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AGENDA
CANADIAN SIMMENTAL ASSOCIATION
47TH ANNUAL MEETING

Saturday, August 1, 2015

1:00 pm

- President's Welcome, Call to Order – Kelly Ashworth, President
- Moment of Silence
- Guest Introductions
- Approval of Agenda
- Approval of the 46th Annual General Meeting minutes
- First Call for Nominations
- Voting procedures, discussion procedures, etc.
- President's Report – Kelly Ashworth
- General Manager's Report – Bruce Holmquist
- Audited Financial Statements – Maureen Mappin-Smith
- Appointment of Auditors
- Second Call for Nominations
- Committee Reports:
 - Advertising/Promotion and Simmental Country – Lacey Fisher
 - Breed Improvement – Wes Mack
- Young Canadian Simmental Association – Sophie Wotten
- Friends of Canadian Simmental Foundation – Ken Lewis
- Third Call for Nominations
- Election of Directors
- Provincial Simmental Association Reports
- New Business
- Motion to ratify the actions and proceedings of the CSA Board of Directors and Officers for 2014
- Adjournment

PRESIDENTS OF THE CANADIAN SIMMENTAL ASSOCIATION

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 - 10	Dr. Everett Hall, Owen Sound, Ontario
2010 - 11	Rick McIntyre, Churchbridge, Saskatchewan
2011 - 13	Ron Nolan, Markdale, Ontario
2013 - 14	Fraser Redpath, Mather, Manitoba
2014 -	Kelly Ashworth, Oungre, Saskatchewan

CSA BOARD OF DIRECTORS / 2014 - 2015

Kelly Ashworth
President
Oungre, SK

John Sullivan
1st Vice-President
Kazabazua, PQ

Lacey Fisher
2nd Vice-President
Amherst, NS

Maureen Mappin-Smith
Chair of Finance Committee
Byemoor, AB

Blair McRae
Brandon, MB

David Milliner
Dundalk, ON

Lee McMillen
Carievale, SK

Randy Mader
Carstairs, AB

Wes Mack
Estevan, SK

HOST PROVINCE – ONTARIO SIMMENTAL ASSOCIATION BOARD OF DIRECTORS / 2014 - 2015

Tina Hiddink
President
Bloomfield, ON

Dave Milliner
Vice-President
Dundalk, ON

Dan O'Brien
Past President
Winchester, ON

John Pearson
Director
Grafton, ON

Billy Elmhirst
Director
Indian River, ON

Glenn Wotten
Director
Little Britain, ON

Carla Nolan
Director
Balinafad, ON

Dan Munro
Director
Sutton, ON

Dennis Elliott
Director
Staffa, ON

Grace Oesch
Secretary
Wellesley, ON

Debbie Elliott
Treasurer
Staffa, ON

Josh Wooddisse
Member Services Manager
Palmerson, ON

CSA STAFF & CONSULTANTS

Bruce Holmquist
General Manager

Barb Judd
Office Manager

Carla Schmitt
YCSA & Programs Coordinator

Meghan Black
Industry & Member Services Representative

Beth Rankin
Registry & Member Services

Perry Welygan
Registry & Member Services

Devra Leavitt
Reception & Member Services

Jane Crawford
Eastern Canada Simmental Country Sales

Absolute Business Solutions
Rita Ricioppo
Bookkeeping

CREO Episteme Ltd.
Chris Sanford
Information Technology

CANADIAN SIMMENTAL ASSOCIATION

DRAFT MINUTES OF THE 46th ANNUAL MEETING

July 26, 2014, 2 pm
Onanole, Manitoba

CALL TO ORDER

President Fraser Redpath called the meeting to order at 2:20 pm

PRESIDENT'S WELCOME – Fraser Redpath

Welcome to Manitoba, my home province. Great to see lots of familiar faces and overwhelmed at the size of this crowd. We are the number 1 beef breed and we need to keep that message going.

MOMENT OF SILENCE

GUEST INTRODUCTIONS

- New Holland representatives – Tyler Roberts, Business Manager, Claude Lesperance, Hay Specialist
- Past Presidents in attendance – Barry Labatte, Miles Glasman, Ken Lewis, Brian McCarthy, Ron Nolan and Bruce Holmquist
- American Simmental Association Youth Coordinators – Courtney Wesner and Hannah Wine

CSA Board of Directors Introduction

- CSA board – Kelly Ashworth, Randy Mader, John Sullivan, Dave Milliner, Lacey Fisher, Maureen Mappin-Smith, Wes Mack and Deanne Young

APPROVAL OF AGENDA

*MOTION: by Bonnie Glasman, to approve the agenda.
Second, Deanne Young
CARRIED*

APPROVAL OF THE 45TH ANNUAL GENERAL MEETING MINUTES

*MOTION: by Maureen Mappin-Smith, to approve the 45th AGM minutes.
Second, Dan Skeels
CARRIED*

BOARD ELECTION - FIRST CALL FOR NOMINATIONS

Fraser Redpath asked for first call for nominations

- There are three (3) director terms expiring; Fraser Redpath, Kelly Ashworth and Deanne Young
- The following nominees have let their names stand for CSA directors:
 - Kelly Ashworth, nominated by Saskatchewan Simmental Association
 - Deanne Young, nominated by Alberta Simmental Association
 - Blair McRae, nominated by Manitoba Simmental Association
- Fraser called for nominations from the floor

*Everett Olson nominated Lee McMillen
Second, Rick Dequier*

VOTING PROCEDURES

President Fraser Redpath outlined the process being used for discussion and voting

- Meeting will be conducted under Roberts Rules of Order
- Refer to page 11 of AGM report for voting procedures and identification of members
- 58 Voting members people present, plus 54 proxies, for a total of 112 votes

*MOTION: by Brian McCarthy, to appoint Sandy Russell as Parliamentarian.
Second, Deanne Young
CARRIED*

*MOTION: by Dan Skeels, to appoint Margo Cartwright and Sandy Russell as scrutineers.
Second, Larry Barkley
CARRIED*

PRESIDENT'S REPORT – FRASER REDPATH

President Redpath:

- It is a great pleasure to welcome each of you to my home province Manitoba and to the beautiful Elkhorn Resort. A considerable amount of work has been done by Manitoba breeders, and especially the organizing committee to make this weekend an event to remember. I know we will all go home with great memories and my deepest gratitude to you all.
- 2014 will be remembered for several reasons but mainly the fact that the beef business is at a point where many of us have never seen it before. Let's not dwell on it, let's not discuss it at great length, let's soak it in and enjoy what the product we have to offer is doing for the beef industry.
- Your Canadian Simmental Association is led by a board of directors as well as hand selected committee members who have great interest in our breed. The outside input at the Breed Improvement Committee meetings really helps guide us as they sometimes provide input with an "outside in" look rather than an "inside out" view. Hats off to all for all the hard work and dedication.
- 2014 has once again presented a very busy year for BIC as current phase of Simmental Innovations project work is in the stages of finalism. As a result we will have one of the most comprehensive genetic evaluations in the beef industry. This is further enhanced by the strength of our partnership with American Simmental and the considerable data that they provide to our joint genetic evaluation.
- CSA promotion remains focused on the "real world" and the Canadian commercial producer as it has for several years. This approach is what continues to grow our breed in spite of a diminishing North American cowherd.
- The CSA is working closely with the Foundation which has been restructured and will continue to work hard to raise money for Youth and Research and Development. The Foundation Board of Directors is made up of members that are very dedicated to the Simmental breed and give many hours of their time to fill the Foundation's mandate.
- One very important part of our association is the YCS. We currently are working with the National YCS board to make the youth component as strong as we can and to continue to grow the program and ultimately this great breed.
- The CSA continues to be a grassroots member driven association with a board of directors who do appreciate hearing from you the membership. We are fortunate to have a set of staff that is the envy of the industry and that approach their work with a passion and a wealth of industry experience. This combination is a strength that CSA members may underestimate the value of. Our General Manager and office staff continues to be the envy of many associations and their professionalism truly shines a positive light on us as members.
- It has truly been an honor to serve as a CSA board member for five years and ending as Chairman for 2014. Thank you for the opportunity to serve you!

***MOTION: by Gordon Jones, to accept the President's report as presented.
Second, Ron Nolan
CARRIED***

GENERAL MANAGERS REPORT - BRUCE HOLMQUIST

Please read GM report in the AGM book at your convenience. Power Point presentation:

- Mission statement - "To be a leader in the cattle industry through innovative marketing, technology, programs and services while expanding Canadian Simmental genetics worldwide."
- Vision – "To lead the cattle industry by providing member-driven services and innovative technologies through the strength of our diverse breed and our programs."
- Board of Directors and staff members are an excellent group
- Primary areas of focus
 - Breed Improvement Committee – Kelly Ashworth (Chair), Wes Mack, Fraser Redpath, David Milliner, Ken Lewis, Brian Bouchard, Dave Erixon, Darryl Perkin
 - Promotion committee – Randy Mader (Chair), Deanne Young, Lacey Fisher, Maureen Mappin-Smith, John Sullivan (CSA Finance Chair)
- CSA Income expressed in percentages – 54% THE, 16% registrations, 13% services, 6% memberships, 6 % lab, 4% transfers and 2% other income
- CSA Expenses expressed in percentages - 37% salaries, 19% office, 18% promotion, 8% board, staff and committee travel, 7% breed improvement, 6% other, 5% lab services
- Summary of Registration statistics at December 31, 2013 and Canadian Beef Breed Membership and Registrations by Association
- Breed improvement initiatives through Simmental Innovations – meat quality, feed efficiency (RFI) and fertility projects
- Canadian and American jointly have the largest number of association controlled beef genotypes in the world
- Marketing – the CSA office has materials to assist you to promote your cattle
- CSA Levy program and matching grant program basically funds the provincial associations
- Symposium held during 2013 AGM was a very successful event. Reports are found on www.simmentalinnovations.com
- Simmental Country is your magazine
- Bull sale averages in 2013 were extremely positive, we have done very well at increasing market share in a decreasing National cow herd. Customer service is key and we need to keep quality up

- Review of YCSA program was conducted and is the first formal review of the original program that was organized in 1981
- Most thorough review of any junior program in North America
- Board of Directors has adopted review in principle which we will be implementing over the next while
- WSFF update – working toward a second Congress of the Americas.

