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# **AGENDA**

## **CANADIAN SIMMENTAL ASSOCIATION**

### **42<sup>ND</sup> ANNUAL MEETING**

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**Saturday, October 9, 2010      3:00 pm**

- President's Welcome, Call to Order – Everett Hall, President
- Moment of Silence
- Guest Introductions
- Approval of Agenda
- Approval of the 41<sup>st</sup> Annual General Meeting minutes
- First Call for Nominations
- Voting procedures, discussion procedures, etc.
- President's Report – Everett Hall
- Director of Programming and External Relations Report – Bruce Holmquist
- Audited Financial Statements – Don Lundberg
- Appointment of Auditors
- Second Call for Nominations
- Committee Reports:
  - Advertising/Promotion and Simmental Country – Fraser Redpath
  - Breed Improvement – Rick McIntyre
  - Young Canadian Simmental Association – Andrew Godfrey
  - Garth Sweet Simmental Foundation – Ron Nolan
- Third Call for Nominations
- Election of Directors
- Provincial Simmental Association Reports
- New Business

## **PRESIDENTS OF THE CANADIAN SIMMENTAL ASSOCIATION**

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1969 - 70	Travers Smith, Cardston, Alberta
1970 - 71	Dr. Allan Dixon, Calgary, Alberta
1971 - 72	LeRoy Barry, Carivale, Saskatchewan
1972 - 73	Ross Mitchell, Douglas, Manitoba
1973 - 74	Jack Ball, Brant, Alberta
1974 - 75	Dr. Allan Dixon, Calgary, Alberta †
1975 - 75	Gerry Kaumeyer, Calgary, Alberta
1976 - 77	Stan Church, Calgary, Alberta
1977 - 78	Keith Sveinson, Calgary, Alberta
1978 - 80	Jim Shaw, Edmonton, Alberta
1980 - 82	Mel Wolfe, Douglas, Manitoba
1982 - 84	John Draper, Douglas, Manitoba
1984 - 86	Stan Church, Calgary, Alberta
1986 - 87	Dick Stoddard, Waterloo, Quebec
1987 - 88	Bill Small, Craven, Saskatchewan
1988 - 89	Ralph Whitfield, Souris, Manitoba
1989 - 91	Roger Deeg, Lyalta, Alberta
1991 - 93	Barry LaBatte, Gladmar, Saskatchewan
1993 - 94	Allan Preston, Hamiota, Manitoba
1994 - 96	Michael Burns, King City, Ontario
1996 - 97	Miles Glasman, Russell, Manitoba
1997 - 98	Ken Lewis, Spruce Grove, Alberta
1998 - 99	Yves Gagnon, Vinoy, Quebec
1999 - 00	Tracy Graf, Edmonton, Alberta
2000 - 01	Ron Wooddisse, Palmerston, Ontario
2001 - 02	Ian Mitchell, Barriere, British Columbia
2002 - 04	Brian McCarthy, Moosomin, Saskatchewan
2004 - 06	Bruce Holmquist, Kinistino, Saskatchewan
2006 - 08	Dr. Murray Jacobson, Shaughnessy, Alberta
2008 -	Dr. Everett Hall, Owen Sound, Ontario

## **CSA BOARD OF DIRECTORS / 2009 - 2010**

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Dr. Everett Hall  
President  
*Owen Sound, ON*

Rick McIntyre  
1<sup>st</sup> Vice-President  
*Churchbridge, SK*

Ron Nolan  
2<sup>nd</sup> Vice-President  
*Markdale, ON*

Don Lundberg  
Chair of Finance Committee  
*Eastend, SK*

Andrew Godfrey  
*Ottawa, ON*

Fraser Redpath  
*Mather, MB*

John Sullivan  
*Kazabazua, PQ*

Judy Sweet  
*Drayton Valley, AB*

Randy Mader  
*Carstairs, AB*

## HOST PROVINCE - QUEBEC SIMMENTAL ASSOCIATION BOARD OF DIRECTORS / 2009 - 2010

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Philippe Bellavance  
Président  
President  
*St-Sophie-de-Levard, QC*

René Larose  
Vice-président  
Vice-President  
*Granby, QC*

Sandra Berthiaume  
Secrétaire  
Secretary  
*Saint-Garmain, QC*

Steve Dion  
Trésorier  
Treasurer  
*St-Liboire, QC*

Emily Grey  
Directrice  
Director  
*Cookshire, QC*

Rosaire Côté  
Directeur  
Director  
*La Présentation, QC*

Diane Bischof  
Collaboratrice aux comités  
Committee Collaborator  
*Roxboro, QC*

Yves Gagnon  
Collaborateur aux comités  
Committee Collaborator  
*Cheneville, QC*

Fernand Pelletier  
Collaborateur aux comités  
Committee Collaborator  
*La Croche, QC*

## CSA STAFF & CONSULTANTS

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Dale Kelly  
*General Manager*

Barb Judd  
*Office Manager*

Bruce Holmquist  
*Director of Programming & External Relations*

Margo Cartwright  
*Marketing Co-ordinator*

Beth Rankin  
*Registry & Member Services*

Perry Welygan  
*Registry & Member Services*

Lisa West  
*Reception & Memberships*

Darryl Snider  
*Simmental Country Sales Representative*

CREO Episteme Ltd.  
*(Information Technology)*  
Chris Sanford / Mike Brooks

RAK Genetic Consulting  
*(Breed Improvement)*  
Dr R. A. Kemp / Sean McGrath

Absolute Business Solutions  
*(Bookkeeping)*  
Rita Riccioppo

# **CANADIAN SIMMENTAL ASSOCIATION**

DRAFT MINUTES OF THE 41<sup>st</sup> ANNUAL MEETING  
SUNDAY, August 2, 2009, 1:30 pm, Sun Peaks, BC

## **CALL TO ORDER**

President Everett Hall called the meeting to order at 1:50 pm

## **PRESIDENT'S WELCOME**

President Everett Hall welcomed all to the Canadian Simmental Association's 41<sup>st</sup> AGM

- Thank you to BC Board for hosting; in attendance, Rob Starr, Reanne Sanford, Ian and Anja Mitchell
- Special thank you to Ian and Anja and family for hosting the group yesterday

## **MOMENT OF SILENCE**

Honoring the fellow breeders and friends who have passed away over the year

## **GUEST INTRODUCTIONS**

- Sean McGrath – RAK Consulting
- Darryl Snider - Simmental Country Sales Rep
- Maureen Mappin-Smith - Alberta Simmental Association President, past president OSA Grace Oesch
- Murray Jacobson, Ian Mitchell, Miles Glasman and Bruce Holmquist - recognition of past Presidents of the CSA

## **APPROVAL OF AGENDA**

*Moved by Bill McLeod, to approve the agenda as presented  
Second, Ian Mitchell  
CARRIED*

## **APPROVAL OF THE 40<sup>th</sup> ANNUAL GENERAL MEETING MINUTES**

*Moved by Dan Skeels, to approve the 40<sup>th</sup> AGM minutes as presented  
Second, Stewart Ainsworth  
CARRIED*

## **VOTING PROCEDURES**

President Everett Hall outlined the processes being used for discussion and voting

- Meeting will be conducted under Roberts Rules of Order
- Voting procedures, see page 15 of AGM report
- Guidelines for discussion
  - use courtesy and respect at all times
  - two minutes to speak
  - please use microphone
- Appointed scrutineers are Sean McGrath and Kate Kolstad
- Bill McLeod appointed as parliamentarian
- 27 voting members people present, plus 65 proxies for a total of 92 votes

## **BOARD ELECTION - FIRST CALL FOR NOMINATIONS**

Everett Hall called on Murray Jacobson (nomination chairman) to make first call for nominations

- There are three (3) director terms expiring; Bonnie Glasman, Reanne Sanford and Dan Skeels
- The following nominees have let their names stand for CSA directors:
  - Randy Mader, Carstairs, AB
  - Deanne Young, Breton, AB
  - Bill Swenson, Rainier, AB
- Murray called for nominations from the floor

*Moved by Miles Glasman, to nominate John Sullivan of Kazabazua, PQ  
Second, Dan Skeels*

## **PRESIDENT'S REPORT – EVERETT HALL**

Highlights of President's written report

- Garth Sweet Foundation and breed improvement – exciting things in all those areas to keep our breed moving forward
- CSA Staff - dedicated, fortunate to have them – Dale has put together a good team

- Strong directors – good group, don't always agree but come to consensus at the of the day
- Honour to serve as president and work with this group, very rewarding

***Moved by Everett Hall, to approve the Presidents' report as presented  
Second, Murray Jacobson  
CARRIED***

### **MEMBER/INDUSTRY LIAISON REPORT – BRUCE HOLMQUIST**

Highlights of report on page 17

- 2008 another successful year for Simmental in Canada
- We should be proud of the attention CSA and members dedicate to commercial industry
- 40<sup>th</sup> anniversary celebrations – good attendance at functions across Canada – provincial associations very appreciative of funding and joining in the celebration
- Saskatchewan Simmental Association and Canadian Western Agribition did a tremendous job of hosting the CSA annual general meeting. Kudos to Dr. Murray Jacobson – his brain child was the very well attended banquet and awards evening
- By registration numbers CSA is not #1 but at some bull sales the commercial industry showed confidence in our product and demonstrated the strength of the Simmental breed
- It is key to know that CSA may not currently be #1 in registrations it continues a path towards market dominance by encouraging the development of characteristics of a complimentary breed that is crucial to adding extra weight on calves
- CSA President Murray's rock solid belief, great knowledge and experience lent him to capably directing the board on the many issues it faced.
- Dr Everett Hall and Rick McIntyre completing the executive have both been invaluable with Everett's practicing veterinarian's insight to the decision making process; and Rick bringing his vast knowledge of the breed and historical programs
- Barb managing the office - not many people realise her vast years of experience within the Purebred/Seedstock sector, she is worth her weight in gold
- Beth, Perry and Denise, Darryl, Margo and Emily are committed and we appreciate their proficiency
- Dale is the glue that keeps us all together – he works behind the scenes
- Future is bright for Simmental in Canada and around the world.
- Adaptability of the breed, Simmental works in many situations and environments
  - can take the heat and the cold
  - dual purpose - dairy aspect or beef qualities

***Moved by Randy Mader, to approve Member/Industry Liaison Bruce Holmquist's report as presented  
Second, Reanne Sanford  
CARRIED***

### **AUDITED FINANCIAL STATEMENTS – RON NOLAN**

Highlights of financial information on page 19 of AGM book

- DNTW were our new auditors this year
- 2008 consolidated statement of operations saw CSA reporting a \$13,900 loss and Simmental Country a \$25,000 loss, for a total loss of just under \$40,000
- Garth Sweet Foundation – charitable status still in process
- CSA continues to work towards a balanced budget
- Balance sheet shows \$1.2 mil in marketable securities

***Moved by Ron Nolan, to approve the financial statements as presented  
Second, Grace Oesch  
CARRIED***

### **APPOINTMENT OF AUDITORS**

***Moved by Deanne Young, to appoint DNTW as auditors for the upcoming year end  
Second, Don Lundberg  
CARRIED***

### **SECOND CALL FOR NOMINATIONS**

Murray Jacobson made second call for nominations

- There will be one more call for nominations

***Moved by Stewart Ainsworth, to nominate Judy Sweet from Drayton Valley, AB  
Second, Ian Mitchell***

## **ADVERTISING/PROMOTION AND SIMMENTAL COUNTRY – BONNIE GLASMAN**

Main goals of our marketing plan is to grow the Simmental breed in Canada

- 2008 brought together a strong group of staff members to develop and administer an effective marketing plan
- Success largely successful because of staff and good committee members
  - Margo Cartwright - very approachable, great asset to CSA
  - Darryl Snider, SC Sales Rep - we really appreciate your time and efforts
  - Bruce Holmquist – really appreciate Bruce’s advice
- Important part of promotion is the ability to communicate
  - Main membership tool is the magazine that we have recently changed the name to “Canadian Simmental Country”
  - New CSA website that is attractive and user friendly.
  - Monthly E-newsletter
  - New display for our promotion booth for use at industry events
  - Commercial brochures, calving books and SimmBeef stickers to be used on stall cards
- Has enjoyed time as a member and the chair of the marketing/promotion committee
  - Thank you to the committee members and directors that help promote and improve awareness of this great breed of cattle

Questions/Comments

Mark Shologan: Our breed is one of the major breeds in our country, however we are the only major breed with a minor ad in the Cattlemen magazine. How do you feel about having such an embarrassing small ad trying to target the commercial cattleman?

Bonnie: Thanks for your question. We cut our advertising back in the Cattlemen after the New Year. We had to cut \$20,000 out of our 2009 marketing budget, breed improvement was also required to cut back on their budget. Cattleman magazine and Satellite Auction advertising were two of the cuts. If we can advertise in those again next year, we will be there.

Everett: Also the new board will be responsible for advertising next year

***Moved by Bonnie Glasman, to approve Advertising/Promotion and Simmental Country report as presented  
Second, Bill McLeod  
CARRIED***

## **BREED IMPROVEMENT – RICK MCINTYRE**

Report on page 32

- Sean McGrath will report on Garth Sweet Foundation
- Last paragraph of report came out of Breed Improvement Federation conference – futuristic
- Today I want to talk about the evaluation
  - History of our decision to change providers which was not made lightly
  - Everything was researched at great lengths, no stone left unturned
  - Effects – differences of what we’ve seen since we have moved to AGI
  - [Rick] has been chair of BIC the past nine months. Breeders never picked up EPD changes until winter time/bull sale season
  - when we made the decision to change genetic service providers there was no way we could do this without committing and paying for. Ran an evaluation and looked at results on 50 sires and did not see much change. We still wanted to see more animals so used 200 sires and still did not see a lot of re-ranking, so the decision was made to proceed.
  - some changes after - Took both 2008 and 2009 sire summaries (2008 was numbers from previous service provider and 2009 is numbers from new service provider), and the difference is that there is no North American data in the 2009 sire summary
  - Rick analysed traits on every bull that had major differences and causes that made a difference – details available on request
  - difference in data set size – North American was USA and Canada data – US data outranks Canada six to one
  - two different computer models calculating the numbers – NBCEC supports the animal model (sire and dam), where Cornell (who we used in the past) uses sire maternal grand-sire. Old model used by ASA has an animal model for performance but their CE and MCE part of the equation is part of the old sire/maternal grand sire model
  - Rick’s spreadsheet analysed different traits on 460 bulls classified as large ranking change – showing just the difference in EPD. CE and MCE – biggest changes
  - Evaluation is disclosing effects of the American data. This is the first time that we as Canadian breeders can see what our Canadian cattle are doing.
  - Contradictory information in NA data - MCE trend line in US population is improving but the Canadian is staying very flat

Questions/Comments:

Rob Young: Budget for breed improvement is \$102,000 this year. Is the \$63,000 that went into the Garth Sweet Foundation included?

