

A herd of Simmental cattle, characterized by their reddish-brown bodies and white faces, are grazing in a lush green field. The background shows a clear blue sky and a distant treeline. A large red curved shape is on the left side of the image, framing the text.

SIMMENTAL 
Canadian Simmental Association

***Leading the Way
with Programs,
Performance
and People***

Services & Programs

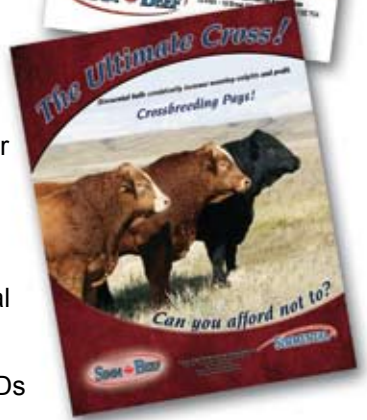
Advertising & Promotion – the CSA has developed a comprehensive advertising campaign targeting the commercial industry. These ads are available to all provincial associations and Simmental breeders. The CSA also provides you with numerous additional marketing tools including literature, press releases, website, promotional brochures and clothing. The Simmental Country and Commercial Country magazines are the official publications of the CSA.

Breed Improvement – the CSA promotes genetic improvement programs and total herd reporting programs offering our members benefits which include:

- i. More complete data collection which provides for more accurate and usable information to allow for superior selection effectiveness.
- ii. Collection of data on various maternal traits which allows breeders to take full advantage of Simmental's maternal strengths.
- iii. Enhanced genetic selection tools (EPDs and selection indexes)
- iv. A carcass testing program that will provide members the opportunity to collect valuable carcass data on their herd sires.

Data Processing – skilled staff are responsible for maintaining the pedigree herdbook of Simmental cattle in Canada as well as administering a host of client services.

Export Opportunities – the CSA is an active member of the Canadian Beef Breeds Council and the World Simmental Fleckvieh Federation. The CSA is pleased to provide its members the opportunity to network with Simmental breeders world-wide.



Your membership and enrolment fees provide valuable member services and programs.

Project Initiatives

Research - The CSA recognizes the important role that research plays in our members' ongoing efforts to supply premium quality genetics, cattle and beef to the domestic and international marketplaces. As a result the CSA has taken a leadership role in several research projects.

“Enhancing Competitiveness of the Canadian Beef Sector through Genomic Innovations in the Canadian Simmental Breed” is a three year project lead by the CSA involving numerous research and industry partners. The first of its kind, this project has a budget of almost \$3 million with contributions of \$1.7 million from Agriculture & Agri-Food Canada's Canadian Agricultural Adaptation Program, \$525,000 from CSA and additional in-kind contributions of CSA and our many project partners.

The objective of the project is to develop genomic and genetic prediction tools designed to improve fertility, feed efficiency, carcass and meat quality with project results assisting not only Simmental breeders, but all Canadian beef producers.

The CSA is also a partner in many additional complementary research projects that similarly focus on ensuring Simmental breeders and ultimately Canada's beef producers are at the forefront of genetic research and global competitiveness.



People and Performance

Performance – The Simmental Breed is well known for its performance and maternal traits. Through CSA breed improvement programs and marketing initiatives we are selecting for and providing these traits to the commercial industry. Our goal is to increase efficiencies through the use of Simmental genetics in the commercial crossbreeding programs throughout Canada and around the world.

People – The cattle business is truly a people business. Breeders, CSA directors and staff work to maintain a positive breed image among both members and other beef industry partners. Through our Young Canadian Simmental (YCS) program we are able to provide youth interested in Simmental and beef cattle in general, the opportunity to develop lifelong friendships and essential skills.



To learn more about the Canadian Simmental Association and its services please visit our website or contact us.

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