***MOTION: by Darryl Perkin, to accept the General Manager's as presented.
Second, Gordon Delichte
CARRIED***

AUDITED FINANCIAL STATEMENTS – JOHN SULLIVAN

Highlights of 2013 year-end financial information on page 14 of AGM book:

- Would like to start out with page 25, non-consolidated schedule of statements
 - Excess of revenue over expenses was \$189,205, major differences are lab services for new SNP technology testing and symposium registrations
 - On the expense side most of our lab services were prepaid in 2012 as part of project; BIC expense increase was \$10,000 to RAK for an early release from our contract; symposium expenses part of which also was covered by project
 - Even with the substantial amount of breed improvement project work we are doing, we haven't cut any services or increased any fees which speaks very highly of our association's management
- Page 26 – Simmental Country financials show an overall net revenue of \$15,494
 - Postage costs are increasing
 - Our magazine is holding its own financially however as members we need to keep supporting it
- Page 27 – CAAP project and page 28 ALMA and ADF projects
- Finally page 16 – consolidated statement of operations – overall revenue \$28,683.

***MOTION: by John Sullivan, to approve the CSA financial statements as presented
Second, Larry Barkley
CARRIED***

APPOINTMENT OF AUDITORS

***MOTION: by John Sullivan, to appoint Calvista as auditors for the upcoming year end
Second, Dan Skeels
CARRIED***

SECOND CALL FOR NOMINATIONS

Fraser Redpath made second call for nominations – no nominations received

ADVERTISING/PROMOTION AND SIMMENTAL COUNTRY – RANDY MADER

Pleased to be reporting again for the fourth year

- Introduce Kelly Richardson who is now responsible for Simmental Country advertising in Western Canada
- Committee consists of John, Lacey, Kara, Dee, Maureen, Bruce, Margo and Darryl who meets twice a year
- CSA gained advantages for promotion of the breed through our project work including direct advertising and articles written about our projects which has given us very good exposure and invaluable mention of Simmental over the last three years. The Beef Innovations Symposium had great speakers and very good attendance from other breeds which was another boost for Simmental
- Our relationship with New Holland has been a great promotion for Simmental. Let your New Holland dealer know about our relationship
- CSA looks after national advertising and funds the provincial associations as well for their advertising through our matching grant program
- Our advertising program includes Simmental ads in the Cattlemen and Angus Advantage magazines, Marketing Made Easy booklet that is available free of charge to all Canadian youth beef programs, Simmental calving books, 2014 calendars and Styrofoam cups
- Your sale dates can be included for \$50 in the 2015 calendar we are producing
- We encourage you to support the magazines through advertising. Simmental Country and Commercial Country are two great methods of getting the word out, SC goes to 2600 subscribers; CC goes to 17,000 recipients.

***MOTION: by Randy Mader, to accept the Advertising/Promotion and Simmental Country report as presented
Second, Wade Hannah
CARRIED***

BREED IMPROVEMENT – KELLY ASHWORTH

Chairman Kelly Ashworth:

- The CSA Breed Improvement committee experienced another busy and positive year in 2013. The committee meets twice annually to discuss and evaluate matters pertaining to the Improvement of the Simmental Breed in Canada, with any recommendations made by the committee being forwarded to the CSA Board of Directors for further approval. I would like to thank the committee members for their time and effort they put into attending the BIC meetings and for their valued input into Breed Improvement matters.
- The Simmental Breed continues to move forward in the Beef Industry having enjoyed another very successful Bull Sale season and posting some of the strongest sale averages of any breed. At the commercial level Simmental influenced steers topped many markets during the fall calf run and Simmental influenced heifers once again bringing a premium going back into the industry as replacements.
- A major part of the Breed Improvement agenda in the last 3 years has been the Simmental Innovations project. It is now in its final stage as the data of the cattle on feed at Guelph will be finished in July with the results on Relative Feed Efficiency (RFI) and meat quality to follow and will compile the most comprehensive data set on these traits of any of the major beef breeds. This information will assist in defining which animals are superior in areas such as Relative feed efficiency, Lean Meat Yield and Tenderness.
- The CSA is entering into its second year of using North American multi breed EPDs which includes information from the South African and US Simmental populations, as well as Angus and Red Angus EPDs for genetics in Canada and several other breeds. This is the result of a breed improvement recommendation to the CSA Board of Directors to reestablish a joint North American evaluation that is common to both US and Canadian breeders.
- At the CSA AGM in 2013 a bylaw change was approved by the CSA membership and received final approval by Agriculture Canada as of March 4, 2014 allowing for an upgrading table. This upgrading table to determine Simmental fractions can be viewed on the CSA website.
- The CSA online member site remains very popular amongst breeders as more than 50% of all performance data entries are now submitted online. It provides instant reporting of calving and performance data as well as inventory updating and other reporting features to assist you to register your cattle. If you would like to sign up for the online system, please contact the CSA office.
- The CSA continues to keep its members informed on current programs and initiatives through regular articles in the Simmental Country and E-news updates. Information on current programs such as the Ultrasound/ Genotyping Incentive Program where members can save on the cost of Ultrasounding and Genotyping animals when it is done as a package has been covered through these updates. Please take the time to read these articles and updates as it is everyone's responsibility to be informed on the happenings of breed improvement.
- The Simmental breed is very well positioned to move forward and be a major influence in the North American beef industry. We are a breed that is both performance oriented and maternally strong. Leading edge investment by our breeders and the association in technology and research will only help to strengthen our position in the industry.

***MOTION: by Kelly Ashworth, to accept the Breed Improvement report as presented
Second, Darryl Snider
CARRIED***

SIMMENTAL INNOVATIONS UPDATE - SANDY RUSSELL

- Largest industry led beef cattle genomics project done in the world
- The two major questions that many want answered are: What was accomplished and what can you, as breeders, do with this information going forward?
- Two major projects that CSA led in addition to the many that CSA was a partner in:
 - federally funded CAAP which ended March 31, 2014
 - Meat Quality project will wrap up September 30, 2014
- Accomplishments
 - Simmental Innovations is broad based breed improvement initiative, will continue to do work and see innovations out of many projects
 - stayability EPD was developed and is being utilized by ASA for further improvement of this measure within the multi breed evaluation
 - to date CSA has genotyped 15,792 Simmental animals. No other breed association in the world has done that and maintained control of the data for its members. Historical bulls were important to do for accurate training population and development of prediction equations.
 - RFI data on 1640 animals, no other breed has this extensive dataset which is now being analysed at Guelph
 - carcass and meat quality data on 2660 animals. Phenotypic data type combined with genotype is a huge value going forward
 - Urge members to Interact with Dorian Garrick who is a master of beef cattle genetics
- As a breeder what should you do going forward?
 - same approach as association did. At the very least pull hairs on your cow herd and label samples if you ever want it or need it you then have access to DNA. High density on high influence animals in your herd. Tests are changing so rapidly that the high density test has already gone from 50k to 80k.

- Young animals that you think will be good and have an influence in the breed, do a low density test even if they do not have a big impact yet. Imputation can be done from low density to high density.
- There is funding available right now for DNA testing to be done at a reduced cost. Must order kits by October 15 and send them to the lab by November 30 to qualify.
- We realize turn-around time is an issue; CSA is working to address these issues but the new reality for the more intensive tests is at least four weeks for results
- In the world of genotypes, phenotype is king however don't think genotype is the end- all as we need both. Be involved in THE, continue to send in the phenotype data.
- Become educated in genomics, next step is getting breeders to buy into it. Get the word out to your commercial bull buyers so they know the value you have put in
- Coat colour and polled tests - next panel that's coming out will have those gene markers. Working on ensuring accuracy of results and that they will not impede turn-around time

YOUNG CANADIAN SIMMENTAL ASSOCIATION – TIFFANY PETERS

YCSA President Tiffany Peters:

- The 2013 National Board consists of Tiffany Peters, National President; Sophie Wotton, Vice President; Andie Hadway, Executive Officer; Sara Van Sickle, Alberta President; Emily Hickson, Manitoba President; Danielle Sullivan; Ontario President; Tiffany Peters, Saskatchewan President; Heather Creamer, Maritime President; Krista Whalen, Quebec President.
- 2013 proved to be successful and progressive year for the YCSA program. The YCSA held 6 classics across the country.
 - Saskatchewan Tiger Lily Classic, Prince Albert, Saskatchewan
 - National YCSA Classic, Okotoks, Alberta
 - Quebec Junior Beef Show, Brome, Quebec
 - Manitoba Youth Beef Round Up, Neepawa, Manitoba
 - Maritime Classic, Truro, Nova Scotia
 - Ontario Trillium Classic, Toronto, Ontario
- 2013 had many highlights for the YCSA with one of the most important being a major increase in membership after making it mandatory that any youth participating in a National or Provincial Classic must be a YCSA member. In 2013 the YCS board decided that the Overall Aggregate and the Overall Showman from the National YCSA Classic would be awarded the opportunity to participate in the 2013 American Junior Simmental Association National Summit Leadership Conference in Stillwater, Oklahoma in July. The two juniors that attended were Krista Whalen from Quebec and Connor Morse from Nova Scotia. YCSA coordinator Emily Grey accompanied Krista and Connor to the Leadership Conference.
- Throughout the year the board met on a regular basis, via conference call to discuss the direction and activities of the YCSA. The financials, advertising and SWOT (strengths, weaknesses, opportunities and threats) were the main areas discussed on the calls. The 2013 budget was reviewed and discussed and funds were allocated where needed, with no significant change from the 2012 numbers. A YCSA section was included in the monthly CSA e-newsletter and we used the Simmental Country to promote our events across the country. We encouraged the provincial YCS associations to forward event happenings and YCSA stories to the National Board so they could be included in these avenues. 2013 brought a new fundraiser for the YCSA in the form of semen and embryo donations. The calendar fundraiser had "ran its course" and something new was set in place. The National Board discussed doing a one-day auction to sell semen and embryos with all the proceeds going to the YCSA however this was not feasible. After talking with the sale management groups across Canada, it was decided to gather semen and/or embryo donations and sell them in a sale at various provincial events. The seller would have coverage in the Simmental Country, the CSA e-newsletter and in the sale catalogue for that sale. All proceeds would go directly to the National YCSA. Semen was gathered from across the country and we found this fundraiser to be a great success.
- 2013 was a successful year for the YCS program in Canada and I would like to thank the YCS Board of Directors for their time and efforts as well as Emily Grey who assisted in so many ways. I would also like to thank those who supported the YCSA program financially; without your collective support the YCS would not be the ongoing success that it has been for so many years.
- Your continued support is appreciated

***MOTION: by Tiffany Peters, to accept the Young Canadian Simmental Association report as presented.
Second, Lacey Fisher
CARRIED***

FRIENDS OF SIMMENTAL FOUNDATION – KEN LEWIS

Thanks to the Manitoba Simmental Association for taking the initiative to find such a great location to hold the AGM

- We have changed the name to The Friends of Canadian Simmental Foundation and are restructuring a seven year old foundation and see positive things coming.
- This is our ninth foundation auction which has generated close to \$200,000 to date, most of which has gone to the YCSA. There are people ready to make contributions into the Foundation going forward and there is a real

bright future. Long term projects will benefit the industry and YCSA will continue to see benefits as we go down the road

- Thanks to New Holland, not just for the contribution to Foundation but to also to CSA.
- Another major component has been the heifer donation, big thanks to Vaughn Gibbons, Marlin LeBlanc and this year the Bonchuk family
- Thanks to Foundation directors and CSA staff for all the work. .