Rick McIntyre: No, that is a separate amount, which is part of the \$250,000 that the CSA matched to Garth Sweet Foundation

Mark Shologan: last year after AGM we asked about a correlation conversion factor with ASA and try to keep a good relationship.

Rick McIntyre: ASA is trying to update their calculations from old model to animal model and also trying to educate their technical people. They are not going to be able to change their coding to do the new numbers so will not have an update in this next run.

Mark: What happens if I bring an animal from the US?

Rick: He'll be entered and the numbers put out will be best recognized by accuracy numbers. If he's not well related, then the accuracy will be low

Mark: Is the association trying to hurt the marketing of US cattle? What is the Association's goal in doing this and what are we doing to be able to market these cattle?

Rick: Numbers will now show a wider range than years before. We've never had the power to set the ranges as it's always been under ASA's control. We had no input, their way was the only way. Our numbers now are very new – we now get to see some scientific reasons and have taken the range and average of every breed and compared them to Simmental going to back 2005, could not do this before as we never had the control. We recognize we need to make them more market friendly than before, as Simmental has more negative numbers than any other breed.

Mark: What about a NA committee with CSA and ASA? At Olds AGM it was commented that looking forward THE data was important for more information. Splitting herd books took that away, you have taken the US cattle out which is going to have a negative

Rick: Good points. Performance wise, numbers have remained very close. CE and MCE – cattle are different in different countries

Mark: Calving ease – numbers negatively – you guys have cost the producer by changing the numbers

Rick: more Canadian bulls have gone up and more American's have gone down

Bruce Holmquist: motivation was to provide the most accurate system to our membership. Top Cut is a good example of why ASA is dragging their feet.

Ron Nolan: South African animals – this is the first time they actually get an accurate EPD. ET's as well, neither were included in the North American system. So we should be able to get the numbers from the Americans and calculate them.

Sean McGrath: For our growth evaluation we pull in SA Simmental, US Simmental, AN and AR EPD if they are in the pedigree. Calving ease – when discussing with Wade at ASA, they were talking about big changes in their numbers. Until they are on the same animal model it would be extremely hard to compare those cattle with ours. Our model uses a lot more data, more birth weight data. The current base is adjusted so that all active sires at the time of the system conversion have their average EPD to where they were set before. The discussion on base will be on the breed improvement committee agenda this fall. We are waiting for ASA to see their numbers.

Rick: there has been extensive conversation back and forth between the American's and us. We have talked long and hard, the decision to split was not taken lightly.

Ian: I commend Rick for the time and effort he has spent which is phenomenal. Important to remember these discussions have been going on for eight or nine years. ASA didn't really want to talk to us. Now we have the whole pedigree on the dam's side and the results are more accurate. Also remember the American's are trying to move to the animal model so their numbers will be closer to CSA. We have to be a little more patient. Once again commend Rick.

Deanne Young: Will there be a time in the near future that homozygous black and polled be printed on registration papers? Also the ability to record CCIA identification on paper, which is the direction the entire beef industry is moving towards.

Rick McIntyre: Thanks Dee. We have discussed both at great length. We have the ability to capture CCIA numbers and can move forward on it. The biggest issue is that it's one item on our very long 'to do' list.

Sean McGrath: right now you can put a CCIA number # in our system, if you just want to enter it into system, the cost is zero. If you want to put it into other places, feedlots, packing plants, etc., there is so much discussion out there that the industry hasn't even come up with a standardized method of transferring data back and forth.

Everett: On the dairy side CCIA # is the registration number – simplicity

Randy Mader: The board is thinking too big. We need to look at the picture that we have to sell cattle and we have to be here tomorrow

***Moved by Rick McIntyre, to approve the Breed Improvement report as presented  
Second, Miles Glasman  
CARRIED***

[Ron Nolan] Garth Sweet Foundation is an umbrella consisting of Youth, Dr Dixon and Breed Improvement. Next year we can report it more clearly in our financial statements once we have charity status.



## **GARTH SWEET FOUNDATION – DAN SKEELS**

The Garth Sweet Foundation is quite a complex venture that is still in the infancy stage. I [Dan] am honoured to be chair. Garth and Judy have been good friends. Thank you for all you've done and continue to do

- Several major breed improvement programs directly due to the Foundation are a research project
- conducted through the University of Guelph to explore fertility, production and carcass traits and the CSA cow herd DNA program
- Through the Foundation members are able to invest more in the future of breed through YCS
- Foundations auctions are another key component - to date we have gathered \$31,000. Due to the small crowd today, we have decided to move this year's Foundation auction to another location. We are still accepting donation items for auction

***Moved by Dan Skeels to accept the Garth Sweet Foundation report as presented  
Second, Judy Sweet  
CARRIED***

## **GARTH SWEET FOUNDATION RESEARCH – SEAN MCGRATH**

The Garth Sweet Foundation research project is multi-faceted

- Great gift to our association by Judy in memory of Garth
- original donation was matched by CSA
- NSERC – fertility traits, growth, convenience traits, carcass and meat quality traits. We appreciate your comments Randy, it's based on what can make you dollars and also costs dollars
- Cow Herd DNA project – good idea to keep hair on your cows. This project has the potential to change the cow herd
  - Now we have some money to work on things that are hard to collect
  - DNA panel
  - Promo aspects
  - NSERC hasn't responded yet
  - DNA cow herd
  - Carcass data
- Rib samples on cattle – through good support from XL Beef and Stewart's herd
  - Anything you can do to contribute to the data
  - get the tools to advance the breed
  - work from SRC – SM

Questions/Comments

Deanne Young: What percentage of the cow herd was submitted?

Sean McGrath: One quarter

Rob Young: Garth was a leader, not a follower. I have total respect for the man. Problem is, why are we duplicating what people are spending millions on in the States? We can't get anything from Canadian Simmental for Alberta Simmental Association. We keep asking for carcass and other information and cannot get anything. Need to spend more on promotion. Angus World Forum – cost them nothing. Getting nothing out of breed improvement – no question that the integrity is great, but as a breeders what are we getting?

Sean McGrath: First off, the Foundation seed money was a generous gift to be directed to research. Been matched by CSA and leveraged into funds from industry. Genomics does not always work between different breeds. The Merial horned/poled is a good example. Merial did with Hereford, did ok with Limousin, then got to Simmental and run into problems with the test. If you want to ultrasound or carcass, we will give you a rebate and do whatever we can to work with you.

Rob: Feels they get nothing.

Sean: We give reports to breeders who want them and have not had any specific provincial or other requests.

Rick McIntyre: Ad and promo budget is larger than the breed improvement budget. Our foundation money was given to us for research.

Stewart Ainsworth: Comments back to Rob – you are requesting carcass data on our breed. Until we start doing carcass data, there isn't any data to give. How do you get it? It is the breeder's responsibility to give us data. We (CSA) set aside \$50,000 to rebate members who collected it. Then we have to find large enough herds and a packing plant who will give us back the data. Judy was generous enough to start this off by giving us a large amount of money, and from there we worked on obtaining the NSERC government grant. The best way going forward for the breed is to research. Rib samples on 250 head of fat cattle was no easy task finding the plant and the help to put all together. Shear force and intramuscular fat tests – SM is the first breed in Canada to do this test. When the data is available, every member will have access to it. We are going to know more about the Angus breed than they do. We will be able to identify sires who produce AAA cattle. Whoever is feeding cattle, there will be a 20% discount to those producing single A. BIC embarked on this several years ago. Be patient, the data is coming – going forward we will probably be the #1 breed in Canada

Murray Jacobson: What breeders can do for themselves is collect ultrasound and carcass data. We've received only 500 ultrasound reports this year. Angus has received 5000. Ultrasound and carcass data correlation is around 70%. Cow herd DNA program - 7000 samples were received and we have 28,000 in our THE cow herd, so only one quarter contributed. People need to get on the band wagon and follow the progress.

Dale Kelly: Beef cattle have a genetic turn-over of at least three years before we know what value the new genetics bring to the market. Unlike pigs and chickens, 17 weeks in chickens, those industries biological cycles is much shorter and genetic improvement happens quite quickly. Excellent production record keeping is one of their keys to success as well as their ability to leverage production data with DNA information. We want things to work quickly and we must keep building solid information data sets to improve genetics, otherwise a good part of the industry will be stuck in a commodity marketplace.

South (US) – look at a black breed they have a very big vision and a significant investment in breed improvement—their vision to be leaders in the beef industry keeps the yearly investment in breed improvement firmly committed and in balance with the dollars for marketing/PR.

Breed Improvement is not a category that we can switch on/off in a matter of weeks, it takes years to collect the production and DNA data; therefore, if genetic improvement is a goal of the breed, then the area requires time and financial resources to be successful.

### **YOUNG CANADIAN SIMMENTAL ASSOCIATION – JORDAN BUBA**

Andrew Godfrey was not able to be here today. YCSA report is presented on page 33. A few key things are as follows:

- Emily Grey has come to be coordinator. She's been really good at getting provinces to communicate better and she is facilitating the relationships
- Financial independence from CSA
  - Receiving 66% of the profits from Foundation auctions held at Royal Winter Fair and Agribition. Thanks to the generosity of our CSA members and supporters
  - T-Bar C golf tournament. Thanks again to the CSA, its members and T-Bar C
- YCSA calendar idea didn't go last year but will this year
- Most of provinces have their own show. YCSA is working with Manitoba's new junior board to ensure that their show will return for 2009
- YCSA is excited to work with CSA but also excited to be more independent

Questions/Comments

Darryl Snider: Would there be room for a parent committee to get involved with the YCS?

Jordan Buba: Yes, we have Bruce and Andrew at many meetings. Jordan will also take this back to the YCSA board.

*Moved by Jordan Buba, to approve the Young Canadian Simmental Association report as presented  
Second, Dan Skeels  
CARRIED*

### **THIRD AND FINAL CALL FOR NOMINATIONS**

Murray Jacobson made 3<sup>rd</sup> call for nominations

*Moved by Bill McLeod, to close nominations for the CSA Board of Directors  
Second, Rick McIntyre  
CARRIED*

### **Nominees:**

#### **Deanne Young, Breton, Alberta**

Thank ASA who asked if I would put my name forward

- Together with my husband Rob and our daughters Crystal and Stacy we operate High Country Cattle Services at Breton, Alberta. I have been involved in the Simmental industry for over 35 years. I was one of the founding board members of the National Young Canadian Simmental (YCS) board. It was also a pleasure to volunteer with the CSA as the coordinator of Volunteers for the World Simmental Congress held in Calgary in 2006.
- My experiences also include involvement on the local, regional and provincial level with the 4-H program. In my work off the farm I work with our local municipality in community services, offering support to volunteer and community organizations dealing with board development and policy making. I appreciate your support in securing a position on the Canadian Simmental Board of Directors. If successful I will work for all the members across Canada.
- I feel that the Simmental breed has a tremendous amount to offer the beef industry and it is the association's responsibility to promote the breed and its attributes while working for the entire membership. I also strongly believe in supporting our youth program and development of future breeders. I thank you for your support and look forward to many more years of involvement in the Simmental industry.

### **Randy Mader, Carstairs, Alberta**

- I was born in Regina, SK, 57 years ago and spent my early years in southern Saskatchewan before my family moved to Alberta.
- I graduated from the University of Calgary with a Bachelor of Commerce degree, majoring in Marketing and with a minor in Finance. Experience in the 70's with Cattlemen and Focus on Beef magazines, enabled me to appreciate working with good cattle of all breeds. My entire working career has involved the Purebred Cattle Industry with breeding, feeding, marketing, showing and judging.
- My first purebred cattle in the early 70's were Simmental, with my Canadian membership being taken out in 1974. I've been on numerous cattle boards, including being World President of the International Salers Federation, and just retiring from the Alberta Simmental board. Mader Salers genetics, semen, embryos, and live cattle, have been exported to many countries in the world.
- Ronda and I have been married for 32 years, and our three married children were raised with a love and passion for the purebred cattle industry. Robyn, Rayel and Ryley were heavily involved in 4H and Junior cattle programs, along with being an integral part of the family ranch west of Carstairs, Alberta, just 45 minutes northwest of Calgary. Ryley chose to return to the ranch and Simmental cattle immediately after graduating from Olds College. Along with Jill, his wife, they are very enthusiastic breeders and promoters, and Ryley is now on the Alberta Board.
- The main focus for Mader Ranches has been to produce Red and Black Polled, Low Birthweight cattle. We breed 200 females annually, utilizing embryo transplant and AI. Maders' have had 21 Annual Bull Sales, held in February, selling 70 bulls yearly. We have also had many Female Production Sales and know what it takes to be a serious Seedstock Producer. The past 35 years have seen us take showstrings to most all Edmonton Farmfair and Regina Agribition shows. Last fall we won the Farmfair All Breeds Legends of the Fall Bull Calf Championship with our black, polled Simmental entry. For many years, Maders' have been a part of the Checkers fall sale and the new National Trust sale.
- I am very happy to let my name stand for the Board. I am an eternal optimist about the cattle business, and see bright days ahead, with increasing Red Meat demand around the world. I believe a Breed Association's mandate is simple – Register the cattle and Promote the Breed, with Promotion being the Number 1 priority.
- I am keen to do all I can to help Simmental become the leading breed in Canada.
- In the past month we have travelled to 30 member's homes, glad to see good crops out there. Good talks about Simmental and about other breeds. I believe in 'In your face advertising'. We have to be there and blow our own horns and take Angus head on. I believe in what Stewart's doing with carcass information. I believe in breed improvement selling more cattle. EPD may become a thing of the past as DNA progresses.

