



August 2009

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BREED IMPROVEMENT INFORMATION

Breed Improvement Concerns: Several breeders ventured to BC for the Annual Meeting and brought forward various issues for discussion at the fall Breed Improvement Committee meetings. Breeders with questions, concerns and suggestions for the committee are strongly encouraged to contact either a board, committee or staff member. While program changes are not always possible, the discussions surrounding breeder concerns always result in stronger programs going forward.

Ultrasound and Carcass: The carcass and ultrasound rebate program as well as technical assistance has been successfully employed on several hundred Simmental calves so far this year. The dataset created through the program is unique in Canada and positions the Simmental breed well for promotional activities, genetic evaluation and serves as one of the key components of the Garth Sweet research project. Funding is still available under the program and breeders are strongly encouraged to consider scanning their calf crop. A list of certified ultrasound technicians is available at www.ultrasoundbeef.com. For breeders who may already have carcass data or are considering collecting the information, please do not hesitate to contact the CSA office or email smcgrath@telusplanet.net.

Heifer Pregnancy: Breeders are encouraged to complete the heifer exposure information on the upcoming enrolment forms. The exposure and resultant pregnancy test/calving information are valuable information for genetic selection and marketing of Simmental seedstock. Replacement costs are one of the highest costs incurred by commercial cattle producers and documentation of Simmental's natural fertility and longevity advantages promises to provide long term benefits for breeders. Work is also ongoing to help identify genes that specifically aid in improving early breeding success and sustained fertility. Having a dataset with heifer pregnancy and resulting lifetime productivity places Simmental breeders in a unique position to service the industry moving forward.

Cow Herd DNA Program: The cow herd DNA program has concluded and was very successful with over 7,200 samples submitted. Breeders who may have missed the program and what it has to offer are still encouraged to collect samples on their cowherd and store them at home for potential future use. Pulling a few tail hairs (root bulbs attached) and storing them in an envelope marked with the animal's tattoo is a very effective insurance policy should a cow die before an offspring can be verified, or in order to take advantage of the rapidly emerging DNA testing technologies.

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REGISTRY INFORMATION

CSA Fall 2009 EPD:

The CSA Fall 2009 EPD are now available. This marks the second successful evaluation conducted using Canadian data with AGI providing the evaluation service.

Animal and EPD searches are available at <http://search.simmental.com>

Breed Average EPD are as follows:

	CE	BW	WW	YW	MCE	Milk	MWW	SC	CWT	REA	Fat	Marb
Current										-		
	2.7	3.0	36.3	60.4	-0.4	7.3	25.5	0.17	3.4	0.03	0.005	0.06
Active Sire										-		
	2.8	3.0	36.0	60.1	-0.6	7.9	26.0	0.18	3.9	0.02	0.003	0.07
Active Dam										-		
	0.8	3.5	36.6	60.1	-0.5	8.0	26.3	0.13	2.3	0.03	0.002	0.07

Current Population – all calves born in the last 2 years (2007-2008)

Active Sire – any sire with a calf reported in the last 2 years (2007-2008)

Active Dam – any dam with a calf reported in the last 2 years (2007-2008)

Next Evaluation Deadline (CSA Spring 2010 EPD):

Heading into the fall members are strongly encouraged to complete information on the weaning performance of their calf crops. As well members can submit information on heifer exposures, cow weights and temperament scores. Information on these traits will be used in future genetic evaluation projects including analysis of heifer pregnancy, mature size (cowherd maintenance costs) and docility evaluation. These are all traits that significantly impact the bottom line of commercial producers and may be strengths within the Simmental breed. Data office deadline is November 1st.

Fall Show and Sale Season – will be here before we know it!! Please make sure your show and sale animals are registered well in advance of show/catalogue deadlines.

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YCSA NEWS

2010 YCSA Calendar

Thank you to [those who have purchased](#) pages, advertisements and dates in the [2010 YCSA calendar](#). The Calendar Fundraiser has been a huge success. Your support is greatly appreciated. The funds raised will go toward growing the YCSA program.

Please send your information, advertisements and dates to [Emily Grey](#) by September 1st. There is still time to get your event in the date section of the calendar. Contact one of the [YCSA board members](#) to save your spot in the calendar.

Be sure to look for the calendar in your mailbox with the November/December Simmental Country.

YCSA Events

- The Salt Water Classic in Truro, Nova Scotia has been scheduled for last weekend in August. Feel free to contact [Jennie Palmer](#) (902-370-2137) for further information.
- The Ontario Trillium has been planned for the 22nd and 23rd of August in Owen Sound, Ontario. Please contact [Katie Wood](#) (519-821-6654) for more information regarding this event.

Thank You to TBar

A big thank you to T-Bar for their donation to the Young Canadian Simmental Association of \$7,880.42. Your support has been very much appreciated throughout the years.

YCSA National Classic

The 2009 National YCS Show (Tiger Lily Classic) was held in Prince Albert, SK on July 28 -30. Kids from across Canada took part in various activities that were targeted to “meet new people” from barnyard Olympics, conformation & showmanship classes, quizzes, judging, team problem & lots more. Everyone had a fun time...learned lots and made new friends. Congratulations to the “Culinary Cowboy” team for winning the Steak Cook Off!

The Saskatchewan YCS would like to extend a HUGE thank you to all the sponsors for helping support the National YCS Show this year. Also to all the people who helped out as judges and show hands and of course

BOARD OF DIRECTORS

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thank you to all participants for coming out and taking part without everyone the show would not have been such a success!