***MOTION: by Marlin Leblanc, to accept Ken Lewis' Friends of Simmental Foundation report as presented.
Second, Blair McRae
CARRIED***

President Fraser Redpath thanked the Bonchuk's for their commitment to breed

THIRD AND FINAL CALL FOR NOMINATIONS

Fraser made 3rd call for nominations – no nominations received.

***MOTION: by Lyle Forden, to close nominations for the CSA Board of Directors
Second, Dan Skeels
CARRIED***

Nominees:

Deanne Young, Breton, AB

- Thanks to the Manitoba Simmental Association
- I have been to lots of AGMs with my family, husband Rob and daughters. My Dad was involved in Simmental so I tagged along with him. My husband Rob and I continue along with our kids who are also involved. The breed has given us a great lifestyle
- I have given up other volunteer activities and since our family is grown I would like to give back as the breed has given us a great lifestyle
- I have been a member of the original National YCSA board and co-chair for the Foundation auction committee. I see great things in the future for the Foundation and we are just in the infancy stage
- I have enjoyed the past three years and would love to enjoy another three.

Kelly Ashworth, Oungre, SK

- Our family has been on the same farm for 104 years
- Our two boys are getting involved and it is encouraging to see them participate in the family operation
- We run a large grain farm, calf 300 cows and have an annual bull sale
- I have enjoyed being on the board the past three years and seek your support again

Blair McRae, Brandon, MB

- I operate Mar Mac farms, a fourth generation farm, with my wife and children
- Grain and cattle operation with 200 purebred cows
- Was a founding YCSA member and strongly believe in the youth
- Past president of MSA
- Can commit 110%

Lee McMillen, Carievale, SK

- Own and operate McMillen Ranching Ltd with Dad and brother Dave
- Dad started using Simmental semen in 1969 and imported a Fullblood cow in 1970
- Register almost 800 females in two breeds
- Wife Erin and I have two children
- Thank you to MSA for hosting this event
- Have been involved with Saskatchewan Simmental board, president for two years of the Saskatchewan Stock Growers, Agribition Commercial Committee and have judged shows across Canada so have seen a lot of good cattle
- Beef business is in great shape and Simmental market share has a big footprint
- Appreciate the opportunity for allowing me to run

PROVINCIAL SIMMENTAL ASSOCIATION REPORTS

***MOTION: by Blair McRae, to accept all the provincial reports in their entirety as printed
Second, Wes Mack
CARRIED***

NEW BUSINESS

MOTION: by Miles Glasman, to ratify the action and proceedings of the CSA Board of Directors for the year 2013.

***Second, Ron Nolan
CARRIED***

Election Results (by ballot)

- three duly elected directors are
 - **Kelly Ashworth**
 - **Blair McRae**
 - **Lee McMillen**

***MOTION: by Gordon Deliche, to destroy the ballots
Second, Gordon Jones
CARRIED***

Retiring Directors

- Kelly Ashworth presented a past president gift to Fraser Redpath thanking him for all his work as a fair minded person and great to work with
- Fraser Redpath presented Deanne Young with a past director gift and thanked her for her contribution to the board

2015 AGM

- Tina Hiddink, on behalf of Ontario Simmental Association, invited the CSA and YCSA membership to Lindsay, Ontario, 2015 for the 2015 CSA Conference and Junior Show, tentative Aug 6 – 8
- Tina also extended an invitation to the National Simmental Show at Royal Winter Fair, November 8, 2014

MOTION: by Larry Barkley, to adjourn the meeting at 4:25 pm

VOTING PROCEDURES AND IDENTIFICATION OF MEMBERS

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 PRESIDENT'S REPORT

Kelby Ashworth

2014 has proven to be another good year for Simmental and Simmental breeders across Canada. The continued high level of interest in our breed has again led to sale averages that for the most part reflect increases as well as increases in the number of head sold. A strong testament to the popularity of our breed and the ability of our breeders to produce a high quality "in demand" product and maintain or increase commercial market share at a time when cow numbers are the lowest they have been in decades. Even with cautious optimism one would have to believe that the Simmental breed is well positioned to play a major role in rebuilding the North American cow herd.

Financially the CSA is on solid ground, again showing a profit on operations as well as a good return on CSA investments in 2014. The profit on operations is a reflection of strong THE enrollments and registrations as well as an increase in transfers. This steady CSA revenue activity has allowed the CSA to keep registration fees, other than on percentage cattle, the same for the last 4 years. I would very much like to thank New Holland for their major sponsorship again in 2014. They have also graciously been a featured donator in the Friends of Canadian Simmental Foundation auction the last 2 years. Thank you for your support of the promotion of our breed.

It has again been a busy year at the CSA board level. The CSA board of directors meets twice annually, spring and fall as well as holding conference calls during the year as necessary. The breed improvement and promotion committees also meet spring and fall and deal with a full slate of issues at every meeting. I would like to thank the CSA directors for their dedication to the Simmental breed and for the time and effort that they donate to deal with CSA matters. Also thank you to the appointed members that sit on the breed improvement committee as their input is highly valued as we work through breed improvement issues.

A very important part of any breed association is youth. 2014 saw some restructuring of the YCSA program with a new YCSA coordinator being hired as well as a YCS review committee being set up at the CSA board level. The committee consists of Blair McRae as chairman, Lacey Fisher as CSA director rep, YCSA President Sophie Wotten, YCSA coordinator Carla Schmitt, FCSF Chairman Ken Lewis and myself as CSA President. This committee also meets at the time of board meetings as well as having numerous conference calls during the year with a mandate to assist and improve communications and organization with the YCSA. Thank you to everyone for your time and effort on this committee.

Congratulations to CSA award recipients in 2014. Semex was presented with the Golden Book Award while Don and Bea Bates, John Draper and La Ferme Bishof were Hall of Fame Award Recipients. Congratulations to all and thank you for your efforts in promoting and improving Canadian Simmental.

The CSA is very fortunate to have a dedicated and hardworking staff and general manager. Many times we, as breeders, don't fully realize the amount of effort and organizational skills that it takes to run a breed association while always striving to be efficient and cost effective for the association and members. I would like to thank all of our CSA employees for their part in helping make our breed a success.

It has been an honor to serve as CSA President this past year. I would thank the CSA Board of directors for their contributions in helping to keep our breed moving forward. It has taken the contributions of many to make our breed the success that it is and it will take the contributions of many more of the same to grow our breed in the future.

GENERAL MANAGER'S REPORT

Bruce Holmquist

2014 was another exceptional year for the Simmental Breed in Canada as well as for the Canadian Simmental Association (CSA). Simmental bull sales were again very strong and sales results reported to the Simmental Country once more showed the strong acceptance that the breed is enjoying in commercial cow-herds across the country. Exceptional demand was also seen for Simmental females through the run of fall sales as we saw new Simmental breeders begin their herds as well as established breeders make purchases to strengthen their programs. Though cow numbers across North America continue to be at historic lows, the demand for Simmental genetics continues to increase due to the efforts of you the breeders, sales managers and CSA programming.

Throughout its history the CSA has benefitted from strong leadership especially in the position of President and in 2014 Fraser Redpath completed his term as CSA President and incoming President Kelly Ashworth was joined by John Sullivan as First Vice-President and Lacey Fisher as Second Vice-President. Thank you to these individuals for your outstanding commitment to the CSA and its members; your interest and focus on all areas of CSA activities has guided us and allowed us to build upon the strong foundation that past CSA boards of directors have left behind. Like all CSA members, your CSA directors are busy with their own operations and personal lives however they take time out of their hectic schedules to volunteer and provide direction to the CSA. It is not an easy task serving as a director of a national organization and it is sometimes challenging to ensure regional interests don't overshadow the big picture. You have been successful in focusing on making decisions for the good of all and the balance and sound decision-making that you have followed has created positive direction for the breed.

The CSA again realized an operational surplus in 2014 as a result of increased registry activity combined with prudent spending. This has allowed us to maintain, and in some areas to increase service without increasing costs to you the member. Another success that has contributed is the partnership we entered into with New Holland Agriculture. This relationship continues to provide support to the CSA that is outside our traditional revenue streams; we thank New Holland for their confidence in our programming and look forward to maintaining that relationship for the benefit of both parties.

For the most part, all programming at CSA falls into three categories; breed improvement, promotion, and youth. Through various committees, input is provided to the CSA board and staff and the dedication from all who are involved is appreciated. Along with this more internal structure, CSA also supports numerous relationships within the entire beef industry. As a result of this mandate, we have been a part of several industry committees and working groups which deal with topics such as animal health, livestock traceability, trade, as well as many other industry issues. It is important that the seed-stock sector has a voice at these tables and CSA has taken a leadership role in covering the many bases on your behalf. CSA has been an active part of the International Livestock Congress, Canadian Cattlemen's Association (CCA) meetings, Cattlemen's Young Leaders (CYL), Canadian Beef Breeds Council meetings, Beef Improvement Federation and Livestock Markets Association of Canada convention.

A considerable amount of resources have been focused in the area of genetic improvement and last year the CSA completed our first round of Simmental Innovations research that provided breeders with genotypes, relative feed intake, carcass and meat quality data on Simmental genetics at a scale that rivals any other breed in any country around the world. Through this work and the partnerships CSA has established, we are better positioned to move the industry forward through identifying superior and more predictable genetics. As a result of this industry-leading initiative we stepped out ahead of most of the breed associations who have now adopted some of CSA's research initiatives. While the CSA board has decided to step back from further research initiatives on Canadian Simmental cattle we should always remember that the CSA is the only entity that is committed to and responsible for providing the tools to advance the breeding programs of its members and ultimately improve the Canadian beef industry. While we have taken an aggressive approach in the past we need to continue to have commitment to true genetic improvement of the Simmental breed.

The CSA is very fortunate to have a dedicated compliment of staff whose commitment to the Simmental breed plays a very significant part of our success. All of our staff members are very dedicated to their work and I am proud of the service that we offer to our membership through them. As with any business we may not get it right the "first time - every time" however the decades of knowledge and experience that CSA staff supplies is invaluable in this age of ever changing and growing needs for service. We always attempt to do our best to work for you!