### **Bill Swenson, Rainier, Alberta**

Bio read by Maureen Mappin-Smith (Bill's was unable to attend due to a previous commitment)

- Bill was born in Brooks Alberta in 1956 and raised in Rainier Alberta. He graduated from Olds College in 1977 taking over the family farm in 1983 after he married Janice. They have one daughter Katelynne who is now working her way toward a business degree.
- Bill has served as a 4H leader as well as president of the Newell Grazing Association and president of the Silver Sage Ag Society and president of the Silver Sage Building Committee. He also served for 6 years on the board of the Alberta Simmental Association
- He has rode pasture for Newell Grazing for the past 20 years looking after 1000 pairs through the grazing season thus allowing him to observe several different breeds of cattle and giving him some insight into how different breeds perform. He also rode pens at Takeda feeders for several years.
- Bill bought his first Simmental cattle in 1976 and took out his CSA membership 1980. He and Janice run 160 papered cows under the Rainalta herd name. Last year they held their 15<sup>th</sup> Annual bull sale and have sold heifers through the Checkers sale for the past 14 years.
- Although Bill has not shown cattle other than the Medicine Hat Pen Show and the Brooks and District Pen Show, he takes his hat off to those that do as he realizes that the show ring is needed to keep a breed strong and active and out in front of the public.
- He believes this breed needs to get back to the business of promoting itself for what its strengths are, as well as working to improve such basic things as calving ease and calf vigor.
- Bill would like to thank all members for their commitment to the breed and to the CSA board for their work and sacrifice that they have given to the breed
- He thanks you in advance for your support and looks forward to serving you as a member of the CSA board

### **John Sullivan, Kazabazua, Quebec**

Bio read by Miles Glasman

- Along with my wife Linda, our sons Patrick and Ryan and our daughter Sarah we own and operate Sullivan Simmentals.
- Our farms are located one hour north of Ottawa in the scenic Gatineau Hills of Quebec. We maintain a herd of approximately 70 registered Simmental cows as well as a small cross-bred herd on a land base of just over 700 acres.
- Way back when, we started out using Simmental bulls on our commercial cross-bred cows and in 1992 began breeding our first purebred Simmentals.

- We are members of the CSA, Quebec Simmental Association, Ontario Simmental Association and the Ottawa Valley Simmental Club where John served on the board of directors for six years, including two years as president. Our boys have also enjoyed several years of YCS fun.
- In addition to on farm sales, we market our cattle through various sales including the annual Quebec Simmental Association sale, the Ottawa Valley Club sales and V5 and Guests Production sales. We also participate in the Regional all-breeds Bull Test sale each spring.
- As full-time agriculture producers we are also involved on various agricultural related committees and groups in our region. John is the president of the local UPA (Union of Agriculture Producers) in our area, is a member of the regional Agricultural Advisory Committee, represents the Simmental Breed on the Regional Bull Test Association, and serves as Vice-President of a local 300 member farmers Co-op formed to build a local abattoir and beef processing facility. For the past couple of years now John has also been a member of the CSA's Marketing and Promotion Committee.
- Over the years, primarily because of our Simmentals we have travelled a lot of roads, seen a lot of great cattle, and most importantly met a lot of terrific people.

#### **Judy Sweet, Spruce Grove, AB**

- Was involved in 4S Simmentals with husband Garth – 2001 life changed.
- Always been involved with Simmental and continue to do so even after my life changed. Attend many Simmental functions with Stewart and Doreen
- Garth Sweet Foundation – is great and helps every one of you
- I am now retired and have lots of time to work on the board

**Election of Directors** – ballots circulated and returned for counting

#### **PROVINCIAL SIMMENTAL ASSOCIATION REPORTS**

*Moved by Grace Oesch, to adopt all the provincial reports in their entirety as printed  
Second, Murray Jacobson  
CARRIED*

#### **NEW BUSINESS**

Maureen Mappin-Smith: Provincial levy ballots sent back in July, we appreciate CSA working with us to see if we could get the provincial levy passed. Understand that 1/3 voted in favour, with this decision what kind of support can the provincial associations expect to receive? All agree provincial associations are very important for ground level promotion.

Everett Hall: Thank you Maureen. CSA board feels funding to the provinces is important, this is why we distribute \$144,000 plus to the provinces. When the request came in to implement further levy we as a board looked at request and decided if we do it for one province, we would have to do it for all provinces. Yes, we'd like to put more money in the pot for promotion, and yes we'd like to advertise in the Cattlemen magazine again. Are we going to turn off the smaller breeders and decrease our CSA membership by doing so? After much discussion we felt that it would be most fair to do it by ballot. CSA remained unbiased – every member of the board could vote their own opinion. 23% of the membership responded which was a good response and of those 33% voted against. Board in favour of not implementing it. We will have three new members on board today and will be looking at it.

Mark Shologan: Why wasn't it put to the membership at an AGM?

Everett Hall: We sent an unbiased member opinion ballot to reach the entire membership

*Mark Shologan, the ASA board would like the CSA board to re-evaluate the provincial administration fee  
proposed by the ASA.  
Second, Maureen Mappin-Smith  
Resolution to go forward as a Provincial directive from ASA*

Rob Young: Letter was written poorly, members only had two weeks to send it back in.

Everett Hall: Financial responsibility of the board to do so

Stewart Ainsworth: A couple ideas - if ASA wants more money, the list suggests they have a lot of Alberta members. ASA should contact their membership and see if they support the levy. Don't believe the provincials associations should come to the Canadian association and tell them they need to put another fee to the members. ASA must learn how to balance their check book and live within their means. CSA is doing a lot of work on advertising and promotion, and breed improvement. See if there is some duplication in those areas. Before sitting on the board, all I [Stewart] heard was that the CSA didn't communicate to provinces. Since then, has seen them do a great job talking to the provinces. ASA to come up with other ways to generate revenue rather than taxing the CSA where in turn they would need to increase their membership fees.

Randy Mader: ASA had an AGM and the members voted in favour of a levy – no different than at a CSA AGM voting in favour. Initial intent was that some members aren't pulling their weight and everyone should pay.

Everett Hall: Board looked at it. We as directors represent the entire Canadian membership and we got our answer by the ballot. Our lawyer instructed us we could make that change, but it could also be challenged by a member and we don't need to spend more money in legal fees.

Bruce Holmquist: Looked at who it was in going to impact. 25% of our membership registers only two or less cattle. There is one pot of money which is all coming from CSA members

Deanne Young: Has reviewed Canada Post guidelines for publication agreement which may have changed that subscriptions can now be attached to a membership list. Would ask that you review that agreement to see if we can attach the Simmental Country subscription to the membership cost which may increase revenue.

Bruce Holmquist: Thank you Deanne. We looked into this extensively when I became responsible for overseeing the magazine. The Publishing Assistance program only qualifies with a paid subscription.

### **Retiring directors**

Comments and presentation by Everett Hall

- Reanne Sanford
- Bonnie Glasman
- Dan Skeels

Reanne, we appreciate your input to the CSA board. Busy girl, going to do some travelling, has told us she will return and run for the board again.

[Reanne] Thanks for coming to Sun Peaks. It was a steep learning curve for me joining the board. I encourage you to put your name forward, it is very rewarding

Bonnie has been an active director the past six years, working on YCSA, then as promotion chair. She's done a great job, has lots of enthusiasm and great ideas.

[Bonnie] It's been an interesting six years. I came on BSE year which should have been a sign. It has been great. I have work with a lot of great people, everyone should consider it.

Dan has done a great job on the board – great input. Has a busy schedule with many demands.

[Dan] I promise I will come back. First people I want to thank are my wife and 2 little children, and the board as well. I will be back on the board when my schedule permits.

### **Election Results (by ballot)**

- three duly elected directors are
  - Randy Mader, Carstairs, Alberta
  - Judy Sweet, Spruce Grove, Alberta
  - John Sullivan, Kazabazua, Quebec

***MOTION by Miles Glasman, to destroy the director election ballots  
Second, Randy Mader  
CARRIED***

### **2010 AGM**

- Tentatively to be held at Guelph, Ontario
- Symposium plan for 'Young Guns Forum'
- Tie in with Foundation research project and YCS show

***Motioned by Ian Mitchell, to adjourn the meeting at 5:05 pm  
Second, Miles Glasman***

# VOTING PROCEDURES AND IDENTIFICATION OF MEMBERS

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## VOTING MEMBERS:

- a) an **ACTIVE MEMBER** in good standing, and
- b) a **YOUNG CANADIAN SIMMENTAL ASSOCIATION MEMBER** in good standing who is 18 years of age or older

who have, in the twenty-four (24) months preceding the Annual General Meeting or Special General Meeting:

- (A) registered at least one Simmental Animal with the Association
- (B) transferred into their membership at least one Simmental animal; or
- (C) participated in the Total Herd Enrollment program.

## QUORUM

40. A quorum for the transaction of business at any Annual General Meeting or Special General Meeting shall be twenty-five (25) Voting Members in good standing present in person.
41. No business other than election of a Chairman of the meeting and the adjournment or termination of the meeting shall be conducted at any meeting unless quorum is present at the commencement of the meeting, but quorum need not be present throughout the meeting.

## VOTING

45. Each Voting Member shall have one (1) vote on each matter put to the question at any meeting of Members and may vote at an Annual General Meeting or a Special General Meeting either in person or by proxy.

## PROXIES

49. Proxies shall be in writing in the "Form of Proxy" prescribed by the Association, signed by the Voting Member and need not be attested. A proxy holder must be a Voting Member and must be in attendance at the meeting for which the Voting Member has been appointed as proxy. No Voting Member shall vote as proxy for more than three (3) Voting Members.
50. Notwithstanding Article 49, no individual shall be at liberty to cast more than four (4) votes, whether as a Voting Member, as a representative of a Voting Member or as a proxy holder, on any matter coming before a general meeting or special meeting of the Members.

## ELECTION OF DIRECTORS

58. The Directors shall be elected by secret ballot by the Voting Members at the Annual General Meeting of the Members.
60. In any election for Directors the Voting Members shall vote for three candidates. Any ballot not consisting of three names shall not be counted.

# CANADIAN SIMMENTAL ASSOCIATION PRESIDENTS REPORT

*Dr. Everett Hall*

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Welcome everyone to our 2010 AGM for the Canadian Simmental Association. I would like to thank the Quebec Simmental Association for hosting this year's annual meeting. It has been a number of years since our meeting has been in Quebec and we appreciate the effort of the association members to organize our meeting.

Again, 2009 was a challenging year to be in the beef breed business. There were boarder challenges (COOL) to export our cattle, a high Canadian dollar and high feed prices. Margins were squeezed in all sectors of the industry. This of course has a direct effect on us as seed stock suppliers. As with most segments of our industry, our Simmental breeders have again proven to be an optimistic and resilient group. The one statistic that gauges the strength of our breed is the number of females enrolled in our THE program. This number has remained consistent 28,000+/- ever since the BSE outbreak. The number of cows enrolled has a major impact on the revenues of our association and more importantly it is an indication of the importance our members puts on creating valid data for our genetic evaluation.

As Rick McIntyre will report it has been another busy year for our BIC committee. This committee has been expanded to include more non-board members. This has been valuable for two reasons; firstly, it gives us a broader input into the committee meetings, secondly it allows the committee to communicate back to the local association the issues discussed. We thank them for their input.

Genomic information is coming to us at an accelerated pace. It holds the promise of giving us important information that was previously cumbersome to measure. The challenge for us as breed association is to be comfortable with the accuracy of the information and in going forward assessing how to incorporate this info in our genetic evaluation. When our Garth Sweet Research Project moves forward it will give us valuable information on this subject.

DNA testing has also increased our ability to test live animals for genetic defects. Our CSA board's policy is to request that our breeders report any cases of animals born with apparent genetic defects. In my term on the CSA board (6 years) we have had only one case reported and it turned out not to be a genetic defect. As we are all aware there have been a number of genetic defects reported in the purebred industry in the last few years. While it would appear on the surface that we do not have a problem in our Canadian Simmentals, I would encourage breeders to report and investigate any suspected cases.

Breed promotions under Fraser Redpath's leadership is another important facet of our Association. Our move to Media Edge has allowed our magazine to be available online and has been a positive move. Again thanks to the committee for their hard work. It is always a balancing act between what they would like to do and what we can afford to do.

The Garth Sweet Foundation committee continues to develop under the leadership of Ron Nolan. This is a very important program as it provides funding for promotion, YCSA programs and our Agriflex Genomic Research Program. I would encourage all members to support the foundation either by donating items and bidding at the auction or making other donations. The foundation will become an increasingly important source of funding for future programs and projects.

As in previous reports I would like to acknowledge and compliment our competent and dedicated staff. Dale Kelly has assembled a great team of people to carry out the business of our association. Everyone's efforts are noted and appreciated.

This is my final report as CSA director. It has been a truly great experience to serve as a director and President. I would like to thank all the directors for their work and dedication. We have a very active board with lots of opinions; but, at the end of the discussions we are always able to develop a consensus and move forward. Despite the challenges facing our industry, our Simmental breed has shown an increase in market share. With the dedication of our members, board and staff, our breed will continue to move forward.

## DIRECTOR OF PROGRAMMING AND EXTERNAL RELATIONS REPORT

*Bruce Holmquist, Director of Programming & External Relations*

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Although 2009 was another extremely challenging year in the Canadian beef industry it was a successful year for Simmental in Canada as the breed continued its evolution as the continental breed of choice. Through the tools provided by the CSA, Simmental has steadily gained strength and market share within the commercial sector throughout North America. This success can be attributed to a combination of Simmental breeders recognizing the changes taking place within the beef industry and then using the tools available to them through the CSA to move forward.

In his first year as CSA President Dr. Everett Hall put to use his many years of industry and Simmental experience to lead the CSA board on the many issues it faced. His commitment towards maintaining Simmental's focus in the beef industry during his years on the board and executive has made Simmental a stronger breed today. As a practicing veterinarian Everett brought a practical view to the table and we thank him for his commitment and especially his professionalism. Rounding out the executive last year was Rick McIntyre and Ron Nolan. Rick, who is in his second tenure as a CSA director, brought his vast knowledge of the breed and its historical programs to the table in a way that few others could. His commitment to understanding the breed improvement initiatives of the association led to many questions that not only promoted thought for many of us but also demonstrated a clear commitment to the Simmental breed. Ron's business acumen was certainly appreciated by us all as was his ability to analyze and cut through to the heart of the issue in a way not many possess. The years of industry and breed experience that these three men possess are something that cannot be over-valued. The contributions of the remaining directors of the CSA board also deserve mention, because of their work and balance at the board table, Simmental has a clearer path to follow.

As with any successful organization sound direction from the board is only the first step with the next step being the staff that implements the decisions on a day to day basis. Their endless commitment has played a very large role in the success story that is Simmental. Barb Judd most capably leads the office staff as its manager - her years of experience and contacts within the Purebred/seedstock sector often go unrecognized but are crucial to the strength of the CSA. Beth, Denise, Perry and Lisa compliment the day to day operations and are the behind the scenes work horses for us all. In addition we were fortunate to have Margo Cartwright and Emily Grey on the CSA team - Margo as CSA/Simmental Country Marketing co-ordinator and Emily as the YCSA co-ordinator. Once again experience within the industry and Simmental breed that lend immensely to their proficiency in those positions. Our full-time staff is complimented by our capable Simmental Country Field man Darryl Snider. Darryl puts on many, many miles throughout the year not only for the magazine but also promoting our breed.

