

CANADIAN LIMOUSIN ASSOCIATION
MINUTES OF THE 52nd ANNUAL GENERAL MEETING
Thursday, July 22, 2021 6:00pm MST
Virtual Meeting Via Zoom (Covid-19)

CALL TO ORDER

Amanda Matthews called the meeting to order at 6:09pm

MEMBERS IN ATTENDANCE

25 voting CLA members in attendance.

GUESTS IN ATTENDANCE

CLA past Presidents: Terry Hepper, Rob Matthews

Past CLA General Managers: Tessa Verbeek, Anne Brunett-Burgess

CLA Board of Directors: Amanda Matthews, Wayne Burgess, Cody Miller, Matthew Heleniak, Carey Hirschfeld, Mike Geddes, Ashton Hewson, Travis Hunter
Absent: Erin Kishkan

CLA Staff: Laura Ecklund, Nicole Scott

Guest Speaker: Sandy Russell

APPROVAL OF AGENDA

Addition under New Business to discuss the threat of cyber attacks

Moved by Wayne Burgess to approve the agenda as listed in the AGM booklet with the addition of the above noted item to be added to agenda.

Seconded by Matthew Heleniak.

CARRIED

APPOINTMENT OF PARLIAMENTARIAN

Moved by Wayne Burgess to appoint Bryce Allen as parliamentarian.

Bryce accepts.

Seconded by Matthew Heleniak.

CARRIED

APPROVAL OF THE 51ST ANNUAL GENERAL MEETING MINUTES

Moved by Cody Miller to approve the 51st Annual General Meeting minutes as presented in the AGM booklet.

Seconded by Travis Hunter.

CARRIED

BUSINESS ARISING FROM THE MINUTES

No business arising from the minutes.

PRESIDENT'S REPORT – Amanda Matthews

President Amanda Matthews read the President's report as printed in the Annual Report.

- Proud of the new 2021 Bylaws that were put forward
- Thank you to the members for the incredible uptake of the Limousin Legacy Project so far

- Look forward to putting the pandemic behind us and meeting in person again at the Royal or Agribition

***Moved by Amanda Matthews to adopt the President's report as presented.
Seconded by Matthew Cody Miller.
CARRIED***

CANADIAN JUNIOR LIMOUSIN ASSOCIATION REPORT – Madi Lewis

CJLA President Madi Lewis delivered the CJLA report as printed in the Annual Report.

- The CJLA is collecting recipes for a cookbook that will be sold as a junior fundraiser. Thank you to Lois Andrew for her work on the cookbook.

***Moved by Madi Lewis to adopt the President's report as presented.
Seconded by Wayne Burgess.
CARRIED***

GENERAL MANAGER'S REPORT – Laura Ecklund

- 2020 Whole Herd Enrolment 7,687 and 2021 Enrolment 7,289
- 332 active members 188 junior members
- 2020 Registrations 3,845 and transfers 1,383
- New 2021 Bylaws
 - Herdsires born on or after January 1, 2021, will require parent verification before their progeny are eligible to be registered.
 - Donor Females with a flush date on or after January 1, 2021, will require parent verification before their progeny are eligible to be registered.
- Reviewed Limousin Voice deadlines
- The Legacy Project has been well received; the project is now open to all animals including heifers

***Moved by Matthew Heleniak to adopt the General Manager's report as presented.
Seconded by Bryce Allen.
CARRIED.***

FINANCIAL REVIEW ENGAGEMENT REPORT – Cody Miller

- CLA Financials printed on pages 10-20 of the Annual report
- Revenue for 2020 \$36,690 which was similar to the previous year
- Limousin Voice small loss of (\$1,743)
- Investments are all in low risk and performed reasonably well considering Covid with a profit of \$21,824
- Cody reviewed auditor notes 5 and 7
- Explained the accounts payable section
- There was a significant decrease in WHE with some members choosing to opt out completely
- Received \$9,181 from a covid wage subsidy
- Received \$6,800 from the OLA as profit from the 50th Anniversary
- The revenue generated from the lab helps with cash flow
- Explained the new office lease and the contractual agreements with Canadian Simmental on the previous lease
- Reviewed Limousin Voice financials

***Moved by Cody Miller to adopt the Reviewed Financial Statements as presented.
Seconded by Wayne Burgess.
CARRIED***

APPOINTMENT OF AUDITORS

- Quotes were presented from MNP of \$5,000 and Kenway Mack for \$4,000

Moved by Cody Miller, to appoint Kenway Mack Slusarchuk Stewart as auditors of the review engagement for the year ending December 31, 2021.