Canadian Simmental has implemented many new and exciting initiatives over the past several years and as a result has become the envy and model for many. Change does not come without its critics; however it is very hard to argue the inroads that Canadian Simmental has made over the past decade and the successes that have been achieved on many fronts. This will continue as long as we as an Association and as Simmental breeders focus on tangible programming, combined with strong leadership and the end goal of moving the cattle industry forward.

INDEPENDENT AUDITOR'S REPORT

To the Members of the Canadian Simmental Association:

We have audited the accompanying consolidated financial statements of the Canadian Simmental Association which comprise the consolidated statement of financial position as at December 31, 2014, and the consolidated statements of operations, changes in net assets, cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these consolidated financial statements in accordance with Canadian accounting standards for not-for-profit organizations and for such internal control as management determines necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these consolidated financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audits to obtain reasonable assurance about whether the consolidated financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the consolidated financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the consolidated financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the consolidated financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the consolidated financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion the consolidated financial statements present fairly, in all material respects, the financial position of the Canadian Simmental Association as at December 31, 2014, and its financial performance and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Calgary, Alberta
June 29, 2015

signed "Calvista LLP"
Professional Accountants

CANADIAN SIMMENTAL ASSOCIATION
Consolidated Statement of Financial Position
As at December 31, 2014

	2014	2013
Assets		
Current		
Cash and cash equivalents	\$ 564,015	\$ 677,124
Marketable securities (Note 2)	797,096	834,066
Accounts receivable	113,591	51,242
Prepaid expenses	27,268	19,689
	1,501,970	1,582,121
Due from related party (Note 3)	-	5,709
Property and equipment (Note 4)	24,883	29,908
	\$ 1,526,853	\$ 1,617,738
Liabilities		
Current		
Accounts payable and accrued liabilities	\$ 51,855	\$ 117,137
Goods and services tax payable	17,611	1,691
Deferred revenue (Note 5)	36,246	258,085
	105,712	376,913
Net assets		
General fund	1,396,258	1,210,917
Invested in property and equipment	24,883	29,908
	1,421,141	1,240,825
	\$ 1,526,853	\$ 1,617,738

APPROVED ON BEHALF OF THE BOARD OF DIRECTORS

_____ Director

_____ Director

The accompanying notes are an integral part of these financial statements

CANADIAN SIMMENTAL ASSOCIATION
Consolidated Statement of Operations
Year Ended December 31, 2014

	2014	2013
Revenue		
Total herd enrolment	\$ 614,775	\$ 628,595
Simmental Country Magazine (Schedule 2)	360,602	396,454
Registrations	192,051	194,452
CAAP project (Schedule 4)	175,767	785,740
ALMA/ADF Project (Schedule 5)	163,878	619,343
Lab services	110,179	104,694
Memberships	72,175	70,041
Other services	45,856	43,665
Transfers	39,190	30,855
New Holland sponsorship	32,000	-
Legacy reimbursements	17,900	34,103
YCSA(Schedule 3)	5,712	-
Symposium sponsorship	-	50,670
Symposium registrations	-	11,770
Research reimbursement	-	6,950
	1,830,085	2,977,332
Expenses		
Salaries and employee benefits	402,575	365,570
Simmental Country Magazine (Schedule 2)	390,318	400,960
CAAP project (Schedule 4)	229,733	961,756
ALMA/ADF Project (Schedule 5)	116,662	619,343
Provincial promotion funding	112,072	116,346
Travel	90,963	76,703
Lab service	72,170	10,379
Computer	69,817	57,894
Breed improvement	45,040	81,135
Advertising and promotion	42,854	33,872
Professional fees	34,393	14,500
Utilities, property taxes and insurance	34,064	33,409
Bank charges	29,202	27,850
Office	22,994	22,701
Postage and freight	21,787	22,275
Amortization	19,430	16,076
Telephone	11,170	13,225
YCSA (Schedule 3)	9,352	-
Repairs and maintenance	9,254	8,143
Annual general meeting	8,160	6,419
Symposium	-	56,462
Research contributions (Note 8)	-	18,536
Sponsorship to YCSA (Note 3)	-	10,000
	1,772,010	2,973,554
Other income(expenses)		
Interest	23,641	20,831
Realized loss on marketable securities	(4,048)	(1,711)
Unrealized gain on marketable securities	31,452	5,787
	51,045	24,907
Excess of revenue over expenses	\$ 109,120	\$ 28,685

The accompanying notes are an integral part of these financial statements

CANADIAN SIMMENTAL ASSOCIATION
Consolidated Statement of Changes in Net Assets
Year Ended December 31, 2014

	General fund	Invested in property and equipment	2014 Total	2013 Total
Balances, beginning of year	\$ 1,210,917	\$ 29,908	\$ 1,240,825	\$ 1,212,140
Transfer of YCSA fund (Note 3)	71,196	-	71,196	-
Investment in property and equipment	(14,788)	14,788	-	-
Excess (deficiency) of revenue over expenses	128,933	(19,813)	109,120	28,685
Balances, end of year	\$ 1,396,258	\$ 24,883	\$ 1,421,141	\$ 1,240,825

The accompanying notes are an integral part of these financial statements

CANADIAN SIMMENTAL ASSOCIATION
Consolidated Statement of Cash Flows
Year Ended December 31, 2014

	2014	2013
Operating activities		
Excess of revenue over expenses	\$ 109,120	\$ 28,685
Transfer of YCSA Fund	71,196	-
Transfer of Trevor Vance scholarship	(14,396)	-
Items not affecting cash:		
Amortization	19,811	16,609
Realized loss on marketable securities	4,048	1,711
Unrealized gain on marketable securities	(31,452)	(5,787)
	158,327	41,218
Changes in non-cash operating working capital:		
Accounts receivable	(62,349)	17,555
Prepaid expenses	(7,579)	(11,403)
Accounts payable and accrued liabilities	(65,285)	(10,573)
Goods and services tax payable	15,921	(19,804)
Deferred revenue	(207,443)	57,511
Cash flow from (used by) operating activities	(168,408)	74,504
Investing activities		
Purchase of property and equipment	(14,788)	(9,807)
Purchases of marketable securities	(368,249)	(368,682)
Proceeds on disposal of marketable securities	432,627	352,338
Cash flow from (used by) investing activities	49,590	(26,151)
Financing activity		
Advances from related party	5,709	42,441
Cash flow from financing activities	5,709	42,441
Increase (decrease) in cash and cash equivalents	(113,109)	90,794
Cash and cash equivalents, beginning of year	677,124	586,330
Cash and cash equivalents, end of year	\$ 564,015	\$ 677,124
Consisting of:		
Operating account	\$ 467,743	\$ 668,867
Broker account	96,272	8,257
	\$ 564,015	\$ 677,124

The accompanying notes are an integral part of these financial statements

CANADIAN SIMMENTAL ASSOCIATION
Notes to the Consolidated Financial Statements
Year Ended December 31, 2014

Description of organization

The Canadian Simmental Association (the "Association" or "CSA") was formed for the encouragement, development and regulation of breeding of Simmental cattle in Canada. The Association was incorporated under the Federal Animal Pedigree Act on February 20, 1969 which imposes rules of conduct on the Association and its members acting as purebred livestock breeders.

These consolidated financial statements include the accounts of the Canadian Simmental Association and its wholly owned subsidiaries, Simmental Country (1997) Ltd. The Young Canadian Simmental Association ("YCSA"), a youth program managed by the Association is included in consolidated financial statements. All inter-company balances and transactions have been eliminated.

1. Significant accounting policies

Management has prepared the consolidated financial statements of the Association in accordance with Canadian Accounting Standards for Not-for-Profit Organizations ("ASFNPO"). The consolidated financial statements have, in management's opinion, been properly prepared using careful judgment with reasonable limits of materiality and within the framework of significant accounting policies summarized below.

(a) Measurement uncertainty

The preparation of consolidated financial statements in conformity with ASFNPO 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. Examples of such estimates include amortization of property and equipment, estimated useful life of capital assets, application of revenue recognition policies and accrued liabilities.

(b) Cash and cash equivalents

The Association considers all investments with maturities of three months to be cash and cash equivalents.

(c) Marketable securities

Marketable securities include bonds, T-bills, term deposits, preferred shares and common shares of publicly traded entities. These investments are classified as held for trading and therefore measured at fair value.

(d) Property and equipment

Property and equipment are stated at cost less accumulated amortization. Amortization is provided on a straight line basis over their estimated useful lives as follows:

Condominium	20 years
Condominium improvements	10 years
Computer equipment/software	3 years
Furniture and fixtures	10 years
Publishing rights	10 years

The Association regularly reviews its property, plant and equipment to eliminate obsolete items.

CANADIAN SIMMENTAL ASSOCIATION
Notes to the Consolidated Financial Statements
Year Ended December 31, 2014

(e) 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, registration 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 income and classified as a current liability.

(f) Income taxes

The Association and its wholly owned subsidiaries are not-for-profit organization under section 149.1(l) of the Income Tax Act and is therefore not subject to income taxes as long as it maintains its not-for-profit status.

(g) 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.

(h) Financial instruments

Financial instruments are recorded at fair value when acquired or issued. In subsequent periods financial assets with actively traded markets are reported at fair value, with any unrealized gains and losses report in income. Cash and marketable securities are measured at fair value. All other financial instruments are measured at amortized cost. The financial instruments measured at amortized cost include accounts receivable, accounts payable and due from related parties.

The fair value of a financial instrument is the estimated amount that the Association would receive or pay to settle a financial asset or financial liability as at the reporting date. The fair values of accounts receivable, accounts payable and due to related parties approximate their carrying values due to their short term nature.

2. Marketable securities

Marketable securities include bonds, T-bills, term deposits, preferred shares and common shares of publicly traded entities. The bonds, T-bills and term deposit earn interest at rates which vary from 1.80% to 7.50% (2013 – 1.80% to 7.50%). These investments mature at various dates from February 2015 to June 2019.

CANADIAN SIMMENTAL ASSOCIATION
Notes to the Consolidated Financial Statements
Year Ended December 31, 2014

3. Related party

	<u>2014</u>	<u>2013</u>
The Friends of Canadian Simmental Foundation <i>Common directors and management</i> Sponsorship	\$ -	\$ 10,000

These transactions are in the normal course of operations and are measured at the exchange amount, which is the amount of consideration established and agreed to by the related parties.

	<u>2014</u>	<u>2013</u>
Due from The Friends of Canadian Simmental Foundation Research and development	\$ -	\$ 5,709

Advances from the related party are non-interest bearing, unsecured and have no set repayment terms.

As of August 31, 2014, the board of directors has approved a transfer of \$71,196 of YCSA funds from The Friends of the Canadian Simmental Association to be under the responsibility of the Association, as required under the bylaws.