To compliment the above mentioned CSA resources we also have several individuals working on a contract basis. Dr. Bob Kemp and Sean McGrath in the area of breed improvement, and Mike Brooks and Chris Sanford in charge of our IT services. Past CSA boards have recognized the need to focus on these areas while other breeds have moved in other directions and for that reason, CSA members have one of the most progressive and engaged breed improvement programs and software services of any breed association in North America.

A large part of Simmental promotion revolves around our member owned magazine Simmental Country. The production of Simmental Country and Commercial Country saw some changes in 2009 with a move to a new publisher - Media Edge. Although we encountered some growing pains with the new relationship we have moved forward and continue to produce one of the highest quality breed publications in Canada. We look forward to working with Michael Bell and his staff. Our previous publisher, Today's Publishing, continues to work with us to help promote Simmental in several print and web based projects. Bryan, Ted and staff are recognized throughout the industry as great supporters of our youth and the YCSA realized benefits of that with T Bar C's generous gift as a result of their highly successful golf tournament.

On a personal note, I have enjoyed another year as your Member/Industry liaison. I have attended many events across this country and have met with many of you. Although it is not possible to be everywhere I have attempted to put full value to the investment which CSA makes to membership and industry. Years of involvement in the Simmental breed as well as time spent within industry has provided me a contact base that allows tremendous opportunity to engage and establish further relationships at all levels of the



beef chain. It has also allowed a view of history that has led us to the period of transition for the Simmental breed within the beef industry in North America. We have moved from one of the “exotic” breeds to becoming part of the mainstream. We have learned much along the way and have earned our bumps and bruises but have become stronger because of them. It is certainly rewarding to see Simmental genetics used by some of the leading ranches and farms from across this vast country. However there remains tremendous opportunity to expand the Simmental breed in many regions of this country as producer re-discover the benefits of heterosis and look to Simmental to provide that largely on Angus based herds. We must continue to provide genetics that work for the commercial cow-calf producers and also add value for each of our partners along the beef supply chain.

The beef industry is going through a period of change and technological advancement. Mandatory age verification, premise ID, information transfer, BIXs, Traceability and Genomics are all buzzwords within the beef industry and for some seem quite foreign as change often is. They are more than conversation pieces - they are reality and are upon us now. As seed-stock producers we must work to meet our customer’s needs or we will be side-stepped for another source of genetics. We also must work with the entire chain and continue to provide a consistent, safe quality product for the consumer if we are to make strides in competing for cooler space with other protein sources. The swine and poultry industries have made huge gains in efficiencies over the past three decades which beef has not recognized. The opportunity which will allow the beef industry to catch up is molecular science which is rapidly evolving. It will lead the industry to make great strides in genetic and breed improvement - we can choose to ignore the opportunity and allow others to get a leg up on making us obsolete as seed stock producers or we can focus on the tools becoming available to us and work to produce a better product. We should never for an instant believe that the status quo is the future.

The future is bright for Simmental around the world and tremendous opportunity lies ahead for the breed. As World Simmental Fleckvieh Federation President I have been privileged with the opportunity to see Simmental work in many situations and different environments. The WSFF technical meetings were in Namibia in October 2009 and I was fortunate to gain further insight in how Simmental is used in other countries. Whether it is raising Simmental for the dual purpose or for the dairy aspect of the breed; or for the beef qualities that we are largely focused on in North America - no breed has the ability to better feed the world and no group of seed stock producers are better positioned than the members of the CSA.



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## REVIEW ENGAGEMENT REPORT

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To the Members of Canadian Simmental Association

We have reviewed the statement of financial position of Canadian Simmental Association as at December 31, 2009 and the statements of operations, changes in net assets and cash flows for the year then ended.

Our review was made in accordance with Canadian generally accepted standards for review engagements and, accordingly, consisted primarily of enquiry, analytical procedures and discussion related to information supplied to us by the association.

A review does not constitute an audit and, consequently, we do not express an audit opinion on these financial statements.

Based on our review, nothing has come to our attention that causes us to believe that these financial statements are not, in all material respects, in accordance with Canadian generally accepted accounting principles.

Calgary, Alberta  
March 10, 2010

DNTW CHARTERED ACCOUNTANTS, LLP

**CANADIAN SIMMENTAL ASSOCIATION**  
**Consolidated Statement of Financial Position**  
**December 31, 2009**

	<b>2009</b> <i>(Unaudited)</i>	2008
<b>ASSETS</b>		
<b>CURRENT</b>		
Cash	\$ 231,770	\$ 133,938
Marketable securities <i>(Note 5)</i>	1,059,425	1,210,277
Accounts receivable	98,968	122,840
Goods and services tax recoverable	3,070	3,552
Prepaid expenses	14,735	9,160
	<u>1,407,968</u>	<u>1,479,767</u>
PROPERTY, PLANT AND EQUIPMENT <i>(Note 6)</i>	<u>49,142</u>	<u>67,912</u>
	<u>\$ 1,457,110</u>	<u>\$ 1,547,679</u>
<b>LIABILITIES AND NET ASSETS</b>		
<b>CURRENT</b>		
Accounts payable	\$ 89,803	111,909
Deferred income <i>(Note 7)</i>	50,581	34,138
	<u>140,384</u>	<u>146,047</u>
<b>NET ASSETS</b>		
Invested in property and equipment	49,142	60,822
Restricted for Dr. Dixon scholarship <i>(Note 5)</i>	41,787	45,968
The Garth Sweet Simmental Foundation	(183,454)	(64,246)
Unrestricted general fund	1,409,251	1,359,088
	<u>1,316,726</u>	<u>1,401,632</u>
	<u>\$ 1,457,110</u>	<u>\$ 1,547,679</u>

**CANADIAN SIMMENTAL ASSOCIATION**  
**Consolidated Statement of Operations**  
**Year Ended December 31, 2009**

	2009 <i>(Unaudited)</i>	2008
<b>REVENUE</b>		
Total herd enrolment	\$ 527,154	\$ 534,260
Registrations	164,560	175,368
Memberships	68,889	72,042
Lab services	41,194	58,809
Transfers	28,483	38,943
Other services	42,696	35,540
CAFI reimbursements	20,998	16,031
	<b>893,974</b>	<b>930,993</b>
<b>EXPENSES</b>		
Salaries and employee benefits	315,743	315,080
Advertising and promotion	86,582	109,499
Breed improvement committee	78,432	102,191
Travel	75,771	82,965
Provincial levies	66,244	65,526
Computer	41,000	47,135
Lab service	37,237	58,587
Utilities, property taxes and insurance	31,136	28,358
Office	27,040	41,551
Interest and bank charges	22,957	21,298
Amortization	18,768	19,349
Postage and freight	17,551	21,577
Telephone	17,053	19,177
Professional fees	11,268	35,968
Annual general meeting	8,499	13,419
Repairs and maintenance	7,629	13,070
	<b>862,910</b>	<b>994,750</b>
	<b>31,064</b>	<b>(63,757)</b>
<b>OTHER INCOME</b>		
Interest	42,115	54,606
Realized gain/(loss) on marketable securities	6,804	(4,806)
Unrealized gain/(loss) on marketable securities	(63,743)	-
Bova Can Payout	26,268	-
	<b>11,444</b>	<b>49,800</b>
SIMMENTAL COUNTRY MAGAZINE (SCHEDULE 1)	(4,022)	(25,479)
THE GARTH SWEET SIMMENTAL FOUNDATION (SCHEDULE 2)	(120,392)	(63,529)
	<b>(124,412)</b>	<b>(89,008)</b>
<b>DEFICIENCY OF REVENUE OVER EXPENSES</b>	<b>\$ (81,906)</b>	<b>\$ (102,965)</b>

**CANADIAN SIMMENTAL ASSOCIATION**  
**Consolidated Statement of Changes in Net Assets**  
**Year Ended December 31, 2009**

	Unrestricted general fund	Invested in property and equipment	Unrestricted foundation funds	Restricted for Dr. Dixon scholarship	<b>2009</b> <i>(Unaudited)</i>	2008
<b>NET ASSETS –</b>						
<b>BEGINNING</b>	\$ 1,359,088	\$ 60,822	\$ (64,246)	\$ 45,968	<b>\$ 1,401,632</b>	\$ 1,507,597
Investment in property and equipment	(900)	900	-	-	-	-
Scholarships paid	-	-	-	(3,000)	<b>(3,000)</b>	(3,000)
Deficiency of revenue over expenses	51,063	(12,580)	(119,208)	(1,181)	<b>(81,906)</b>	(102,965)
<b>NET ASSETS - END</b>	<b>\$ 1,409,251</b>	<b>\$ 49,142</b>	<b>\$ (183,454)</b>	<b>\$ 41,787</b>	<b>\$ 1,316,726</b>	<b>\$ 1,401,632</b>

**CANADIAN SIMMENTAL ASSOCIATION**  
**Consolidated Statement of Cash Flows**  
**Year Ended December 31, 2009**

	<b>2009</b> <i>(Unaudited)</i>	2008
<b>OPERATING ACTIVITIES</b>		
Deficiency of revenue over expenses	\$ (81,904)	\$ (102,965)
Items not affecting cash:		
Amortization	19,670	22,168
Realized loss on marketable securities		4,436
Unrealized loss on marketable securities	65,544	-
	<u>(3,573)</u>	<u>(76,361)</u>
Changes in non-cash working capital:		
Accounts receivable	23,871	(9,039)
Accounts payable	(22,106)	40,371
Deferred income	16,443	(24,657)
Prepaid expenses	(5,575)	1,379
GST payable (receivable)	482	5,916
	<u>13,115</u>	<u>13,970</u>
Cash flow from (used by) operating activities	<u>9,542</u>	<u>(62,391)</u>
<b>INVESTING ACTIVITIES</b>		
Purchase of property, plant and equipment	(900)	(1,733)
Purchases of marketable securities	(400,956)	(285,936)
Proceeds on disposal of marketable securities	493,146	429,909
Dr. Dixon scholarship paid	(3,000)	(3,000)
Cash flow from (used by) investing activities	<u>88,290</u>	<u>139,240</u>
<b>INCREASE (DECREASE) IN CASH FLOW</b>	<b>97,832</b>	<b>76,849</b>
Cash - Beginning of year	<u>133,938</u>	<u>57,089</u>
<b>CASH - END OF YEAR</b>	<b>\$ 231,770</b>	<b>\$ 133,938</b>
<b>CASH FLOWS SUPPLEMENTARY INFORMATION</b>		
Interest received	<u>\$ 42,462</u>	<u>\$ 54,650</u>

**CANADIAN SIMMENTAL ASSOCIATION**  
**Notes to Consolidated Financial Statements**  
**Year Ended December 31, 2009**

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1. DESCRIPTION OF BUSINESS

Canadian Simmental Association (the "Association") was formed for the encouragement, development and regulation of breeding of Simmental cattle in Canada. It is incorporated under the Federal Animal Pedigree Act which imposes rules of conduct on the Association and its members acting as purebred livestock breeders.

The Association received a gift of \$250,000 from one of its members on November 8th, 2008 specifically to be used for research and development in the Simmental breed with a primary focus on genetic improvement. In addition, the Association's Board agreed to match the gift, bringing the total to \$500,000. With this gift, the Association renamed its recently established foundation to the Garth Sweet Simmental Foundation ("Foundation").

The Foundation will administer funds from various fundraising initiatives in three main areas: genetic research and development; the Dr. Dixon Scholarship program; and youth development through the Youth Canadian Simmental Association.

These consolidated financial statements include the accounts of the Canadian Simmental Association, its wholly-owned subsidiary, Simmental Country (1997) Ltd., and The Garth Sweet Simmental Foundation. All are exempt from corporate income taxes as they are non-profit organizations. All inter-company balances and transactions have been eliminated.

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2. CHANGE IN ACCOUNTING POLICIES

**Intangible assets**

Effective on January 1, 2009, the Association adopted Section 3064 "Goodwill and Intangible Assets" which replaces Section 3062, "Goodwill and Other Intangible Assets" and Section 3450 "Research and Development Costs". This Section establishes standards for the recognition, measurement, and disclosure of goodwill and intangible assets, including internally generated intangible assets.

There was no impact to the Association's financial statements arising from the adoption of the accounting policy.

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3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Measurement uncertainty

The preparation of financial statements in conformity with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amount of assets and liabilities, disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the period. Such estimates are periodically reviewed and any adjustments necessary are reported in earnings in the period in which they become known. Actual results could differ from these estimates.

**CANADIAN SIMMENTAL ASSOCIATION**  
**Notes to Consolidated Financial Statements**  
**Year Ended December 31, 2009**

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3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES *(continued)*

Cash and cash equivalents

The Association considers all investments with maturities of three months or less and demand bank loans that are being utilized periodically for day to day operations to be cash equivalents.

Property, plant and equipment

Property, plant and equipment are stated at cost less accumulated amortization. Property, plant and equipment are amortized over their estimated useful lives at the following rates and methods:

Condominium	20 years	straight-line method
Land improvements	10 years	straight-line method
Computer equipment	3 years	straight-line method
Furniture and fixtures	10 years	straight-line method
Publishing rights	10 years	straight-line method

The Association regularly reviews its property, plant and equipment to eliminate obsolete items. Government grants are treated as a reduction of property, plant and equipment cost.

Revenue recognition

The Association follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Total herd enrolment, memberships, registrations and subscription revenue is recognized in the period to which it relates.

Revenue for service is recognized when the services are rendered.

Advertising revenue is recorded in the month of the issue. Payments in advance are recorded as deferred revenue and classified as a current liability.

Foundation auction and sponsorship are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

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**CANADIAN SIMMENTAL ASSOCIATION**  
**Notes to Consolidated Financial Statements**  
**Year Ended December 31, 2009**

4. FUTURE ACCOUNTING CHANGES

**Financial statement presentation by not-for-profit organizations**

In fiscal 2010, the Association will be required to adopt the additional requirements of CICA Handbook section 4400 – Financial statement presentation by not-for-profit organizations, which requires not-for-profit organizations to adopt disclosure standards similar to for-profit organizations, particularly the presentation of a statement of cash flows. The Association has previously been in compliance with all of these standards and accordingly these provisions are not expected to have a material impact on the Association's financial statements.

5. MARKETABLE SECURITIES

Marketable investments consisting of bonds, T-bills and term deposits earn interest at rates which vary from 2.95% to 7.00% (2008 - 1.06% to 8.25%). These investments mature at various dates from March 2009 to December 2015.