*Seconded by Lois Andrew.
CARRIED*

COMMITTEES OF THE BOARD REPORTS – CLA Board of Directors

Board Governance Committee – Amanda Matthews

- The board is considering offering a formal training session on board governance for all board members

National Show and Sale Committee- Travis Hunter

- CN Rail is the new sponsor of the Beef Supreme with added prize money of \$50,000
- The National Show will be November 22-27, 2021 at CWA. The Show will be November 25th
- There are two blocks of rooms reserved and information is on the CLA website

Commercial Committee- Matthew Heleniak

- Selling semen to the dairy industry is the future for the beef industry
- Believes in the success of this initiative and wants to stay involved after he is off the board

Breed Improvement Committee- Ashton Hewson

- Added the gestation length for AI and embryo calves on the performance tab
- Data collection is important- discussed docility scores and how they should be collected
- The committee is currently looking at re-doing the Elite Dam program and adding a new set of criteria. The goal is to feature the very best of the best in the breed

Promotions Committee- Cody Miller

- Reviewed items that could be sold
- Asked for suggestions on what members would like as freebies

Amanda Matthews invited all members to sit on the committees.

CBIN PRESENTATION- Sandy Russell

- Sandy Russell CEO of CBBC gave a presentation on the Canadian Beef Improvement Network (CBIN)
- CBIN is a genetic data hub designed to translate genetic data to commercial customers
- Delivering real value and outcomes is important
- Improve overall genetic literacy in the industry by unifying and standardizing genetic data
- Creating value through data driven tools
- It is important to have the packer at the table for the discussions
- We don't have all the answers yet

Member question: how much does it cost for the CLA to be involved?

- \$2500
- It is important to be at the table and we should be allocating funds for this

**Moved by Rob Matthews, that the CLA allocate funds to be involved in the CBIN project.
Seconded by Cameron Olson.
CARRIED**

Discussion

- Collaboration from all levels of the industry needs to happen
- Breeders want more information from the current CCIA tags
- Advancements in both Canada and the US are happening- so the border and cattle being slaughtered in the US shouldn't be an issue
- Is there a group already working on a project like this so that we are not duplicating?
- Is there interest from the US?
- Packers in the past have quit remitting data when the incentives disappeared, how will this be different?
 - They are at the table from the beginning, genetics is the new piece of the puzzle
- Hesitation at the packer level was discussed

NEW BUSINESS

MEMBER RETENTION AND INCREASING COMMERCIAL PRESENCE

- Amanda shared the discussion the board has been having about retaining members and increasing the Limousin breeds commercial presence

Eric Boon- This is a large and daunting question

- The CLA provides tools for members to succeed, and it really comes down to members using them
- Members need to be involved in their local areas
- If current members are having a goodtime and are successful it attracts others

Ashton Hewson

- Auction markets are not always identifying pink Limo tags
- Customer relationship building is really important
- Be proud of the genetics you are selling and consider giving a bag of pink tags to your bull customers

Matthew Heleniak

- Limousin calves capture a premium in Ontario, make sure your customers know that

Kyle Wright

- Manitoba there still the idea that Limousin cattle are the same as the 1980's
- Buyers are looking for bigger drafts of cattle

Matthew Heleniak

- There are buyers looking to pay for Limousin cattle but the logistics of getting them doesn't always work

Cameron Olson

- There is no proof that are cattle are any better than they were in the 1980s- are they more profitable, better carcass
- Genetic change since then has been exponential
- Research is expensive but we need large numbers to prove improvement
- Feed studies may give us something to go on, look for research that has already been done
- Give a set group of talking points to breeders to sell bulls

Limousin calves are the best kept secret, we need to capture a premium for these calves. We have moved past the docility issues, now where do we go

Joost Vanderheiden - We need to brand the Limousin breed

Matthew Heleniak- it always comes down to yield

Rob Matthews- personal relationships with bull buyers is important, follow up is important, repeat business is important

Wayne Burgess- Agree with all previous comments. The breed declined when auctions stopped having Limousin influenced sales. All calves need to have pink Limousin tags.

Discussed selling commercial memberships to Digital Beef

DIGITAL BEEF

- Discussed various options for handling joint ownership cattle in Digital Beef

CYBER ATTACKS

- A scam that continually comes up are emails coming from board members asking for gift cards, please disregard these when you see them
- The office phone number was being used in a scam recently

ANNOUNCEMENT OF CANADIAN LIMOUSIN ASSOCIATION DIRECTORS ELECTED BY APPOINTMENT

Laura Ecklund announced the incoming CLA Directors. Congratulations to new board members Chad Homer and Tyler Stewart who were elected by appointment for three-year terms.

PRESENTATIONS

Outgoing CLA Directors

Erin Kishkan- Served 6 years on the board, 2 as the President.

Mike Geddes- Served 4 years on the board

Matthew Heleniak- Served 6 years on the board

2022 ANNUAL GENERAL MEETING

The 2022 AGM will take place in conjunction with the CJLA Impact Show, location and date TBD.

ADJOURNMENT.

Moved by Matthew Heleniak to adjourn the AGM at 8:14pm.