The board of directors has approved the transfer of \$14,396 from the externally restricted Trevor Vance scholarship to be managed by The Friends of Canadian Simmental Foundation.

4. Property and equipment

	<u>Cost</u>	<u>Accumulated amortization</u>	<u>Net 2014</u>	<u>Net 2013</u>
Condominium	\$ 235,999	\$ 235,999	\$ -	\$ -
Publishing rights	233,000	233,000	-	-
Computer equipment/software	230,188	223,577	6,611	18,110
Furniture & fixtures	164,382	163,049	1,333	-
Condominium improvements	66,058	49,119	16,939	11,798
	<u>\$ 929,627</u>	<u>\$ 904,744</u>	<u>\$ 24,883</u>	<u>\$ 29,908</u>

5. Deferred revenue

	<u>2014</u>	<u>2013</u>
Meat Quality Project (Note 8)	\$ -	\$ 114,446
CAAP contribution	-	95,239
Trevor Vance scholarship	-	14,396
Member deposits	22,592	24,069
Advertisements	-	643
Magazine subscriptions	5,054	5,442
Auction market calendar	8,600	3,850
	<u>\$ 36,246</u>	<u>\$ 258,085</u>

CANADIAN SIMMENTAL ASSOCIATION
Notes to the Consolidated Financial Statements
Year Ended December 31, 2014

The grants received from the Alberta Livestock and Meat Agency Ltd. (ALMA) and the Agriculture Development Fund (ADF) are externally restricted for spending in the related projects and are deferred to the subsequent years to recognize revenues when the related expenses are incurred.

Deferred contributions:	2014	2013
Meat Quality Project		
Deferred contribution, beginning	\$ 114,446	\$ 170,809
Contributions received/receivable	49,432	562,980
Contributions used for project expenses	(163,878)	(619,343)
Deferred contribution, ending	\$ -	\$ 114,446
CAAP		
Deferred contribution, beginning	\$ 95,239	\$ -
Contributions received/receivable	80,528	880,979
Contributions used for project expenses	(175,767)	(785,740)
Deferred contribution, ending	\$ -	\$ 95,239

6. Financial instruments

The Association's financial instruments include cash, marketable securities, accounts receivable, due from related parties and accounts payable. It is management's opinion, that the Association is not exposed to significant risks arising from these financial instruments with the exception of the risks noted below.

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.

7. 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 June 1, 2012 to May 31, 2017.

CANADIAN SIMMENTAL ASSOCIATION
Notes to the Consolidated Financial Statements
Year Ended December 31, 2014

8. Grants

The Association has been approved for a research grant of up to \$1,700,000 from the Canadian Agriculture Adaptation Program (CAAP) to be paid in quarterly installments from April 1, 2011 to March 31, 2014. The objective of the project is to develop genomic and genetic prediction tools designed to improve fertility, feed efficiency, carcass and meat quality of Simmental cattle. The Association will collect DNA & phenotypic data, conduct whole genome scanning and imputation, and develop and disseminate a series of genetic prediction tools that will allow Canadian Simmental cattle breeders to identify, select and breed cattle that have greater fertility and mothering ability, growth and feed efficiency to produce a more desirable beef product. As of December 31, 2014 the project was completed and all installments of the grants have been received.

The Association has been approved for research grants up to a maximum of \$375,000 each from ALMA and the ADF for the completion of the Meat Quality Project. The funding from ALMA is released in 4 installments and the funding from ADF is released in 3 installments upon completion of specific requirements. The objective of the Meat Quality Project is to extend and complement the phenotypic and genotypic dataset with a focus on Western Canada sourced cattle and ensure that the technologies developed in the complimentary project are of sufficient accuracy that can be directly included into beef breeding programs that include a carcass and meat quality focus. As of December 31, 2014 the project was completed and all installments of the grants have been received with the exception of the final installment payments of \$28,660 for ADF and \$20,772 for ALMA which are recorded in accounts receivable.

CANADIAN SIMMENTAL ASSOCIATION
Schedule 1 - Canadian Simmental Association
Non-Consolidated Schedule of Operations
Year Ended December 31, 2014

	2014	2013
Revenue		
Total herd enrolment	\$ 614,775	\$ 628,595
Registrations	192,051	194,452
Lab services	110,179	104,694
Memberships	72,175	70,041
Other services	45,856	43,665
Transfers	39,190	30,855
New Holland sponsorship	32,000	-
Legacy reimbursements	17,900	34,103
Symposium sponsorship	-	50,670
Symposium registrations	-	11,770
Research reimbursement	-	6,950
	1,124,126	1,175,795
Direct expenses		
Salaries and employee benefits	402,575	365,570
Provincial promotion funding	112,072	116,346
Travel	90,963	76,703
Lab service	72,170	10,379
Computer	69,817	57,894
Advertising and promotion	62,854	53,872
Breed improvement	45,040	81,135
Professional fees	34,393	14,500
Utilities, property taxes and insurance	34,064	33,409
Bank charges	29,202	27,850
Office	22,994	22,701
Postage and freight	21,787	22,275
Amortization	19,430	16,076
Sponsorship to YCSA	15,000	10,000
Telephone	11,170	13,225
Repairs and maintenance	9,254	8,143
Annual general meeting	8,160	6,419
Symposium	-	56,462
Research contributions	-	18,536
	1,060,945	1,011,495
Other income		
Interest	23,641	20,831
Realized loss on marketable securities	(4,048)	(1,711)
Unrealized gain on marketable securities	31,452	5,787
	51,045	24,907
Excess of revenue over expenses	\$ 114,226	\$ 189,207

CANADIAN SIMMENTAL ASSOCIATION
Schedule 2 - Simmental Country Magazine
Non-Consolidated Schedule of Operations
Year Ended December 31, 2014

	<u>2014</u>	<u>2013</u>
Revenue		
Advertising	\$ 310,773	\$ 350,067
Other	43,231	39,726
Subscriptions	26,598	26,661
CAAP project	14,257	-
	<u>394,859</u>	<u>416,454</u>
Direct expenses		
Printing	181,711	186,041
Salaries and employee benefits	114,075	124,500
Magazine postage	50,786	50,438
Travel & promotion	35,325	33,250
Telephone	3,476	3,893
Office postage	2,359	661
Office and miscellaneous	1,246	753
Bank charges	959	891
Amortization	381	533
	<u>390,318</u>	<u>400,960</u>
Excess of revenue over expenses	<u>\$ 4,541</u>	<u>\$ 15,494</u>

CANADIAN SIMMENTAL ASSOCIATION
Schedule 3 - Young Canadian Simmental Association
Non-Consolidated Schedule of Operations
Period from September 1 to December 31, 2014

	2014	2013
Revenue		
CSA sponsorship	\$ 10,000	\$ -
New Holland sponsorship	5,000	-
AJSA CSA reimbursement	3,000	-
Semen and embryo fundraiser	2,686	-
Donations	26	-
	20,712	-
Direct expenses		
Travel	8,126	-
Advertising and promotion	507	-
Office	499	-
National board jackets	216	-
Bank charges	4	-
	9,352	-
Excess of revenue over expenses	\$ 11,360	\$ -

CANADIAN SIMMENTAL ASSOCIATION
Schedule 4 - Canadian Agricultural Adaptation Program
Schedule of Operations
Year Ended December 31, 2014

	Budget 2014 (unaudited)	Actual 2014	Actual 2013
Revenue			
CAAP funding	\$ 24,600	\$ 175,767	\$ 785,740
Direct expenses			
Activity 1 - Database expansion			
Technician	-	2,864	71,236
Travel & meeting	-	-	9,405
Operating & equipment	-	21,563	48,884
Activity 2 - Development of genetics			
PhD Quantitative Genetics	-	847	28,104
Communication	-	8,625	897
Technical IT support	-	-	4,272
Travel & meeting	-	-	3,632
Activity 3 - Genotyping			
PhD molecular genetics	-	-	24,917
Communication	-	25,024	327
Travel & meeting	-	3,381	8,135
Operating & equipment	-	65,336	462,021
Activity 4 - Genomic enhanced			
Communication	-	3,632	1,643
Technical IT support	-	-	4,272
Travel & meeting	-	-	9,246
Operating & equipment	-	-	-
Activity 5 - Technology			
Communication	-	-	19,946
Travel & meeting	-	4,825	27,214
Activity 6 - Professional personnel			
Professional personnel	-	75,043	164,579
Project management	-	6,250	63,750
Project reporting			
Financial reporting	6,250	6,250	-
Progress reporting	7,350	7,350	9,276
Translation	-	2,000	-
Audit	11,000	11,000	-
	24,600	243,990	961,756
Association's portion of project expenditures	\$ -	\$ (68,223)	\$ (176,016)

CANADIAN SIMMENTAL ASSOCIATION
Schedule 5 - Alberta Livestock and Meat Agency and Agriculture Development Fund
Schedule of Operations
Year Ended December 31, 2014

	Budget to September 30, 2014 (unaudited)	Actual 2014	Actual 2013
Revenue			
ALMA funding	\$ 375,000	\$ 20,772	\$ 250,000
ADF funding	375,000	143,106	331,789
Meat Quality Project contribution	-	-	37,554
	750,000	163,878	619,343
Direct expenses			
Phase 1 - Collect carcass and meat			
Technical sourcing	31,000	66,621	-
Rib sample preparation	25,000	1,868	5,533
Purchase of rib samples	200,000	(2,500)	130,508
In plant grading	6,000	-	6,798
Laboratory analysis	288,000	-	226,800
Phase 2 - Collect tissue samples			
Field work	4,250	-	4,250
Technical coordination and data analysis	20,000	-	-
Tissue collection	8,000	-	-
DNA extraction and storage	12,000	-	-
High density genotype	200,000	-	198,175
Phase 3 - Develop genomic enhancements			
Technical analysis for genetic evaluation	20,000	-	-
Data coordination and preparation	30,750	16,923	3,150
Project coordination	75,000	33,750	44,129
	920,000	116,662	619,343
Association's portion of project expenditures	\$ (170,000)	\$ 47,216	\$ -

ADVERTISING/PROMOTION AND SIMMENTAL COUNTRY REPORT

Lacey Fisher - Committee Chair

Committee Members: Lacey Fisher (Chair), John Sullivan, Randy Mader, Maureen Mappin-Smith, Blair McRae, Kelly Ashworth. Staff Members: Bruce Holmquist, Margo Cartwright, Carla Schmitt.

The CSA Promotion Committee met twice in 2014 to discuss marketing initiatives for the CSA.

