Genetic Solutions. The web posting is targeted for January 10.
- The CLA signed a one year agreement with Quantum Genetix of Saskatoon as *its official lab* for parentage verification and Proto testing.
- There has been a small change to the *Elite Dam Program*. Progeny must be registered in order to count in the production profile.

PROMOTION

As previously announced by email, the CLA is placing a full page ad in both issues of the Bull Buyers Guide. The BBG is produced by the Cattlemen Magazine, but distributed independently. It reached over 70,000 producers' mail boxes. The first issue, that was launched in mid-January, included 12 participating breeders on the Limousin ad. The second one will be inserted the first week of March in the Alberta Farmer, Saskatchewan AgDealer, and Manitoba Co-operator. If you wish to be listed (including your sale date), please contact Anne at the CLA office before February 1st.



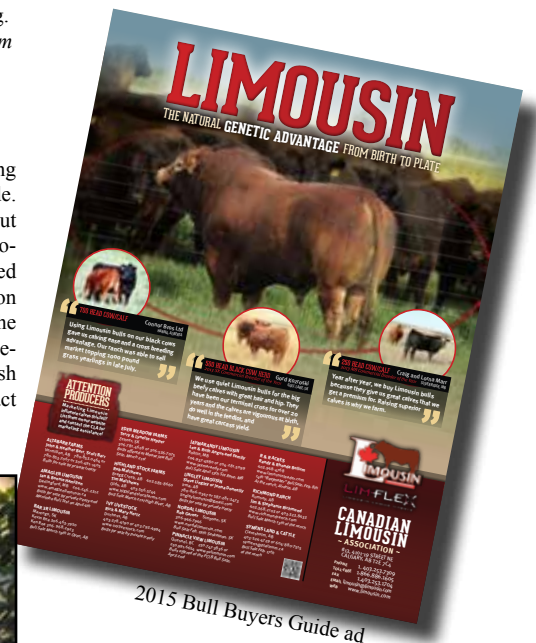
Canadian Limousin Association - Board of Directors
Seated: Bill Zwambag (Treasurer), Brian Lee (President), Terry Hepper (Vice-President) and Anne Brunet-Burgess (General Manager)
Standing: Jim Richmond, Tim Andrew, Richard Renaud, Erin Kishkan, Lynn Combest, Eric Boon

NEW CLA POLICIES

- As a follow up to the discussion that took place at the '14 CLA General Annual Meeting regarding the use of social media, the Board set the following policy:

For CLA staff to use social media to post positive Limousin news or events relevant to Canadian Limousin breeders.

- The Board also directed Anne B. Burgess, CLA General Manager to include some private events (such as production sales, open houses etc.) to her travel schedule. While it will be impossible for Anne to be present at ALL Limousin events, the CLA Executive will be selecting which events that she will attend in 2015.



A few reminders...

WHOLE HERD ENROLMENT

The deadline to enroll your females for 2015 is January 15. If you require assistance with the on-line system, please contact the CLA office. Late herd submissions will be penalized \$10/day.

PROTO

We remind you that all donor cows going into embryo production as of January 1, 2015, must be Proto tested. As well as all bulls who are semen collected for in-herd use or for semen sales. The Proto test is done at Quantum Genetix / Gen-Serve in Saskatoon four times per year. To order a Proto test, simply contact the CLA office. Deadline for the next round is Feb. 28.

NEW FEE SCHEDULE

The new fee schedule is now in effect as of January 1st, 2015. It is posted on the CLA website.

HOMOZYGOUS TESTS

Homozygous tests (polled or colour) must be ordered directly from Delta Genomics. The CLA is not involved in the coordination of these tests.

Delta Genomics
10230 Jasper Ave. NW
4244 TEC Centre
Edmonton, Alberta T5J 4P6
780-492-2538
info@deltagenomics.com

Champagne
Catalyst
Carma
Credit
Clout
Chum
Charisma
Charity
Candide
Charm
Classy

The tattoo letter for 2015 is "C"



When composing your bull sale catalogue, please consider ...

- Including an explanation on EPD's and include accuracies for ALL traits;
- Including a reminder about the free commercial calf listing on the CLA website;
- Bragging about your Elite Herd Status and a brief explanation of the program;
- Only using the term Lim-Flex where it applies. In order for an animal to be branded as Lim-Flex, it must be from registered Limousin and registered Angus genetics.



Manitoba Limousin Association Board of Directors

Seated: Sherry Daniel, Scott Stewart, Bill Campbell (Vice-President), Bob Davie

Standing: Art Rodgers, Kyle Wright, Travis Hunter (Treasurer),

Jay-Dean Smyth (Secretary) Mark Angus (President) and Darby Cochrane

Items the CLA can supply for your sale day;

- Styrofoam cups
- Additional copies of the Limousin Voice to hand out
- Promotional breed brochures
- Calving books
- Posters

Additional ways to promote your event;

- Make sure it appears on the CLA website (coming events) with a link to your catalogue.
- Once posted on the CLA website, we will also post it on the CLA Facebook page once with a reminder on sale day.
- The CLA will also post it on Twitter (sale day).
- You can purchase advertising space on the CLA website:
 - Corner ad on the Search Pages
 - Classified ad

ONTARIO JUNIOR ASSOCIATION FUND RAISER

Here's another chance to contribute to the Canadian Junior Limousin Association Impact Show.

The Ontario Junior Limousin Association, host of the 2015 Impact Show (Aug. 6-8 in Stratford), will be having a ticket raffle to fund the participants' apparels.

The tickets will be sold by auction at the Ontario Limousin Association Annual General Meeting on February 21st at the Nottawasaga Inn in Alliston, ON.

Every \$10 bid buys you a chance to have your farm name/logo on the apparels.

If you cannot be present at the auction, please contact

Maryanne Zwambag

maryanne@beezeecres.ca

to purchase your tickets in advance.



Ontario Limousin Association
Annual General Meeting Notice
Saturday February 21, 2015 -10:00am
Nottawasaga Inn: 6015 Hwy 89, Alliston

Please RSVP to Melanie Gollinger by
Monday February 2, 2015
melaniegollinger@hotmail.com
519-421-6196

Cost is \$35 per person

Auction Item Donations are greatly appreciated!