Included in the marketable investment are internally restricted funds for the Dr. Dixon scholarship in the amount of \$46,661 (2008 - \$35,269). These funds are restricted for annual scholarship grants. Interest earned on these investments is internally restricted for the Dr. Dixon scholarship. During 2008, these funds were transferred to the Foundation.

6. PROPERTY, PLANT AND EQUIPMENT

	Cost	Accumulated amortization	2009 Net book value	2008 Net book value
Condominium	\$ 235,999	\$ 235,999	\$ -	\$ -
Publishing rights	233,000	233,000	-	-
Computer equipment / software	188,330	182,442	5,888	13,158
Furniture and fixtures	162,383	151,648	10,735	16,896
Condominium improvements	53,389	20,870	32,519	37,858
	\$ 873,101	\$ 823,959	\$ 49,142	\$ 67,912

**CANADIAN SIMMENTAL ASSOCIATION**  
**Notes to Consolidated Financial Statements**  
**Year Ended December 31, 2009**

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7. DEFERRED INCOME

	<u>2009</u>	<u>2008</u>
Member deposits	\$ 24,943	\$ 24,418
YCSA Calendar 2010	20,325	
Magazine subscriptions	<u>5,313</u>	<u>9,720</u>
	<u>\$ 50,581</u>	<u>\$34,138</u>

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8. FINANCIAL INSTRUMENTS

The Association's financial instruments include cash, marketable securities, accounts receivable, deposits, and accounts payable. Cash and marketable securities are classified as "held for trading", accounts receivable and deposits are classified as "loans and receivables", and accounts payable is classified as "other financial liabilities". The Association's carrying value of the financial instruments approximates their fair value.

Credit Risk

Credit risk arises from the potential that a counter party will fail to perform its obligations. The Association is exposed to credit risk from its members and customers. Its customers are primarily in the agricultural industry. In order to reduce its credit risk, the Association conducts regular reviews of its existing members and customers' credit performance. An allowance for doubtful accounts is established based upon factors surrounding the credit risk of specific accounts, historical trends and other information. The Association has a significant number of members and customers which minimizes concentration of credit risk.

Interest risk

Interest risk is the risk that future cash flows associated with a monetary financial instrument will fluctuate in amount with changes to interest rates. The Association manages its portfolio investments based on its cash flow needs and with a view of optimizing its interest income.

Currency Risk

Currency risk is the risk to the Association's earnings that arise from fluctuations of foreign exchange rates and the degree of volatility of these rates. The Association is exposed to foreign currency exchange risk on cash, accounts receivable, and accounts payable held in U.S. dollars. The Association does not use derivative instruments to reduce its exposure to foreign currency risk.

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**CANADIAN SIMMENTAL ASSOCIATION**  
**Notes to Consolidated Financial Statements**  
**Year Ended December 31, 2009**

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9. CONTRACTUAL OBLIGATIONS

The Association has entered into a contract with a publishing company for the production of Simmental Country magazine and Commercial Country magazine. The contract is effective from September 2009 to September 2013 and payments are based on the number of pages per issue.

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10. CAPITAL DISCLOSURE

The Association manages its capital to ensure that it will be able to continue as a going concern while maximizing the benefit to members through a suitable debt and net assets balance appropriate for a not-for-profit organization of the Association's size and status. The Association's overall strategy remains unchanged from 2009.

The capital structure of the Association consists of internally restricted funds, a capital asset fund, and unrestricted funds.

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11. CONTRIBUTED MATERIALS AND SERVICES

The Board of Directors volunteer their time to attend board meetings and represent the Association at events. Members also volunteer their time to organize and operate the provincial association and represent the Association at events. Due to the difficulty of determining the fair value of volunteer hours, contributed services are not recognized in the financial statements.

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12. COMPARATIVE FIGURES

Some of the comparative figures have been reclassified to conform to the current year's presentation.

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**CANADIAN SIMMENTAL ASSOCIATION**  
**Notes to Consolidated Financial Statements**  
**Year Ended December 31, 2009**

SCHEDULE 1

**SIMMENTAL COUNTRY MAGAZINE**

Schedule of Operations

Year Ended December 31, 2009

	2009 <i>(Unaudited)</i>	2008
<b>Revenue</b>		
Advertising	\$ 271,027	\$ 302,669
Subscriptions	28,005	30,882
Other	36,727	17,226
	<u>335,759</u>	<u>350,777</u>
<b>Direct expenses</b>		
Printing	184,439	226,579
Salaries and employee benefits	108,315	100,694
Office and miscellaneous	3,188	4,545
Travel and promotion	35,660	32,912
Amortization	902	2,819
Telephone	5,441	5,881
Bad debt recovery	(545)	-
Postage	1,594	2,142
Interest and bank charges	787	684
	<u>339,781</u>	<u>376,256</u>
<b>Deficiency of revenue over expenses</b>	<b>\$ (4,022)</b>	<b>\$ (25,479)</b>

**CANADIAN SIMMENTAL ASSOCIATION**  
**Notes to Consolidated Financial Statements**  
**Year Ended December 31, 2009**

SCHEDULE 2

**THE GARTH SWEET FOUNDATION**

Schedule of Operations  
Year Ended December 31, 2009

	2009 <i>(Unaudited)</i>	2008
<b>Revenue</b>		
Foundation auction	\$ 5,847	\$ 20,844
Sponsorship	7,880	6,014
Lab service	100	-
	<u>13,827</u>	<u>26,858</u>
<b>Direct expenses</b>		
Breed improvement	66,051	33,760
Salaries and wages	28,711	22,090
Advertising and promotion	14,789	14,788
Travel and promotion	12,384	11,711
Computer	9,958	7,001
Professional fees	30	1,050
Telephone	737	493
Office	111	193
Interest and bank charges	73	18
	<u>132,844</u>	<u>91,104</u>
General fund deficiency	<u>(119,017)</u>	<u>(64,246)</u>
<b>Scholarship</b>		
Realized gains on marketable securities	79	370
Interest	347	347
Unrealized gains on marketable securities	(1,801)	-
Scholarship revenue	\$ <u>(1,375)</u>	\$ <u>717</u>

## **ADVERTISING/PROMOTION AND SIMMENTAL COUNTRY REPORT**

*Fraser Redpath – Committee Chair*

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The main objective of the Canadian Simmental Association Board of Directors is to work with our members to keep our breed at the forefront of the Canadian beef industry. As a board we have ideas that are brought to life through a strong support staff. They include Bruce Holmquist, Director of Programming and External Relations; Margo Cartwright, Marketing Coordinator; and Darryl Snider, Sales Representative - Simmental Country.

Our marketing program is developed and directed by the marketing/promotions committee, who meet twice a year to plan and review our activities. This past year we met in March and October to discuss the communications strategies and marketing plan for the CSA. The committee consists of Fraser Redpath, Chairman; Andrew Godfrey, Judy Sweet, Randy Mader, Tara Fritz and Bill Swenson.

The majority of the funds allocated to the Marketing/Promotions Committee are shared with the provincial associations through the CSA Provincial Activity Grant.

The CSA has an inventory of promotional materials at the office in Calgary. These promotional items have been available for distribution to the provinces through the provincial associations. Promotional items such as cups, hats, clothing, and giftware have been available for purchase. There is also marketing material such as brochures, posters, calving booklets available for distribution to aid in the promotion of Simmental genetics at producer / breeder events.

As part of our communications strategy the CSA executive held a Provincial Presidents call in the fall. The objective of this call was to inform the provinces of happenings at the CSA level. We had good participation from most provinces but not from all so please encourage your provinces associations to participate in these.

Another part of our communications strategy is the CSA e-newsletter. It is emailed monthly and is designed to keep the members well informed as to the happenings of the CSA and the beef industry.

The web-site is a very popular and informative marketing tool for us. It is updated regularly and quite often can be used to be a self help type problem solver as well as a worldwide invitation to our herd book.

One of the major changes in 2009 with Simmental Country was the switch from Today's Publishing to Media Edge Publishing. This took a great amount of deliberation, thought and contemplating before the decision was made. There were some growing pains in the beginning, however these issues have been dealt with, and we are positioned to move forward with our high quality product. One of the main benefits of the move to MediaEdge is the electronic options available to our members. The magazine is now online, and advertisers have the option to include hyperlinks and video streaming on the online version of their ads. Thank you to our advertisers who have continued to support our magazine through this change.

The Simmental Country continues to be released 5 times a year; February, May, August, October and November. The Commercial Country is released twice a year; January and September.

The discount card from Imagewear continued to be offered to our members. This card offers a 10% discount on most items sold in the Mark's Work Warehouse stores, and it also allows CSA members to have the CSA and SimmBeef logos to be embroidered on many articles of clothing.

In closing I would like to leave you with this thought - that we do have the best breed of cattle in the world and we do need to keep telling our commercial cattle buyers this. We as a committee need to keep monitoring our advertising commitments all the time and we encourage the CSA membership to keep in contact with us.

## BREED IMPROVEMENT COMMITTEE REPORT

*Rick McIntyre – Committee Chair*

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- ❖ The BIC consists of the entire board plus 5 non board breeders. Total of 14 breeders from across Canada and 2 hired experts. Plus staff.
- ❖ Every topic is discussed and researched in great detail and no decision is ever taken lightly, I wish to thank all the breeders involved for committing many hours out of their schedules to study the realms of material needed to understand the issues.
- ❖ Our main issue is always our data collection programs and the EPD evaluation. To date the Garth Sweet Foundation research project has been reported on separately.
- ❖ 2009 saw the first publication of a Canadian only EPD's. This was probably one of the most difficult and deliberated decisions that the CSA directors have ever made.
- ❖ A three year contract with AGI was signed to have a Canadian Evaluation. This is now the fall of 2010 so we will have now seen two years of this Evaluation and have one year left before the board of the future will again have a decision to make.
- ❖ None of us know the future but should the decision be made to go back to a North American Simmental evaluation or go to a North American multi breed evaluation then these three years will be the only chance in history that we as Canadian breeders will get to see just how our own data set is ranked. For breeders truly interested in genetic improvement, I urge you to archive these sire summaries and your cow herd results, this is valuable information. This information is totally correct because it is just our data set unmasked by North American environmental difference and formula differences and overwhelming data differences. AGI is the industry leader in the genetic evaluation for beef cattle they have all the bells and whistles.
- ❖ Personally only because I am the person voted into the job and am "at the helm at the time" I have committed a considerable amount of time to understand and study the results and comparisons of the changes. These are some of my thoughts on what I have found.
- ❖ One key group studied is a large group of US AI sires with high usage and progeny in both countries. The North American data set was made up of approximately 5 US data entries to every 1 of Canadian. This sire group studied was very similar 500 and some progeny in the US data set and 100 and some progeny in the Canadian data set per sire.
- ❖ Almost all cases the same sire showed higher percentile rankings for growth in the US data set (which contains all our historical data) than in the Canadian data set, usually a 10 to 20 percentile ranking difference. That says to me we as Canadian breeders we used an American born AI sire and were expecting to get x growth but in reality we were getting a little less growth in comparison to our own sires used here. My conclusion is that the overwhelming number of data entries from the US tends to mask our Canadian results. Even when the results are opposite in Canada we do not get to see that result. Sires are very similar in rankings for growth traits it is just a discount in Canadian growth that I see.
- ❖ CE and more so MCE however show some re-ranking of sires and this is a more pronounced difference. The North American evaluation we used in the past provided by ASA does not use the nationally accepted animal model for these two traits. The proof of us using this out dated and misleading information is evident in the genetic trend line for MCE in our Canadian numbers we now provide. ASA has had this update on their to do list for some time and when they do complete that work I do expect to see some re ranking of the US MCE although it will not be quite as different as what we saw. Getting data sets as accurate as possible is important right now because these data sets will be the defining data sets used for upcoming gene marking projects.
- ❖ A third major point I wish to make in regards to the differences in the two evaluations is that of indexes. Indexes are in a nut shell, a formula to combine all the values of each EPD trait into one easier quicker to understand number. The challenge in understanding indexes is that the formula is flexible and controlled by the user. The user gets to weight each trait for their own environment and marketing conditions and make this evaluation of a lot of traits match their situation. ASA has rolled out an American API (all purpose index) and a TI (terminal index). After some investigation into this I have personally come to the conclusion that these parameters do not suit the majority of Canadian conditions for our breeders selling bulls to our commercial customers. The US API is very highly weighted for CE (Simmental sires used on Angus heifers) and marbling. I believe it would be misleading for us to allow our sires to be ranked according to these parameters. CSA has developed our own CAPI and will probably be printing these. Some day I best see indexes

being used by each breeder separately as part of their online registration package where you get to slide the values high or low for each trait to meet your own circumstances and then search a sire data set for Sires that will meet your criteria.

- ❖ One last point to touch on is that we are now in control of the evaluation and are responsible for setting the scaling numbers (EPD ranges). The main thing to note here is that rankings are King, they are sacred and are not changeable. We do have the control over the scaling number and a lot of time and effort has been put toward this issue. We have not been used to doing this task in the past and there has been a learning curve in setting these. The one thing I see consistently with people coming on this committee, they all end up using rankings more and scaling numbers less. We certainly do recognize that one of the main uses of scaling numbers comes in Sale catalogues. I strongly urge everyone to continue this and to make the explanation of these numbers easier for you and your customers I also urge you to print some form of the percentile ranking table or at least the high, low and average.
- ❖ There are many other things that could be said and discussed but I will close now for questions and in closing would like to say that it has been a privilege and great learning experience to be on the Breed Improvement Committee and if every breeder in our association had this opportunity I urge them to take it. The knowledge that you can gain will be very valuable. Ever breeder needs to experience this and if they did we would have an even more awesome breed and association. Knowledge breeds success.



## YOUNG CANADIAN SIMMENTAL ASSOCIATION COMMITTEE REPORT

*Andrew Godfrey – Chair YCSA Committee*

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The year ending December 31, 2009 was one of further transition with regards to the implementation of new initiatives as well as providing further support for existing YCSA programs. The YCSA's major success was launching its first national, independent, fundraiser by auctioning off pages and dates in a calendar, raising gross revenues of over \$20,000, thanks to the hard work of the Board, some of the dedicated CSA staff members and thanks to the generosity and assistance of our breeders. The YCSA also held 5 regional classics across the country, making for a busy summer for our Co-ordinator and members! The 2009 classics held were as follows:

- National YCSA Classic, Prince Albert, Saskatchewan, July 28-30
- Manitoba Youth Beef Round Up, Neepawa, Manitoba, July 31-August 2
- Wild Rose Classic, Olds, Alberta, August 5<sup>th</sup> and 6<sup>th</sup>
- Ontario OYCSA Trillium Classic, Owen Sound, Ontario, August 22-23
- Maritime YCSA Classic – Truro, Nova Scotia, August 28-29

**2009 Highlights** - The year began with a National Board Meeting in Calgary on April 4, 2009, attended by myself, YCSA Co-ordinator Emily Grey and the following Board members:

Robert Godfrey, Prince Edward Island – President  
Jenna Holmquist, Saskatchewan – Vice-President  
Katie Wood, Ontario – Executive-Officer  
Francis Gagnon, Quebec  
Jennie Palmer, Prince Edward Island  
Jordan Buba, Alberta  
Jamie Buba, Alberta  
Andrea Bertholet, Manitoba

At the meeting, the first annual YCSA budget was examined and found it to be an accurate guideline for the allocation of funds throughout the year. By analyzing the organization's budgeted costs against its actual revenues and expenditures for the year, the Board was able to set a budget for 2009 that it is confident will be congruent with its 2009 financial statements.