Sale results continue to indicate the Simmental breed as a whole and our bulls continue to be a leader within the Canadian Beef Industry. In addition to that, Simmental female prices caused considerable attention in many fall sales. Our three year Simmental Genomic Research Project was completed in the spring of 2014. This project not only grew genetics within our breed but it also put Canadian Simmental branding across North America. Elevating Simmental breeders, and users of Simmental genetics from our competition and showing the positive impacts that they have on the Canadian Cattle Industry.

At CSA, we continued to strengthen our existing relationships with industry partners in support of various events throughout the year. The CSA was a proud supporter of the Ontario Cattle Feeders Convention, T Bar Invitational Golf Tournament, World Simmental Congress, Livestock Markets Association of Canada, Saskatchewan Beef Industry Conference, The University of Calgary Veterinary Medicine Beef Conference, Alberta Beef Industry Conference, Northlands Farm Fair International program, Canadian Western Agribition International program and Canadian Cattlemen's Association. Other events were also supported through the CSA Provincial matching grant program.

In 2014, the CSA was very pleased to announce the renewal of a three year corporate sponsorship contract with New Holland Agriculture. New Holland Agriculture has a long history of innovation in agriculture equipment and has been serving the needs of farmers and ranchers across North America for more than 110 years. New Holland was a Platinum Sponsor of the Beef Innovations – in our 2013 Beef Innovations Symposium, the YCSA National Classic over the last 2 years as well as other events. They are also a contract advertiser in the Simmental Country magazine and a strong supporter of The Friends of Canadian Simmental Foundation Auction. We look forward to continuing to grow our relationship.

We continued our advertising program in the Canadian Cattlemen and Angus Advantage magazines to promote the Simmental breed. This year we expanded to publish Simmental ads in more breed magazines, to promote the positive effects of crossing other breeds with Simmental. The CSA published a number of new promotional items in 2014. We continue to make the Marketing Made Easy booklet available to 4-H and Junior Association members as well as others within our industry. This booklet covers topics such as animal nutrition and health, showmanship preparation and techniques, animal photography and advertising. We believe these booklets are beneficial to all youth involved in the beef industry, regardless of the breed. The CSA supplies these booklets free of charge to Canadian Youth Programs in the beef industry, with great Simmental breed recognition success. The CSA also updated the Simmental Calving Book and distributed 2015 Calendars. These promotional materials and other items such as caps, cups and mugs are available to our members from the CSA office. Our relationship with Mark's Work Wear House also provides product discounts and embroidery services to develop individualized items.

The CSA continues our Female Buyers Program where informational packages are mailed to non-member buyers of Simmental animals and continues to welcome new members to the Association. We continue to support a large portion of our provincial Simmental Associations marketing programs through the CSA Levy and Provincial Advertising Grant programs. We continue to believe that this is an effective approach to promote Canadian Simmental across Canada by working cooperatively to invest those dollars in expansion of the Simmental breed.

The Simmental Country, Commercial Country, the CSA e-newsletter, and Social Media continue to be strong promotional tools for the CSA and its members. In 2014 we held many annual photo contests, advertising sales reports and advertising specials, in order to create advertising opportunities for all of our members. Our goal remains to produce a publication that all of our members want to advertise in. Contact our Simmental Country staff NOW to get your name in front of 17,000 readers.

We are very proud of our accomplishments in 2014 and look forward to building on these successes and in further growing the Simmental breed in 2015. Thank you to our CSA members, provincial associations, board and committee members and staff for their continued efforts in the promotion of the Simmental breed.

BREED IMPROVEMENT COMMITTEE REPORT

Wes Mack - Committee Chair

Committee Members: Wes Mack (Chair), Kelly Ashworth, Dave Milliner, Lee McMillen, Brian Bouchard, Ken Lewis, Dave Erixon, Darryl Perkin.

I would like to take this opportunity to explain what the committee's purpose or mission is: to develop sound programming and provide tools that will assist our members in developing sound breeding decisions to produce the best genetics possible. Together we are focused on the development of the breed and its strengths and working to deliver services that will enhance the breed's popularity and profitability.

The CSA Breed Improvement Committee meets twice a year to discuss and evaluate matters pertaining to the Canadian Simmental. Any recommendations made by the BIC are forwarded to the CSA board of directors for further approval. I would like to thank the committee members for their time and input into the BIC. Your commitment to the Simmental breed and its membership is undeniable.

A special thanks goes out to Dr. John Crowley (the science guy) who has become a welcome addition to the BIC table. Dr. Crowley's knowledge of genetics and genomics gives our committee much to discuss and consider. His attendance gives technical support to the BIC.

The CSA has developed an excellent working relationship with the American Simmental Association. We welcome Dr. Wade Shafer to our BIC meetings. Dr. Shafer offers a wealth of Simmental genetic knowledge that has become most valuable to the CSA. With the North American EPDs now in place we are able to utilize a lot of data from the American Simmental Association programs.

Genomics is going to play a huge role in the cattle industry. The CSA is proud to be one of the leaders in this technology. Three traits of economic importance were established to gather information on fertility, meat quality and relative feed intake. This data will be used as part of our Simmental Innovation's infrastructure and integrated into our North American Genetic Evaluation. This information will provide more accuracy to our data base. Genomically enhanced EPDs will be available in the fall. Canadian fullblood and purebreds now have separate EPD averages available for your evaluation and information.

The BIC will continue with its research and development initiatives to keep Simmental in position to lead the beef industry.

YOUNG CANADIAN SIMMENTAL ASSOCIATION REPORT

Carla Schmitt – YCSA Coordinator

2014 was certainly a busy year for the YCSA program. There were many successes and significant progress was made through the YCSA Review that was conducted.

The 2014 National Board of Directors consisted of the following:

Sophie Wotten- President	Heather Creamer, Maritimes
Sara Van Sickle- Vice President	Paige Holmquist, Saskatchewan
Cooper Snider- Executive Officer	Kolton McIntosh, Manitoba
Dylan Foley, Ontario	Krista Whalen, Quebec

There were 6 provincial classics held across Canada in 2014.

- Maritime Classic in Truro, Nova Scotia
- Tiger Lily Classic in Prince Albert, Saskatchewan
- Quebec Junior Beef Show in Brome, Quebec
- Ontario Trillium Classic in Toronto, Ontario
- Manitoba Youth Beef Roundup in Neepawa, Manitoba
- Wild Rose Classic in Lacombe, Alberta

The 2014 National Classic was held at Riding Mountain National Park in Manitoba in conjunction with the Canadian Simmental Association Annual General Meeting. The Overall Aggregate and Overall Showman from this show, Sara Van Sickle and Wyatt Millar were awarded a trip to the American Junior Simmental Association Summit Conference in Bozeman, Montana in August 2015.

In 2014 a YCSA Program Review was conducted and some of the recommendations that came forward were as follows: change the age limit to match other Jr Breed Organizations, update governing documents, restructure Adult Advisor group, to hire a YCSA Coordinator, improve communication structure, remove Director Liaison position, and appoint a YCSA member to attend CSA board meetings.

At the October board meetings the CSA developed a CSA-YCSA Sub-committee chaired by CSA Director Blair McRae. The committee will be reviewed at the fall CSA board meetings and includes the National YCSA President, YCSA Coordinator, Friends of Canadian Simmental Foundation President, CSA President and an additional CSA director. This committee has been a great asset to the program and has replaced the Director Liaison position that was in place previous to this. Further to the recommendations this committee has gone through each one and evaluated them.

- ✓ The Age limit will remain at 25 years old
- ✓ A YCSA Policies and Procedures document has been drafted bringing together the previous governing documents and updating as needed
- ✓ Included a description of responsibilities for Adult Advisors within the Policies & Procedures document
- ✓ A full time YCSA Coordinator was hired in October 2014
- ✓ A communication and governance diagram was made which outlines the flow of communication within the YCSA program. Communication continues to improve with a fulltime coordinator
- ✓ The National YCSA President has attended CSA Board meetings and will continue to do so.

It is evident some significant progress has been made with the dedication and work of many.

The YCSA program has a long standing history as a prominent youth beef breed association in Canada and the work that has been done since the Review will continue to have the YCSA program move forward and gain momentum.

ALBERTA SIMMENTAL ASSOCIATION REPORT

Ryley Mader - President

We kick off each year with our Alberta Simmental Association (ASA) Summer Pasture Tour and Annual General Meeting (AGM). I'd like to give a special thanks to last year's outgoing ASA President, Ashley Pearson. Ashley was a great contributor to our board and she has been very much missed. Our Board is looking forward to hosting another great Summer Pasture Tour and AGM on Saturday, June 20th, hosted by Hannah Simmentals and surrounding breeders. As part of the day we will be awarding our 2015 Commercial Breeder of the Year and 2015 ASA Ambassador of the Year.

The first major event we hosted this year was the 2014 Simmental Show at FarmFair International. We had roughly 85 head exhibited. It was fantastic to see so many new Simmental exhibitors at FarmFair, alongside the return show exhibitors. Once again we held our Simmental Draft Event and Mader Ranches heifer was chosen for the \$10,000 prize. The all-breed sale was another great success, with Simmental being the largest breed represented! It is very encouraging for us to see that Northlands Park has implemented some very positive changes over the past couple of years. As a result the overall number of animals is increasing, along with increased traffic thru the barns, a higher number of international guests, and fantastic sponsorship.

Our Commercial Industry Promotions Committee has shifted focus over the past couple of years from fall feeder calf sales to fall bred heifer sales. We have found that this has increased the number of commercial Simmental breeders we are able to interact with.

Chuck Groeneveld continues to be our dynamic and enthusiastic ASA Fieldperson, with the assistance of his wife Lorraine. We are very thankful for the all the hours and miles these two put in for us at Bull Congresses, cattle sales, and FarmFair International. We changed some of our booth advertising these past years and have received very positive feedback on the posters – make sure you stop by for a chat and a coffee at the next event to check out our new ads!

As breeders, we should be very proud of the Simmental bull sale results this spring. Hats off to all of you for raising high quality, functional, dependable bulls that are highly sought after by cattlemen & women. The ASA continues to focus a large portion of our budget on advertising in order to continuously promote our great breed. Our Advertising Committee has focused on Beef Illustrated and select issues of Alberta Beef; along with our regular updates in the Simmental Country.

We continue to invest time and money into our youth as that is the future of our breed and the agriculture industry. After receiving a lot of feedback from 4H families on our awards, we decided to make a change to the 4H Breed Awards Program. In the past each 4H member exhibiting a Simmental influence animal got a small gift and then we provided three clubs in the province with blowers or clippers for their club to use. The feedback we received was that the individual gifts should be more valuable and we should discontinue the club awards as each individual club has different rules for grooming. So, we decided to increase our budget for each individual item and 4H members will be provided with ear bud headphones with the ASA logo on them.