YCSA News Makers

The CSA is proud to share the accomplishments of our YCSA members. Youth members learn a great many developmental skills though their involvement with this program and credit their success to the lessons they've learned through the YCSA and the experiences they have had. If you have a story that you would like to share, please send it to [Emily Grey](#) or [Margo Cartwright](#). We know there are more stories out there, and would like to feature as many as possible.

Crystal Young, who, along with her family, has been extensively involved in the YCSA program, was named the [Assistant Public Relations Director for American Angus Association](#). Congratulations Crystal on your new position!

New Members

If you are at all interested in becoming a YCSA member, please contact [Emily Grey](#) at 819-875-3205 or refer to the registration form online.

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SIMMENTAL COUNTRY NEWS

[New CSA Media Kit for Simmental and Commercial Country](#)

As you are aware, beginning with the September issue of Commercial Country, our magazines, Simmental and Commercial Country will be published by MediaEdge Publishing Inc. from their office in Winnipeg. The CSA and its staff are currently working with the MediaEdge team to make a seamless transition which will maintain Simmental Country as the leading beef breed publication in Canada. The opportunities this new partnership provides are very exciting, as our membership and advertisers will now have tools at their disposal that no other beef breed publication has to offer - once again Simmental is setting the standard!

A few exciting facts for our advertisers to know about the new publication:

1. The magazine will now be FULL COLOR, including your card ads, so if you have your card ad in color please send it to mcartwright@simmental.com and we will get a color version put in the magazine.
2. The magazine will now be available online.
3. The advertisers will have the opportunity to include hyperlinks on their ads in the online version of the magazine (\$100/hyperlink)
4. The advertisers will have the opportunity to include streaming video on their ads in the online version of the magazine (\$350 / 30 second video)

Our deadline schedule for the magazines has remained the same. A reminder that these deadlines are camera ready deadlines. Should you require assistance in designing your advertisements, please send your information to [Margo](#), prior to this date, so that your ad can be prepared and approved for this deadline date.

Please make sure to note the following deadlines!

ISSUE	DEADLINE
February Herdsire Issue	January 1st
March/April/May Spring Issue	April 1st
June/July/August Queens of the Pasture Issue	July 1st
October	September 1st
November/December	October 1st

Issues for Commercial Country are January and September. Deadlines are December 1st for the January Issue and August 1st for the September Issue.

As we move forward to develop our procedures and work flow, we would ask that you let Darryl or Margo know if you would like to reserve a page in an upcoming issue.

For those who design their own ads, or have a design agency create them, please send your ads directly to Margo at mcartwright@simmental.com, or they can upload your advertisement artwork directly to our FTP site. Please see the instructions in the [Media Kit](#).

Should you have any questions regarding these procedures, or the new electronic options for advertising please do not hesitate to contact [Margo](#), [Darryl](#) or [Bruce](#). We would be happy to hear from you.

WELCOME TO OUR NEW CSA BOARD OF DIRECTORS

The CSA would like to welcome and introduce the new members of the CSA Board or Directors, John Sullivan, Randy Mader and Judy Sweet.

THANK YOU TO OUR RETIRING BOARD OF DIRECTORS

The CSA would like to say Thank You to Bonnie Glasman, Reanne Sanford and Dan Skeels for their commitment and dedication to the CSA and the Simmental Breed as their terms on the CSA Board of Directors come to an end.

HALL OF FAME NOMINATIONS

It is that time of year again to think about your nominations for the CSA Hall of Fame award. As in the past, we are accepting nominations from the CSA membership and Provincial Associations.

Please see attached for the [information on selection criteria and a nomination form](#). The CSA board will be reviewing the applications in October, so please have your nomination into the CSA office by October 15, 2009.

If you have any questions please feel free to contact the CSA office or email: mcartwright@simmental.com.

SCHOLARSHIP APPLICATIONS

The deadline for the Dr. Allan A. Dixon Memorial Scholarship and the Trevor Vance Memorial Scholarship is October 1, 2009. These scholarships are for members (or children of members) of the Canadian Simmental Association. Please see [website](#) for details and application form.

For other scholarships offered to YCSA members, please see the [CSA Website](#) for more details.

CSA MEMBERSHIP ANNOUNCEMENTS

[Ryder Anthony William](#)

Congratulations to proud parents, Mark and Jennalee Beutler of Scissors Creek Cattle Co, on the birth of their little boy, Ryder Anthony William, on July 8th weighing 8 pounds 10 ounces and 21 inches long.

Our Condolences

Lukas Alexander Emil Huber

Our condolences go to the family of Rolf Huber and Debi Johnson, who lost their little boy, Lukas, Alexander Emil, on Friday, July 31, at the age of 3. Loving brother of Mitchell Johnson, Jacob Atkinson, Jaxon, twin brother Liam, Pascale, Marc and Sandy "Alexandra" Huber. Cherished grandson of Sharon Johnson and Donald Johnson both of Kincardine and Rosemarie Dorflinger of Switzerland. Lukas's smile and happiness will be missed by all who knew and loved him.

Larry Behnke

Our condolences go to the family and friends of Larry Behnke who passed away on Tuesday, August 4, 2009 at the age of 68. Larry passed on his love for cattle, hunting, fishing and spending time with his family. Larry's presence will always be felt by his family along the Ottawa River at "the Point". Despite his great accomplishments as a Simmental breeder, he felt his greatest achievements were his daughters and grandchildren. Larry Behnke was an active member of the Simmental Community and will be sadly missed by all who knew him.

Please [send us](#) your Membership Announcements to have them included in the next Enewsletter.

CALENDAR OF EVENTS

[Click here](#) for complete calendar of events

QUOTE OF THE MONTH

"Of all the things you wear, your expression is the most important."

... www.inspirational-quotations.com

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