The Board also completed an internal review of the YCSA program, lead by the initiative of its President, Robert Godfrey, who wanted the Board to complete a "SWOT analysis" in which the Board would identify its Strengths, Weaknesses, Opportunities and Threats as a tangible method of planning for the future. The Board identified an impressive list of all four factors, including, strengths such as the strength of the breed it represents, the large strong membership from the grass roots to the National YCSA board, and the strength of a dedicated staff person. It singled out weaknesses such as a lack of presence in all provinces where Simmental animals are registered and a need for more promotion to both existing commercial and 4-H members. Opportunities such as the calendar, the foundation auction, and World Congress were singled out. Threats such as competition with other junior beef breed associations, financial and the fear of staleness if innovation is not continued were also identified. The Board then sat down to plan for the coming year in an effort to capitalize on its strengths, improve on its weaknesses and address both opportunities and threats head-on.

Aside from the 2009 Calendar success mentioned at the outset of the report, the 2009 Canadian Simmental Association's Foundation Auction at the Royal Agricultural Winter Fair was yet another opportunity for the YCSA to raise money towards its goal of financial independence. The YCSA benefited directly from the success of the Auction as it received a donation of approximately \$5,500.00 out of the total proceeds from the Auction. The YCSA is greatly appreciative to the breeders and to the CSA for its continued support and has allocated the funds towards developing new initiatives and maintaining existing programs. In addition to the generosity of the breeders and the CSA, the YCSA

would be remiss if it did not recognize T-BAR-C for its generous donation of \$7,880.42 to the YCSA in 2009, generated out of their annual golf tournament in support of junior programs. The YCSA is proud of its successful year in 2009 that will hopefully be a benchmark year towards continued financial accountability and independence with the continued success of the Calendar and the Foundation Auctions. The YCSA continues to solidify on as one of the most successful national beef junior programs in the country.

As the CSA Director who has the pleasure of working with this organization, I challenge my fellow CSA members to both attend a Classic near you in the future to fully appreciate the breadth of programs and talents contained in the YCSA and to think of a neighbour or relative who might make a great addition to the program such that we can continue to grow our breed through its future: its youth. For any questions or concerns about the YCSA program, please do not hesitate to contact me directly.

I hereby submit this report and ask that it be accepted and approved by the members.

## **GARTH SWEET SIMMENTAL FOUNDATION REPORT**

*Ron Nolan – Committee Chair*

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The Garth Sweet Simmental Foundation had another great year in 2009.

The Foundation Auction was held as part of the festivities surrounding the National Simmental Show and Sale held at the Royal Winter Fair in Toronto in November. This was another successful event raising \$8770, bringing the total amount raised for the Foundation to approximately \$40,000. We would like to thank those companies, breeders, and individuals who have donated auction items and as well the members of the Foundation's Committee responsible for organizing the auctions.

The funds raised by the Foundation are used to invest in the future of our breed and a large part of that is our youth. A portion of the funds going to the YCSA, and a portion going to fund scholarships to youth involved in the beef industry. Congratulations to Nikki Armstrong, MB, Melissa McRae, MB and Ashley Proctor-Berkholtz, AB on receiving the 2009 Dr. Dixon Scholarship Awards.

Another important branch of the Foundation is the area of research and through the foundation CSA is working on a research project with several industry partners. The project will explore fertility, production and carcass traits including meat quality and will develop breeding tools, including DNA technology, for the use of Simmental breeders to the benefit of the broader beef industry. Participation of breeders through data submission via regular CSA programs, ultrasound and collection of DNA are also ways for members to not only contribute, but also take advantage of the results of the project.

And last but certainly not least is a special Thank You to Judy Sweet and her family for their generous donations which not only to the creation of the Garth Sweet Simmental Foundation but also was added to last year by Garth and Judy's grandchildren. This will be targeted through the Foundation to not only advance the Simmental breed but the beef industry as a whole.

## BRITISH COLUMBIA SIMMENTAL ASSOCIATION REPORT / RAPPORT DE L'ASSOCIATION SIMMENTAL DE LA COLUMBIE BRITANNIQUE

*Reanne Sanford – Secretary / Secrétaire*

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- **Hello, Bonjour from Beautiful British Columbia!** Last year we were honored to have hosted the 2009 CSA AGM at Sun Peaks, BC. It was a great success. We would like to extend our gratitude to the Mitchell family for taking a huge lead for its organization and success. A special thanks to those who took the time to travel out west for the meeting and spend some time away in the mountains. Following the AGM at Sun Peaks, we had our very own provincial AGM in November in Clinton, BC. Here we had our annual raffle heifer draw and made plans for our next year.
  - Unfortunately, we had to say goodbye this year to a key director and huge advocate for our breed. Jan Wisse stepped down as acting secretary and decided to get married! He is sorely missed on our board but we wish him all the best in the future. Our provincial directors remain the same:
    - President: Lorne Webster
    - Vice President: Rob Starr
    - Secretary (temporarily): Reanne Sanford
    - Treasurer: Lorraine Sanford
    - Promotions: Reanne Sanford
    - Other Directors include: Cornie Klop, Keith Monsees and Darlene Furber
  - Bull sales here remain the same as years past with increasing optimism amongst commercial and purebred breeders. Sale prices for cull cows and bulls continue to be at a current high. We plan to continue with our bull buyer's draw at the Williams Lake Bull Sale with a recent decision to split the money into two, one cheque for the volume buyer and one for a random draw. This proved to be a great success. In effort to gain presence and momentum surrounding our breed, we decided our 2010 AGM should coincide with the Interprovincial Exhibition in Armstrong, BC. This is BC's largest agricultural fair and show. We will be holding our annual meeting and dinner following the Simmental show. For those interested in traveling to exhibit or even to visit again, I would encourage you to stop by the IPE and take part in the fun.
  - In closing, I would like to thank the CSA staff and its directors for the hard work and dedication to our breed. On behalf of the members and directors here in BC we would like to thank those in advance who chose to support the 2010 CSA Foundation auction. All the best in Victoriaville!
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- **Salutations de la Colombie Britannique!** Nous avons eu l'honneur d'être les hôtes de l'assemblée générale annuelle de l'Association Canadienne Simmental en 2009. Nous avons accueilli les nombreux participants à Sun Peaks. Grâce au travail la famille Mitchell et à tous ceux qui ont pris la peine de voyager jusqu'en Colombie Britannique, le weekend a été une grande réussite.
  - Notre propre assemblée générale annuelle s'est tenue en novembre à Clinton. C'est à cette occasion que nous avons fait le tirage d'une génisse et que nous avons établi nos plans pour l'année courante. Nous avons malheureusement perdu un directeur précieux, qui non seulement est un ambassadeur pour la race mais aussi notre secrétaire pour l'association provinciale. Jan Wisse a quitté son poste depuis son mariage récent. Notre conseil d'administration consiste donc de :
    - Président: Lorne Webster
    - Vice Président: Rob Starr
    - Secrétaire (temporaire): Reanne Sanford
    - Trésorier: Lorraine Sanford
    - Promotion: Reanne Sanford
    - Directeurs: Cornie Klop, Keith Monsees et Darlene Furber
  - Les ventes de taureaux sont restées presque pareilles à l'année dernière. Les éleveurs commerciaux sont optimistes que des temps changeront pour le meilleur. Au moment où j'écris ce rapport, les animaux de reformes sont à la hausse. Nous avons décidé de continuer nos tirages parmi les acheteurs de taureaux de la vente de Williams Lake. Toutefois nous avons modifié le format et les prix sont répartis entre l'acheteur du plus grand nombre de têtes et un tirage au sort. Puisque la race Simmental gagne de la popularité aux expositions, nous avons décidé de tenir notre prochaine assemblée générale annuelle en conjonction avec l'Exposition Interprovinciale de Armstrong. Puisque le nombre de têtes est le plus élevé de toutes les expositions de la Colombie Britannique, le jugement Simmental sera suivi d'un souper et l'assemblée sera en soirée. Nous vous invitons à exposer vos animaux à Armstrong ou de venir encourager les éleveurs et participer aux activités de la journée.
  - En terminant, je tiens à remercier toute l'équipe de l'Association Canadienne Simmental pour leur travail et dévouement envers notre race. De la part du groupe de la Colombie Britannique, je vous remercie à l'avance pour le support que vous apporterez à la Fondation Simmental. Bon séjour à Victoriaville!

## **ALBERTA SIMMENTAL ASSOCIATION REPORT / RAPPORT DE L'ASSOCIATION SIMMENTAL DE L'ALBERTA**

*Maureen Mappin-Smith – President / Présidente*

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- The 2009-2010 Alberta Simmental Association started the year off with an extremely successful tour in conjunction with our AGM in June. Four Simmental operations were visited in the course of the day, with over 70 Simmental enthusiasts in attendance. At the AGM, we welcomed three new Board members which rounded out a very young, yet very enthusiastic Alberta Simmental Association Board of Directors: I have been told on several occasions that we are the envy of many breeds to have such a strong, young board forging ahead with the breed in Alberta.
  - Feeder calf sales were again a huge hit in the province, with 19 sales being held, and over 21,000 head being sold in these Simmental feature sales. The sales are evolving and getting stronger as each year passes by, with more numbers, recognition, and breeder/auction mart involvement.
  - Our booth keeps Simmental at the forefront, as Chuck is present at all of the major livestock events in Alberta with the booth and cups of coffee for Simmental enthusiasts. Chuck is always getting requests to attend events with the booth, and does as many as he can, travelling all the way from Grande Prairie, to Medicine Hat, and many points in between. We are thrilled with Chuck's work, keeping the Simmental presence out there constantly.
  - Farmfair in 2009 saw many changes to the Double Crown event in an effort to attract more exhibitors and spectators. The changes were well received, and this program will continue to evolve each year. The Northern Image Sale had to be cancelled due to lack of cattle entered in the sale. Our hopes are to get the sale back at Northlands within the next year or so.
  - The Alberta YCS had a very successful show in Olds in August, 2009, with great support from breeders and businesses. We need to continue to support our youth, as they are the future of the industry. To illustrate the importance of the program, 8 of our 9 ASA board members were YCS members at one time! The ASA has taken a different approach to the 4-H program over the past few years, awarding small gifts to all members exhibiting a Simmental project, and then entering all names into a \$500 Scholarship draw. This approach has been well received and will continue for 2010.
  - Simmental Bull sales across the province were as strong as they have ever been, with many Simmental sales leading the averages across the breeds. The ASA is continuing to aggressively advertise Simmental's attributes through our website and through print media in order to keep this trend continuing upwards-although monetary constraints are always present, now is not the time to weaken our presence in the industry.
  - We have a great breed, great people, and a great position in the beef industry; through hard work and a shared focus, we will continue to be leaders in the beef business. Happy trails!
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- L'année 2009-2010 a débuté en grande pour l'Association Simmental de l'Alberta avec une tournée de quatre éleveurs et l'assemblée générale annuelle en juin 2009. Plus de 70 participants ont pris part à la journée. Un nouveau conseil d'administration été élu incluant trois nouveaux directeurs. Notre conseil est l'envie de toutes les races car le groupe consiste de jeunes adultes enthousiastes et avec beaucoup d'énergie.
  - Il y a eu 19 encans spécialisés de veaux Simmental qui ont pris part partout en province, rassemblant plus de 21,000 têtes. A chaque année, la race Simmental gagne de la popularité parmi la communauté commerciale au temps au niveau des vendeurs de veaux, que parmi les acheteurs et les marchés d'animaux.
  - Nous sommes fiers d'avoir un propagandiste qui se consacre à participer à de nombreux évènements/salons avec le kiosque Simmental. Chuck Groeneveld nous représente partout en province avec sa personnalité invitante, café en main servi dans des tasses Simmental bien entendu.
  - Nous avons fait des changements au format de la "Double Couronne" qui a lieu à Farmfair, en but d'attirer plus d'exposants et plus de spectateurs. Le nouveau format a commencé en 2009 et évoluera graduellement au cours des années. Malheureusement il n'y avait pas assez d'intérêt pour continuer la vente Northern Lights qui a eu lieu dans le cadre le Farmfair auparavant. Nous espérons que cette vente sera restituée dans un futur proche.
  - Nos jeunes éleveurs ont tenu leur concours annuel à l'Exposition de Olds en août 2009. Un support extraordinaire venant des éleveurs a intensifié l'envergure de l'événement. Il semblerait-il que tous et chacun comprennent l'importance de la relève de notre race. Saviez-vous que 8 des 9 membres du conseil d'administration de l'Association Simmental de l'Alberta ont bénéficié des programmes juniors? Nous avons aussi apporté des changements aux prix offerts aux membres 4-H. Un petit cadeau est offert à tous les membres qui exposent un animal de génétique Simmental et ils sont éligibles à un tirage pour un certificat de \$500 envers l'achat d'une femelle Simmental. Ce changement semble plaire à tous ceux qui sont impliqués.

- Les ventes de taureaux Simmental partout dans la province ont été aussi fortes que jamais, dont plusieurs ont généré les moyennes les plus élevées parmi toutes les races. L'ASA continue une publicité agressive mettant en vedette les attributs du Simmental, par le biais de notre site Web et de publicité dans les revues afin de maintenir cette tendance à la hausse. Bien que les restrictions monétaires soient toujours présentes, ce n'est pas le moment d'affaiblir notre présence dans l'industrie.
- Nous avons une bonne race, des bons éleveurs et une position de choix dans l'industrie bovine, avec un travail acharné et un objectif partagé, nous continuerons à être des leaders dans le secteur du boeuf.