Another important junior investment we make is to the AYCSA Wild Rose Classic held in Bashaw and the Summer Synergy Show held in Olds. The AYCSA Wild Rose Classic focuses on teaching showmanship, grooming, salesmanship, judging, and networking skills in a less competitive atmosphere. Our AYCSA Board does a great job of planning and hosting this annual event. We also support the Summer Synergy Show, which is a more competitive all breed event held in July as well. Simmental youth have received \$45,000 in scholarship money from the event to date. Congratulations to our youth!

Spring is here and everyone is busy putting a crop into the ground and getting cattle moved out to pasture. We have a lot to be thankful for this past year – high cattle prices, a bountiful harvest for both feed & crops, a successful bull sale season, and wonderful people in our breed! The ASA Board will continue to work hard to promote Simmental genetics. This is an exciting time to be in the cattle business and it is an honor to have such a great group of breeders to work with.

SASKATCHEWAN SIMMENTAL ASSOCIATION REPORT

Dave Erixon – President

I would like to thank all of the SSA board of directors for all of their hard work and determination. As for Carolyn McCormack a simple thank you is not enough as she continually goes over and above her role of secretary. This group of individuals is very dedicated to promoting the breed of Simmental and the Saskatchewan Simmental Breeders both provincially and nationally!

The SSA hosted the Simmental Show at Agribition and it was a great success. We had 146 head entered from 37 exhibitors. The Agribition Simmental Select Sale went well grossing \$126,800. 14 live lots averaged \$7, 821, 1 flush \$9,500 and 2 embryo pkg averaged \$3,900. I would like to thank Bouchard Livestock for all their support and efforts that go into making a sale of this stature such a success.

The Simmental Select Winners.... over \$25,000 in cash and prizes given away! Only sale cattle were eligible to be entered and the event was combined with the sale.

Grand Prize Draw - \$7500 Sale Credit (to be used during the Simmental Sale) – Robson Acres, Millbrook, ON.

Top 5 Placings (voted by membership holders)

- 1 – SVS Red Grace 417B - \$3,000 prize money each to buyer & seller
 - 2 – Erixon Lady 101B - \$2,000 each to buyer & seller
 - 3 – Mader Booty Call 11B - \$1,000 each to buyer & seller
 - 4 – Boundary Sarah 170B - \$750 each to buyer & seller
 - 5 – Black Gold Amnesia 38B - \$500 each to buyer & seller
- \$500 Wildcard Draw Winner – Curtis Simmentals

A huge thank you to the Simmental Select Major sponsors – New Holland Agriculture, Direct Livestock Marketing, Nelson GM-Avonlea, Bouchard Livestock, Western Litho Printers, Alta Genetics, PEO Canada, Davis-Rairdan International and Saskatchewan Simmental Association.

The SSA Scholarship heifer was donated by Ashworth Farm & Ranch, Oungre, Sk. and was won by Swan Lake Farms, Stoughton, SK. The scholarship auction raised \$4,260.00. The 2014-15 \$1000.00 scholarship recipients were Courtney Rae Ross, Ryley Noble and Dorin Fedyk. Thank you to Ashworth Farm & Ranch for their generous donation.

The Commercial and Purebred Breeder of the Year awards were awarded at Agribition. Congratulations to Muirhead Cattle Co., Shellbrook, SK. for being awarded Purebred Breeder of the Year and to Hummock Springs Ranch, Watrous, SK. for being awarded Commercial Breeder of the Year.

The 2014 Bull Promotion was also a success! The bull promo promotes being a SSA member and it also ensures that registration papers are transferred in a timely matter. Congratulations to our 2014 winner Edward & June McCaffrey, Vawn, SK. for purchasing a bull from 4D Ranch, Curtis & Bev Deneiko, Glaslyn, SK.

The SSA has also focused promotional efforts at many different levels:

- ✓ Exhibitor awards for 4-H members and winners
- ✓ Sponsorship of T Bar C Golf Tournament (which supports all national junior breed associations)
- ✓ Sponsorship of Western Beef Development Centers field day
- ✓ Sponsorship of Saskatchewan Stockgrowers, Canadian Western Agribition
- ✓ Simmental influenced feeder sales in the province - by hosting Simmental Appreciation Days; serving coffee and donuts and having promotional material available with interested markets.
- ✓ Serving coffee and donuts at pasture take out days

The SSA assisted with recognizing various summer shows and fall fairs. We were present at Prince Albert, Swift Current, Edam, Lloydminster, Brandon and Yorkton. It is encouraging to see the presence of high quality Simmental cattle at these shows.

The SYCSA's Tiger Lily Classic will not take place in 2015 due to conflict with the dates of the National Show. Watch for an even bigger show in July 2016 as the National Show comes to Saskatchewan!

Looking forward to another year of successfully promoting the Simmental breed!

MANITOBA SIMMENTAL ASSOCIATION REPORT

Donalee Jones – Secretary

Our January all breeds AGM didn't get the turn out we had hoped for due to poor weather conditions, and therefore much of the business had to be put off until a later date. The Simmental Ambassador Award was presented to Everett More & Irene Vanin.

With volunteer help we were able to attend the Manitoba Ag Days Bull Congress with our display, and used it as an opportunity to promote upcoming bull sales as well as the genetic traits of the Simmental breed. The CSA calving books are always a popular give away at Ag Days.

Our summer show for 2014 was held in Boissevain in conjunction with a re-scheduled AGM. The junior and provincial shows were well attended and over 50 people stayed for the supper and meeting to follow. At the AGM it was decided to reduce our requirement for quorum at an AGM to 12. Shannon Carvey retired from the board in 2014, and was replaced at the AGM with Greg Woychyshyn. Lois Gould also made a presentation to announce her retirement from the Simmental Focus, and the subsequent sale of the business to John & Joanne Best. A great roast beef dinner was enjoyed by all thanks to the hard work and dedication of members, Ed & Lynn Anderson who organized the day's events.

In July we hosted the CSA AGM and YCSA National Classic at Elkhorn Resort. The weekend included a boat cruise, buffalo tour, golfing, Genomics presentation by Dr. Dorrian Garrick, CSA AGM, a record breaking Friends of Canadian Simmental Foundation auction, and of course lots of camaraderie and hospitality. One hundred and ninety five people joined us for the banquet and auction, and over forty keen YCS'ers participated in the National Classic to wrap up the weekend. None of this would have been possible without our dedicated volunteers.

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' toques to every 4-H member who showed a Simmental influenced animal. Of these 4-Hers we also drew for two \$500 vouchers. Jennifer Smith and Brock Lansing were the winners of the vouchers. We were also happy to sponsor the Manitoba Youth Beef Roundup events on August Long Weekend.

At Manitoba Livestock Expo's Simmental show was held on November 7th in Brandon. There was a great turnout for the show which was judged by Brian Valentine. The day ended off with the Champion Bull going to an entry from Come As U R Simmentals, MRL To The Max 70Z and Champion Female was exhibited by Erixon Simmentals, Erixon Lady 10B.

The MSA once again sponsored Commercial Producer of the Year Awards, which were presented by both our provincial associations. The Keystone Simmental Association selected Kevin & Cindy Routledge of Hamiota and the Pembina Triangle Association recognized Richard Green of Roseisle for their success in using Simmental genetics.

The 2014 Scholarship heifer was donated by Schweitzer Simmentals, and it was drawn for at Shades of the Prairies in Brandon in December. Crest View Land & Cattle Co held the winning ticket. This raffle raised \$6530 for the Manitoba Simmental scholarship fund. In January 2015 a scholarship was awarded to Kerrie Gurr of Mossy Oak Stock Farm.

ONTARIO SIMMENTAL ASSOCIATION REPORT

Tina Hiddink – President

What a year 2014 was for the Ontario Simmental Association. We saw continuing demand for our Simmental cattle for both females, bulls and stocker cattle; we can all agree sales exceeded our expectations.

At our OSA – AGM in March 2014 the membership gave us the approval to hire an OSA Client Services Manager to assist Ontario Breeders in the development and marketing of Simmentals in Ontario. In July 2014 we hired Josh Wooddisse on a part-time basis, his contact information: memberservices.osa@gmail.com. For 2015 the OSA is publishing an updated Breeders Directory. We are encouraging our membership to contact Josh to be included by promoting/advertising their farm operation in this publication. He is also the editor of The Advocate, the official publication of the Ontario Simmental Association. The emphasis of the magazine is to keep Ontario Simmental breeders informed about past and up-coming events, provide a resource for marketing and advertising, and to support Simmental youth programs. We also highlight local and international news items that impact cow-calf operators and the beef industries as a whole. Areas of interest include: animal health; beef trade and market issues; the latest research initiatives, and consumer attitudes toward beef. In 2014, Josh also updated our website: www.ontariosimmentalassociation.com

Our 2014 summer shows and the 2014 National Show the OSA hosted at the Royal Agricultural Fair (RAWF) was definitely a memorable time, if not as a participant, definitely as a spectator.

The 2014 Simmental National Show had 128 cattle shown by 49 Exhibitors. We thank Kyle Lewis, Spring Grove, Alberta for capably judging the show.

Grand Champion Bull: MFS Junior 3A exhibited by Spud Isle Farms

Grand Champion Female: RPCC Blk Wild Fire exhibited by River Point Cattle Co.

Grand Champion Fullblood Female: Elmtree Ms Zander 2B exhibited by Elm Tree Farms

Premier Breeder and Premier Exhibitor: Indian River Cattle Co.

We congratulate all the winners and thank all the exhibitors and volunteers for making this a successful and memorable event. We want to thank the event sponsors New Holland, CSA, Simmental Country and the YCS for providing each exhibitor with a show jacket.

A successful Bright Lights Futurity Show took place with plans to hold this event again in 2015.

The OYCS also held a successful YCS Show and Competition at the RAWF. Congratulations to all participants.

We congratulate Sophie and Mariah Wotton for receiving the Dr. Allan Dixon Scholarship from the Friends of Canadian Simmental Foundation. They were awarded/recognized at the RAWF by Bruce Holmquist, CSA General Manager and David Milliner, CSA Director.

The Ontario Simmental Association (OSA) has been chosen to host the 2015 CSA Convention and National YCS Show. The OSA is very excited about being your host and we have planned special events for you. This is also the first time the East Central Ontario Simmental Association have had the opportunity to have this event in their zone and welcome you to farm visits during your visit to Ontario. Planning is underway and the event will take place in historic/picturesque Kawartha Lakes region, renowned for the Trent Severn Waterway at Lindsay, Ontario from July 30, 2015 to August 2, 2015. The entire event will be held at the Lindsay Exhibition (LEX) grounds. Hope to see you all in Lindsay, Ontario, where memories will be made.