## **SASKATCHEWAN SIMMENTAL ASSOCIATION REPORT / RAPPORT DE L'ASSOCIATION SIMMENTAL DE LA SASKATCHEWAN**

*Tara Fritz – President / Présidente*

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- I would like to take this time to thank all of the SSA board of directors and of course, Carolyn McCormack for all the hard work, determination and ingeniousness. This group of people is very dedicated to promoting the breed of Simmental and Saskatchewan Simmental Breeders both provincially and nationally!
  - Agribition was another accomplishment! Hats off to everyone that contributed your time and efforts to support Agribition last year. We had about 175 head that were stalled at Agribition. The Agribition Sale went exceptionally well and averaged \$6375.55 on 32 lots. I would like to take this time to thank Bouchard Livestock, for all of their efforts that go into making a sale of this stature, such a success.
  - There were 16 Gold Memberships and 200 Silver Memberships that participated in The Pick of the barn, in 2009. Thank you to all the participated, we truly appreciate making the Pick of the Barn a great hit! Thank you to OLS Tubs for sponsoring the Pick of the Barn Pizza.
  - The SSA Scholarship heifer was donated by Sunny Valley Simmentals and was won by Brian Bouchard. Brian graciously sold the heifer the following day at the Agribition Sale. The heifer was purchased by Doug Goudy and an additional \$2200 was raised on behalf of the Saskatchewan YCSA. The scholarship auction raised a total of \$5705. \$7000 was award to 8 – 1<sup>st</sup> and 2<sup>nd</sup> year scholarship recipients. Thank you to the Libke family for your generous donation. Crossroad Farms has generously donated this year's SSA Scholarship heifer.
  - We completed our third annual SSA calendar, which was introduced to promote the SSA members and to help offset the cost of the \$2000 bull sale promotion. The Calendar and the Bull Promotion are a great success! The Bull Promotion promotes being a SSA member and it also ensures that registration papers are transferred on a timely matter.
  - We have focussed our efforts on Simmental Influenced feeder sales in the province, by hosting Simmental Appreciation Days; serving Coffee and Donuts and having promotional material available. We continued with our "Simmental – Look At Us Now" brochure for both spring and fall, which was distributed via "stuffers" in the auction mart producer cheques. This brochure was generated to ensure that people realised the evolution of Simmental, the current listing of the SSA members and all the members bull sale dates in the spring and female sales in the fall.
  - The SSA assisted with recognizing various summer-shows and fall fairs. We were present at Prince Albert, Swift Current, Edam, Lloydminster, Yorkton, and Saskatoon Fall Fair. It is encouraging to see the presence of high quality Simmental Cattle at these shows.
  - The SYCSA's Tiger Lily Classic was held in conjunction with the SYCSA National Show and also the SSA's AGM at the Prince Albert Fair, this past July. I would like to say congratulations to the SYCSA for hosting such a great event – Job well done!
  - The SSA is busy as can be, getting ready to celebrate our own 40<sup>th</sup> Anniversary. We are planning on celebrations at our AGM, which will be held in Swift Current, in conjunction with Frontier Days this summer, and also at Agribition. Therefore, I would like to invite all of you to Agribition, to help us celebrate! Hope to see you all there!
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- Je voudrais remercier tous les membres du conseil d'administration et, bien entendu, Carolyn McCormack pour tous ses efforts, sa détermination et son ingéniosité. Ce groupe de personnes est très dédié à la promotion de la race Simmental et des éleveurs de la Saskatchewan tant au niveau provincial que national !
  - L'Agribition a été encore une fois une réalisation bien réussite! Chapeau à tous ceux qui ont contribué du temps et des efforts pour soutenir l'Agribition l'an dernier. Il y avait environ 175 têtes Simmental dans les étables. La vente s'est exceptionnellement bien déroulée avec une moyenne de \$ 6375.55 pour les 32 lots. Je voudrais remercier Bouchard Livestock pour leurs efforts qui ont contribué à l'envergure du succès de cette vente.

- Il y avait 16 membres « or » et 200 membres « argent » qui ont participé au « choix de l'étable » 2009. Merci à tous les participants de ce tirage qui s'est avéré un grand succès ! Merci aussi à OLS Tubs qui a commandité le souper pizza.
- La ferme Sunny Valley Simmentals a généreusement donné une génisse pour ramasser des fonds qui serviront aux bourses d'études. Brian Bouchard a gagné la génisse et l'a revendu le lendemain dans le cadre la vente de l'Agribition et a fait un don de ce qu'elle a rapporté. Donc le montant total généré fut de \$5705. Huit étudiants universitaires de première et deuxième année ont reçu un montant total de \$7000. Merci à la famille Libke pour leur don généreux. Crossroad Farms a généreusement offert la génisse pour les bourses de cette année.
- Nous avons terminé notre troisième calendrier annuel, un projet conçu pour promouvoir les membres de la Saskatchewan et pour aider à compenser le coût de la promotion des ventes de taureaux (\$2000). Le calendrier et la promotion des ventes sont devenus très populaires ! La promotion des ventes fait en sorte que les membres Simmental de la Saskatchewan sont bien connus et que les papiers d'enregistrements sont transférés en temps opportun.
- Nous avons concentrés nos efforts sur les ventes spécialisées de veaux d'embouche Simmental partout dans la province où nous tenons des journées d'appréciation Simmental en servant le café et un goûte et en distribuant le matériel de promotion. Nous avons poursuivi avec l'insertion de notre brochure "Simmental – regardez nous maintenant" qui est inclus avec les chèques des encans qui sont envoyés aux producteurs durant le printemps et l'automne. Cette brochure a été conçue pour s'assurer que les gens comprennent l'évolution du Simmental avec la liste des membres actuelle de la Saskatchewan et toutes les dates des ventes de taureaux du printemps et ventes de femelles à l'automne.
- La SSA a assistée à divers expositions durant la saison. Nous étions présents à Prince Albert, Swift Current, Edam, Lloydminster, Yorkton et Saskatoon. Il est encourageant de constater la présence de bovins Simmental de haute qualité à ces expositions.
- La Classique Tiger Lily du SYCSA a été organisée en conjonction avec le salon national SYCSA et également l'Assemblée générale de la SSA à la Foire de Prince Albert, en juillet dernier. Je tiens à féliciter le SYCSA pour l'organisation d'un tel grand événement – travail bien fait !
- La SSA est très occupée à préparer la célébration de notre propre 40e anniversaire. Nous envisageons une célébration lors de notre Assemblée générale, qui se tiendra à Swift Current, en conjonction avec Frontier Days cet été, et également à l'Agribition. Par conséquent, je voudrais vous inviter à l'Agribition, pour nous aider à célébrer ! En espérant vous y rencontrez!

## **MANITOBA SIMMENTAL ASSOCIATION REPORT / RAPPORT DE L'ASSOCIATION SIMMENTAL DU MANITOBA**

*Donalee Jones – Secretary / Secrétaire*

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- 2009 started off with our Annual General Meeting on January 3<sup>rd</sup> at the Royal Oak Inn in Brandon. We continue to host our AGM in conjunction with a number of other beef breeds and it seems to be working well.
- At the AGM the Dolphe Henuset Award was presented to Clement's Bar C Ranch Ltd, and long time directors Neil Carson, Fraser Redpath and Marty Madsen retired from the board and were recognized for their efforts. Scholarships were awarded to Nikki Armstrong and Richard Bramley.
- The MSA has traditionally been involved in both the 4-H program and the Junior Simmental program and this year was no different. On the 4-H end, we gave out 'Simmental' feed tubs to every 4-H member who showed a Simmental influenced animal. Of these 4-Hers we also drew two random names for \$500 vouchers. The first went to Phillip Pettkau of the Windy of the Elm Creek 4-H beef club and the second went to Carter Patterson of the Boissevain 4-H beef club.
- Our summer show was held in Lundar in 2009. A great crowd was on hand and there were nearly 50 heard of Simmental cattle on display. A YCS show was held in conjunction with the main show, and the MSA sponsored a meal for participants and spectators at the fair.
- Our YCS kids once again took part in The Manitoba Youth Beef Roundup, August long weekend 2009. There were clinics for showmanship, grooming, judging and nutrition. There were also competitions for arts, advertising, scrapbooking, marketing and photography. Everyone did an excellent job in representing the Simmental Breed.
- At Manitoba Livestock Expo in November, we hosted our 2<sup>nd</sup> annual "Super Select" show. Exhibitors from the main Simmental show were given the opportunity to enter one of their show string into this event. Board members sold raffle tickets, which gave the ticket holder a chance to win their choice animal from the show, as well as other donated prizes. The main show included 40+ head of Simmental cattle, and we sold 150 tickets for the Super Select, and had 12 head entered. A large crowd was on hand to witness the winner Craig Draper select an entry from Arrow Creek Simmentals as the jackpot.
- The MSA once again sponsored Commercial Producer of the Year Awards, which were presented by both our provincial associations. The Keystone Simmental Association selected the MacDonald Stock Farms and the Pembina Triangle Association recognized Rae & Liz Graham of Holland for their success in using Simmental genetics.

- In 2009 the MSA decided to update our presence in some of the auction marts in the province by purchasing signs at Heartland Brandon and Heartland Virden. It is our intention to try and add a sign in one auction mart per year for the next number of years.
- The 2009 Scholarship Heifer was donated by Broken Oak Black Simmental. They were gracious enough to take her on a milk run and have her on display at various events and sales throughout the year and our ticket sales reflected the increased awareness this brought to our fundraiser. The draw was made at the Shades of the Prairies sale in Brandon on December 15<sup>th</sup> and the heifer was won by Butch Kostaskey of Hamiota. Unfortunately there were no applications for the YCSA scholarship in 2009, so the funds will be held in savings for next year.
- Throughout the year the MSA has a presence and a booth at Manitoba Ag Days, Manitoba's Livestock Expo's Taste of Beef, and the Manitoba Grazing School. We also sponsored events such as the Manitoba Stockman's Club, and the Youth Beef Roundup.
- The Dolphe Henuset Award for 2009 was presented to Preston Stock Farms at our AGM on January 2, 2010.

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- L'année 2009 a commencé avec notre assemblée générale annuelle le 3 janvier au Royal Oak Inn à Brandon. Nous continuons à héberger notre assemblée générale annuelle en conjonction avec un certain nombre d'autres associations de races, et tout semble bien fonctionner.
  - Lors de l'Assemblée générale, le prix Dolphe Henuset a été présenté à Bar C Ranch Ltd de la famille Clement et les directeurs de longue date Neil Carson, Fraser Redpath et Marty Madsen qui ont pris leur retraite, ont été soulignés pour leurs efforts. Les bourses d'études ont été attribuées à Nikki Armstrong et Richard Bramley.
  - L'association du Manitoba a traditionnellement été impliqué avec le programme 4-H et le programme Junior Simmental et cette année n'était pas différente. Au niveau 4-H, nous avons donné à chaque membre qui a montré un animal d'influence Simmental un plat à grain. Nous avons aussi tiré deux certificats-cadeaux de 500 \$ parmi tous ces membres 4-H. Les gagnants sont Phillip Pettkau du club Windy of the Elm Creek 4-H beef et Carter Patterson du club Boissevain 4-H beef club.
  - Notre jugement d'été s'est tenu à Lundar en 2009. Une grande foule s'est déplacée pour assister au jugement des 50 bêtes. Un jugement YCS a aussi eu lieu en même temps, et l'association du Manitoba a commandité un repas pour les participants et les spectateurs.
  - Nos jeunes éleveurs Simmental ont encore une fois participé au Manitoba Youth Beef Roundup, durant le long week-end d'août 2009. Il y avait des cliniques pour le showmanship, préparation d'animaux, expertise et la nutrition. Il y avait aussi des compétitions pour les arts, la publicité, le scrapbooking, la commercialisation et la photographie. Tout le monde a fait un excellent travail et a bien représenté la race Simmental.
  - Lors du Manitoba Livestock Expo en novembre, nous avons tenu notre tirage "Super Select " pour la deuxième fois. Tous les exposants Simmental ont eu la possibilité de nommer un animal à cet événement. Les membres du Conseil ont vendu 150 billets de loterie, qui donnaient aux détenteurs une chance de gagner l'animal de leur choix, ainsi que d'autres prix. Le jugement comptait plus de 40 têtes Simmental dont 12 ont fait parti du Super Select. Le gagnant, Craig Draper a sélectionné l'animal offert par Arrow Creek Simmentals.
  - Une fois de plus, l'association du Manitoba a parrainé deux producteurs commerciaux de l'année, qui ont été nommés par les deux associations régionaux. L'Association du Simmental Keystone a sélectionné MacDonald Stock Farms, et l'association Triangle Pembina a reconnu Rae & Liz Graham de Hollande pour leur réussite en utilisant la génétique Simmental.
  - En 2009, nous a décidé de mettre à jour notre présence dans certains les marchés d'animaux dans la province en achetant des panneaux aux encans de Heartland de Brandon and Heartland de Virden. Il est de notre intention d'essayer d'ajouter un panneau sur un site d'encan par année.
  - Des fonds pour les bourses d'études ont été levés en 2009 par l'entremise d'une loterie consistant d'une génisse offerte par Broken Oak Black Simmental. Non seulement ils ont donné la génisse, mais ils ont fait la promotion du programme à plusieurs événements pendant l'été. Les ventes de billets reflétaient la popularité de notre activité. Le tirage a eu lieu à la vente Shades of the Prairies le 15 décembre et la génisse a été gagnée par Butch Kostaskey de Hamiota. Malheureusement il n'y avait aucune application pour la bourse d'études YCSA en 2009, donc les fonds sont retenus pour l'année prochaine.
  - Tout au long de l'année l'association du Manitoba a tenu une présence et un stand au Manitoba Ag Days, à Expo du Manitoba (concours de bœuf) et à l'école de pâturage du Manitoba. Nous avons aussi commandité des événements tels que Club du Manitoba Stockman et le Youth Beef Roundup.
  - Le prix Dolphe Henuset a été présenté à Preston Stock Farms lors de notre assemblée générale annuelle le 9 janvier 2010