I also want to take a moment to thank the OSA Board for their input and support during 2014. Life would have been dull without you. I also want to thank Grace Oesch, Secretary, Debbie Elliott, Treasurer and Josh Wooddisse, OSA Client Services for their commitment to our provincial association.

We can all agree this is a good time to be in the beef business and definitely a great time to be in the Simmental beef business.

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

Rosair Côté - président / President

L'année 2014 s'inscrit comme une année fructueuse au point de vue économique pour l'ensemble de l'industrie bovine. Plus que jamais, les producteurs bovins du Québec et dans l'ensemble du Canada ont connu une année économiquement favorable. Cette vigueur économique s'est avérée des plus positives pour l'industrie alors qu'il y a une décennie déjà nous connaissions la crise de la vache folle.

La tenue des hauts prix dans les encans spécialisés et d'animaux pur-sang témoignent d'un texte socio-économique en bonne position. Du côté de la race Simmental, la situation s'est répercutée dans les ventes d'animaux.

Les ventes de taureaux en station et privées ont obtenu des très bons résultats. La Vente Synergie a cumulé une moyenne de 4 966 \$ pour 46 taureaux Angus, Charolais et Simmental. Quant à la Ferme Gagnon, elle a obtenu une moyenne de 4 270 \$ pour ses 51 taureaux.

Du côté des ventes de femelles, la Ferme Gagnon a obtenu une moyenne de 5 470 \$ pour une quarantaine de sujets lors de sa 18^e vente annuelle de production. Quant à la Vente des partenaires, elle a atteint des résultats des plus satisfaisants!

L'Expo-Bœuf tenue à Victoriaville renforce également la visibilité de la race au sein de l'industrie québécoise. Ce sont un peu plus de 100 têtes qui ont été présentées devant le juge officiel, Brian McCarthy. Une compétition relevée où la qualité des sujets présentés témoigne du calibre génétique présent chez nous.

Du côté vulgarisation, nous avons maintenu notre présence dans les médias spécialisés, dans les expositions agricoles et au sein des divers comités de travail. La revue a été produite à l'automne et une page Facebook a été mise sur pied. N'hésitez pas à venir nous visiter!

En terminant, je tiens à remercier les membres Simmental pour leur appui au cours de ces 30 dernières années. L'heure de la retraite a sonné pour moi.

Je souhaite le meilleur des succès à la nouvelle équipe! Cette équipe renouvelée apportera un nouveau vent de dynamisme à l'Association Simmental du Québec. Bonne année Simmental à tous!

This past year will be as a successful year from an economic point of view for many in the beef industry. More than ever, the beef producers of Quebec and the rest of Canada have seen opportunities for profit that the industry has long awaited. This economic strength proved to be one of the most positive situations for the industry since the experiences of BSE more than a decade ago.

The continued strength in both the commercial feeder market and the purebred seed stock market have maintained a sense of optimism. From the side of the Simmental breed in Quebec, the positive situation has been reflected in the sales this past year. The Private Bull Sales and Test Station sales have obtained very good results. The 2014 Synergy Bull Sale reached a milestone average of 4,966 for 46 bulls across Angus, Charolais and Simmental bulls. With regard to the Ferme Gagnon Farm, they had an average of 4,270 \$ for its 51 bulls in 2014. On the female sales, the Ferme Gagnon Farm obtained an average of 5,470 \$ for their Annual Production Sale in 2014. Many of our other breeders had a successful Partners For Progress Sale where their consignments averaged just under \$4000.

The Expo-Boeuf Show held in Victoriaville also enhanced the visibility of breed within the Quebec beef industry. Just over 100 entries were presented before the official judge Mr. Brian McCarthy. The Simmental show at Expo Boeuf always impresses the crowd and is annually one of the largest breed shows in the province and is a great representation of our breed and its members.

Our Provincial Association has maintained our presence in the specialized media, in agricultural exhibitions and within the various working committees. The magazine has been produced in the fall and a Facebook page has been set up in order to try and reach a larger audience to better serve our members. Do not hesitate to come and visit us! www.simmentalquebec.com OR "Like" us on Facebook at Simmental Quebec. In closing, I would like to thank the members Quebec Simmental Association for their support during these past 30 years. The time of the retirement has knocked at my door and it is time to answer.

I wish the best of success to the new team! This new team will bring a new wind of dynamism to the Simmental Association of Quebec. Good year Simmental to all!

MARITIME SIMMENTAL ASSOCIATION REPORT

Jennie Mutch - Secretary

Firstly, I would like to thank the MSA board of directors for their hard work and dedication to the Simmental breed. We are lucky to have a group of individuals that are very dedicated to promoting the breed throughout the Maritimes. Our 2015 directors are as follows: President - Don Godfrey, Vice President - James MacKenzie, Secretary - Jennie Mutch, Treasurer - Bill MacLeod, CSA Director - Lacey Fisher, and directors at large - Ralph Taylor, Trevor Pauley, Richard Armstrong, Wade Loane, and Geraline VanAgten.

The MYCSA had another successful event at the NSPE in Truro, NS on August 22, 2014. This year the classic will be moving to Hants County Exhibition in Windsor, NS held from September 25-27. We are fortunate to have a very enthusiastic MYCSA board, led by president, Heather Creamer.

The MSA was pleased with the success of joining the Hereford, Angus, and Shorthorn Maritime Associations during a combined female sale in the fall of 2014. Traditionally, the Maritime Salt Water Classic Simmental Sale was held in conjunction with the Simmental Weekend in Truro, NS at the end of August. However, consignors and buyers felt the fall was a better time to market their animals. The Simmental breed had the highest average of all four breeds sold, and it was agreed to continue holding our sale at the new location of the Maritime Beef Test Station in Nappan, NS. The 2015 tentative sale date is Saturday, October 24. Don Godfrey, Lacey Fisher, Bill MacLeod, and Jennie Mutch will continue to manage the sale.

Simmental breeders were also very pleased with their consignments to the 2015 Maritime Beef Test Station Breeding Stock Sale held on April 4, 2015 in Nappan, NS. A total of 17 Simmental bulls sold for \$80,500 with an average of \$4,735.29.

At our AGM in January, we focused our discussion on the MSA's promotional efforts at many different levels. Traditionally our Simmental weekend was held at the NSPE in Truro, NS. However, there will no longer be a beef show there in 2015 and we are moving our youth classic and exhibitors' social to Hants County Exhibition held from September 25-27 in Windsor, NS. We plan to provide food and refreshments, as well as Simmental promotional material for interested marketers. As well, the MSA will sponsor premier breeder and exhibitor prizes for NB Beef Expo in Sussex, NB and the Maritime Fall Fair in Halifax, NS.

As an added encouragement for Simmental buyers in 2015, the MSA will be providing a \$500 credit to one lucky buyer of a Simmental male or female at either of our Nappan sales. All those who purchase Simmental seed stock at either of these sales will be entered in a draw, held at our Maritime Simmental Association AGM. The winner will be announced and a \$500 credit can be used towards the following year's MSA sales.

In closing, we send well wishes to all those attending the CSA Annual Meeting in Lindsay, Ontario and are once again looking forward to another year of successfully promoting the Simmental breed within the Maritimes.

**2013-2014 ACTIVE MEMBERS
Life, Annual and YCS**

As of December 31, 2014

Province	2013				2014			
	Life	Annual	YCS	Total	Life	Annual	YCS	Total
British Columbia	31	12	16	59	30	13	17	60
Alberta	300	77	157	534	300	76	168	544
Saskatchewan	162	43	73	278	166	43	73	282
Manitoba	131	24	56	211	133	23	56	212
Ontario	117	63	95	275	128	62	95	285
Quebec	47	37	35	119	44	38	34	116
Nova Scotia	15	8	16	39	17	9	18	44
New Brunswick	4	3	3	10	4	5	3	12
P.E.I.	7	5	12	24	9	3	13	25
Other	7	5	1	13	6	3	1	10
Total	821	277	464	1562	837	275	478	1590

**2010 - 2014
TOTAL HERD ENROLLMENTS BY PROVINCE**

	2010	2011	2012	2013	2014
Province					
B.C.	729	742	761	789	822
Alberta	12,392	12,336	12,467	13,277	13,498
Saskatchewan	7,828	8,204	8,579	8,952	8,925
Manitoba	3,454	3,607	3,801	4,041	4,023
Ontario	1,620	1,608	1,628	1,774	1,583
Quebec	1,105	830	876	825	819
New Brunswick	134	154	157	157	155
Nova Scotia	90	95	127	87	102
P.E.I.	93	87	94	93	108
U.S.A.	6	32	49	20	0
Total	27,451	27,695	28,539	30,015	30,035

**2010 – 2014
REGISTRATIONS BY PROVINCE**

	2010		2011		2012		2013		2014	
Province	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
B.C.	156	224	181	220	161	282	211	305	221	240
Alberta	3364	4525	3048	4155	3482	4332	3751	4649	3470	4722
Saskatchewan	2091	2533	2066	2669	2183	2533	2455	2963	2484	2793
Manitoba	792	1451	1128	1714	1077	1776	1108	1462	1388	1844
Ontario	283	968	271	1046	324	991	318	931	296	435
Quebec	305	454	269	466	228	405	298	414	280	822
New Brunswick	20	34	25	55	25	49	16	43	22	26
Nova Scotia	33	118	37	105	41	113	45	121	56	107
P.E.I.	26	53	12	66	17	30	17	72	26	77
U.S.A.	8	17	3	7	56	79	5	3	0	0
	7,078	10,377	7,040	10,503	7,594	10,590	8,224	10,963	8,243	11,066
Total	17,455		17,543		18,184		19,187		19,309	

**2010 - 2014
TRANSFERS BY PROVINCE**

	2010		2011		2012		2013		2014	
Province	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
B.C.	106	53	101	47	125	41	133	53	153	52
Alberta	1936	1369	2029	1705	2533	2019	2267	1033	2412	1540
Saskatchewan	1279	951	1420	655	1641	849	1628	977	1680	1706
Manitoba	660	829	632	735	967	1193	793	726	1040	1273
Ontario	141	659	166	724	140	576	147	502	152	649
Quebec	153	132	153	126	159	235	155	163	187	184
New Brunswick	7	7	9	12	10	10	18	5	15	14
Nova Scotia	21	30	26	26	29	45	25	51	31	61
P.E.I.	9	34	8	16	12	42	13	12	15	21
U.S.A.	1	26	55	160	4	24	6	11	3	3
	4,313	4,090	4,599	4,206	5,620	5,034	5,185	3,533	5,688	5,503
Total	8,403		8,805		10,654		8,718		11,191	

NOTES