## ONTARIO SIMMENTAL ASSOCIATION REPORT / RAPPORT DE L'ASSOCIATION SIMMENTAL DE L'ONTARIO

*Keitha Harris-Donovan – President / Présidente*

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- Melissa Ledoux has taken on the publishing of the Ontario Advocate which is distributed to all OSA members as well as a growing list of commercial cattlemen. The Advocate continues to operate in the black and is an effective way to advertise to our fellow Ontario Breeders. The Advocate is published in the Spring and Fall. A membership directory is contained in the Fall edition.
  - OSA continued to encourage our members to age verify our calves by supporting a contest for all OSA members as well as all commercial cattlemen in the Province to win a full colour page in the Advocate as well as a prize for a half page in the Ontario Beef magazine produced by the OCA. To enter you had to submit at least one birth record from the CCIA for a 2009 calf. The draw took place at the 2009 Royal and this year's winners were Dennis and Debbie Elliott, DJ Farms and Julius and Donna Rausher, Delta Rho Farms.
  - The OYCS held their Trillium Classic in August at Owen Sound. Thirty three juniors competed showing 45 head of potential Simmental Champions. The Judge for the show was Kevin Brown.
  - The 2009 Futurity Show at the Royal Agricultural Winter Fair was again a success with over 100 entrants.
  - Robson Acres donated a very sharp heifer for our raffle which was won by Victoria McEldon. The proceeds of the Auction continue to support our YCS and 4-H programs throughout the year.
  - OSA continued to participate with a Simmental booth at the Outdoor Farm Show at Woodstock and the International Plowing Match. Thank you to the individuals who take the time to organize and participate in these events.
  - We held a very successful National Show at the 2009 Royal. For the first time there were separate fullblood and pureblood calf classes. This was well received by the breeders and members. In total there were 165 head presented including 53 purebred and 17 fullblood calves. After the Show a reception was held in the barn where we served Ontario Corn Fed Beef. This was followed by the hosting of the CSA Auction which was again supported with a high level of enthusiasm. The National Sale followed and was very successful. Congratulations to Bouchard Livestock and the consignors for the excellent quality of cattle presented.
  - Thank you to all our Members for your continued support of Ontario Simmental.
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- Melissa Ledoux a pris en main la publication de la revue Ontario Advocate qui est distribué à tous les membres d'OSA ainsi qu'une liste grandissante de producteurs commerciaux. Ontario Advocate continue d'être rentable et demeure un véhicule de publicité efficace pour annoncer parmi nos confrères de l'Ontario. Ontario Advocate est publié deux fois par année soit au printemps et à l'automne. Un répertoire des membres est contenu dans l'édition d'automne.
  - L'association de l'Ontario a continué à encourager ses membres à vérifier l'âge des veaux en soutenant un concours pour tous les membres d'OSA ainsi que tous les producteurs commerciaux de la province. Les gagnants se méritent de gagner une page couleur dans la revue Ontario Advocate ainsi qu'un prix pour une demi-page dans la revue Ontario Beef produit par l'OCA. Pour être éligibles, les participants devaient soumettre au moins un record de naissance d'un veau né 2009. Le tirage a lieu eu à la Royal 2009 et les gagnants de cette année étaient Dennis et Debbie Elliott, DJ Farms et Julius et Donna Rausher, Delta Rho Farms.
  - L'OYCS a tenue leur Trillium Classic en août à Owen Sound. Trente trois juniors ont montré 45 têtes devant le juge de la journée M. Kevin Brown.
  - Le concours futurité de la Royal Agricultural Winter Fair était à nouveau un grand succès avec plus de 100 participants.
  - Robson Acres a fait don d'une très belle taure pour notre loterie qui a été gagné par Victoria McEldon. Le produit de la vente aux enchères continue à soutenir notre YCS et les programmes 4-H tout au long de l'année.
  - OSA a continué de participer au salon de la ferme en plein air à Woodstock et International Plowing Match avec un kiosque Simmental. Merci aux personnes qui prennent le temps d'organiser et de participer à ces événements.
  - Nous avons eu un Show National très réussi à la Royal de 2009. Pour la première fois, il y avait des classes distinctes de veaux pour les Fullblood et pour les pur-sang. Cela a été bien accueilli par les éleveurs et les membres. Au total, il y avait 165 têtes présentées y compris les 53 veaux pur-sang et 17 fullblood. Après le jugement, une réception a eu lieu dans les étables où nous avons servi du boeuf de l'Ontario fini au maïs. On a enchainé avec la vente aux enchères de CSA qui a été supportée avec un niveau élevé d'enthousiasme. Suivie d'une vente nationale très réussie. Félicitations à Bouchard Livestock et aux consignataires pour l'excellente qualité d'animaux présentés.
  - Merci à tous nos membres pour votre soutien continu de l'Ontario Simmental.



## RAPPORT DE L'ASSOCIATION SIMMENTAL DU QUÉBEC / QUEBEC SIMMENTAL ASSOCIATION REPORT

*René Larose – Président 2009 / President 2009*

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- L'année 2009 aura été marquée par une nouvelle image de l'Association Simmental du Québec. Suite à un nouveau look en 2008, la revue Simmental Québec a pris le virage en couleurs cette dernière année au grand plaisir des lecteurs et des annonceurs. L'équipe de l'ASQ estime cet outil de promotion essentiel et a jugé opportun d'offrir cette plus value à notre média. Toujours dans l'optique d'une mise à jour du plan de promotion et de communication, l'ASQ prévoit un visage renouvelé à son site Web au cours de la prochaine année.
  - Dans la poursuite de l'atteinte des objectifs aux plans communicationnel et promotionnel, l'Association Simmental du Québec a poursuivi son action au sein de l'industrie bovine québécoise. La vente des taureaux dans les stations d'épreuves a offert une belle visibilité. Les acheteurs de taureaux Simmental ont mis la main sur des sujets de qualité. Plusieurs de nos membres ont également profité d'une belle promotion en vendant leurs taureaux privément à la ferme.
  - Notre programme de promotion s'est également poursuivi dans les divers médias agricoles. Nous avons concentré nos publications dans les journaux à grand tirage et touchant directement les producteurs. Nous avons également tenté d'assurer notre présence au sein du Simmental Country. Nous croyons important de donner des nouvelles sur une base périodique à nos pairs des autres provinces. D'ailleurs, nous sommes fiers d'avoir un représentant de notre province au sein du Conseil d'administration canadien. Nous sommes certains que John Sullivan sera à la hauteur et qu'il représentera bien le Québec.
  - Le circuit des expositions a également offert une vitrine appréciable de la qualité du cheptel québécois. Aux quatre coins de la province, les éleveurs Simmental ont fait valoir leurs meilleurs sujets. La saison s'est conclue en octobre avec la présentation de l'édition 2009 de l'Expo-Bœuf de Victoriaville.
  - Côté marketing, la quatrième édition de la Vente de femelles de l'ASQ tenue en septembre dernier a connu un vif succès. Nos membres ont offert des sujets de qualité. Un merci spécial et de sincères félicitations à l'équipe de la Ferme Gagnon pour cet événement de grande qualité. 2009 marquait la 14<sup>e</sup> édition de la Vente Gagnon et ses invités. Cet événement annuel se veut désormais un rendez-vous de grande envergure au Québec. Chapeau!
  - En terminant, je tiens à souligner l'implication et le travail de nos jeunes éleveurs Simmental. Ils représentent la relève de demain. C'est avec fierté que l'ASQ reconnaît votre travail et votre succès! Je tiens également à remercier le travail du Conseil d'administration pour son appui au cours de l'année. Merci également à Diane Bischof pour son travail au sein de la revue et du site Web. Bonne année Simmental à tous!
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- The year 2009 will be remembered for the new image of the Quebec Simmental Association. Since its new look in 2008, the Quebec Simmental Revue is now in full color, much to the pleasure of its readers and advertisers. The QSA team sees this magazine as an essential promotion tool and took the opportunity to add value to its readers. Always keeping in mind their plan of promotion and communication the QSA foresees a rejuvenation of their website in the next year.
  - In the pursuit to meet their communication and promotion plan objectives the QSA continued their activities within the Quebec Beef Industry. The bull test station sales brought good visibility with their buyers bring home quality Simmental animals. Many of our members also profited from their promoting by selling their bulls privately off the farm.
  - Our promotions program also continued in various agricultural media. We concentrated our publications in newspapers which had great impact and directly targeted the producers. We also tried to ensure our presence within Simmental Country. We believe it is important to send news on a periodic basis to our fellow breeders in other provinces. Furthermore, we are proud to have a representative from our province on the Canadian Simmental Association Board of Directors. We are certain that John Sullivan will be on the level and will represent Quebec well.
  - The show circuit has also offered an appreciable look at the quality of Québec livestock. To the four corners of our province, the Simmental breeders always bring forward their best animals. The season was concluded in October with the 2009 Edition of Expo-Boeuf in Victoriaville.
  - On the marketing side, the fourth edition of the QSA Female Sale was held last September and was a great success. Our members offered animals of quality. A very special thank you and sincere congratulations to the Ferme Gagnon family on this excellent event. The year 2009 marked the 14th edition of the Ferme Gagnon and Guests Sale. This annual event going forward will be known as a high caliber, main event in Quebec. Congratulations!
  - In concluding, I would like to recognize the impact and work of our young Simmental breeders; they represent the future. It is with pride that the QSA recognizes your work and your success! I would like to thank the QSA Board of directors for their support during the year. Thank you also to Diane Bischof for her work with the magazine and website. A good Simmental year to all!

## **MARITIME SIMMENTAL ASSOCIATION REPORT / RAPPORT DE L'ASSOCIATION SIMMENTAL DES MARITIMES**

*Peter Gaunce – President / Président*

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- The Maritime Simmental Association had a great year. There was excellent quality at the exhibitions, with a large number of exhibitors present. The annual Saltwater Classic Sale was well attended as well, with both lookers and buyers. Our Young Canadian Simmental Association show at the NSPE held in Truro Nova Scotia had 38 participants. It was great to see so much interest shown by our youth, with both competing as well as having fun.
- I would like to thank C.S.A. for their continued support and help over the years. I also want to thank the people behind our Maritime Simmental Association, they are just wonderful. Have a great year.

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- L'association Simmental des Maritimes a eu une excellente année avec une qualité exceptionnelle aux expositions provenant d'un grand nombre d'exposants. La vente annuelle Saltwater Classic Sale a réuni plusieurs spectateurs et acheteurs. Notre compétition de jeunes éleveurs Simmental à NSPE tenue à Truro (Nouvelle-Écosse) comptaient 38 participants. C'est formidable de voir tellement intérêt manifesté par nos jeunes qui aiment la concurrence tout en s'amusant.
  - Je tiens à remercier la C.S.A. pour leur soutien continu et leur aide au fil des ans. Je tiens également à remercier les personnes derrière notre Association des Maritimes, elles sont tout simplement merveilleuses. Bonne année Simmental à tous.

**2008-2009 ACTIVE MEMBERS  
Life, Annual and YCS**

*As of December 31, 2009*

Province	2008				2009			
	Life	Annual	YCS	Total	Life	Annual	YCS	Total
<b>British Columbia</b>	39	18	21	78	37	17	22	76
<b>Alberta</b>	328	105	188	621	300	87	183	570
<b>Saskatchewan</b>	167	42	63	272	147	42	58	247
<b>Manitoba</b>	149	29	53	231	131	26	48	205
<b>Ontario</b>	117	62	72	251	109	62	73	244
<b>Quebec</b>	63	46	19	128	55	43	17	115
<b>Nova Scotia</b>	12	9	8	29	12	10	11	33
<b>New Brunswick</b>	5	5	1	11	4	3	1	8
<b>P.E.I.</b>	8	6	9	23	8	5	7	20
<b>Other</b>	10	8	0	18	9	6	0	15
<b>Total</b>	<b>989</b>	<b>330</b>	<b>434</b>	<b>1662</b>	<b>812</b>	<b>301</b>	<b>420</b>	<b>1533</b>

**2005 - 2009  
TOTAL HERD ENROLLMENTS BY PROVINCE**

	2005	2006	2007	2008	2009
<b>Province</b>					
B.C.	991	1,015	917	853	846
Alberta	13,766	12,887	14,124	13,336	12,632
Saskatchewan	6,556	6,308	7,359	7,872	7,684
Manitoba	3,720	3,458	3,333	3,724	3,840
Ontario	1,713	1,558	1,701	1,647	1,639
Quebec	922	965	1,130	1,044	1,107
New Brunswick	127	129	142	158	153
Nova Scotia	207	123	106	112	106
P.E.I.	110	126	148	125	136
U.S.A.	95	87	7	5	2
<b>Total</b>	<b>28,207</b>	<b>26,656</b>	<b>28,967</b>	<b>28,876</b>	<b>28,145</b>

**2005 - 2009  
REGISTRATIONS BY PROVINCE**

	2005		2006		2007		2008		2009	
<b>Province</b>	<b>Male</b>	<b>Female</b>	<b>Male</b>	<b>Female</b>	<b>Male</b>	<b>Female</b>	<b>Male</b>	<b>Female</b>	<b>Male</b>	<b>Female</b>
B.C.	214	323	218	305	203	263	183	231	156	224
Alberta	3415	5593	3718	5361	3591	5188	3196	4443	3364	4525
Saskatchewan	1600	2471	1616	2548	2004	2478	1803	2290	2091	2533
Manitoba	837	1671	958	1607	838	1894	931	1517	792	1451
Ontario	333	1112	314	1028	312	939	265	934	283	968
Quebec	272	536	302	413	302	483	329	556	305	454
New Brunswick	7	58	16	55	14	66	18	50	20	34
Nova Scotia	54	132	27	93	38	108	46	99	33	118
P.E.I.	35	83	15	32	17	49	25	71	26	53
U.S.A.	14	43	14	16	11	13	32	12	8	17
	6,781	12,022	7,198	11,458	7,330	11,481	6,828	10,203	7,078	10,377
<b>Total</b>	<b>18,803</b>		<b>18,656</b>		<b>18,811</b>		<b>17,031</b>		<b>17,455</b>	

**2005 - 2009  
TRANSFERS BY PROVINCE**

	2005		2006		2007		2008		2009	
<b>Province</b>	<b>Male</b>	<b>Female</b>	<b>Male</b>	<b>Female</b>	<b>Male</b>	<b>Female</b>	<b>Male</b>	<b>Female</b>	<b>Male</b>	<b>Female</b>
B.C.	127	51	122	131	115	85	127	92	113	74
Alberta	1845	1541	2369	1750	2278	1645	2240	2556	1980	1480
Saskatchewan	924	426	1060	888	1295	877	1282	769	1288	779
Manitoba	412	518	534	1016	501	704	594	793	556	711
Ontario	119	543	139	712	139	576	107	647	150	642
Quebec	139	136	172	211	169	202	185	221	181	140
New Brunswick	11	29	6	40	4	18	10	14	3	12
Nova Scotia	23	27	24	62	27	33	18	30	18	18
P.E.I.	20	67	7	12	13	39	8	51	12	34
U.S.A.	7	22	3	13	3	10	35	48	4	29
	3,627	3,360	4,436	4,385	4,544	4,189	4,606	5,221	4304	3919
<b>Total</b>	<b>6,987</b>		<b>8,821</b>		<b>8,733</b>		<b>9,827</b>		<b>8,223</b>	