



**2017 CANADIAN SIMMENTAL ASSOCIATION CONVENTION
IS A HUGE SUCCESS!**

FOR IMMEDIATE RELEASE
August 23, 2017

Calgary, Alberta Canada - The 2017 Canadian Simmental Association (CSA) National Convention was held from August 10th to the 13th in Fredericton, New Brunswick. During this annual event, participants had the opportunity to attend the Simmental Innovations Symposium featuring presentations from Sean McGrath CSA Breed Improvement Consultant, Ellen Crane Manager of the Maritime Beef Council, and Bruce Holmquist, General Manager of the CSA.

During this year's Convention, the CSA also conducted its Annual General Meeting where attendees received reporting on another very successful year for the Simmental breed and the CSA. The CSA showed its appreciation to retiring director Kelly Ashworth for his commitment and dedication to the Association. Newly elected to the CSA Board of Directors is Frank Robblee, Crapaud, PEI. Lee McMillen, Carievale SK was re-elected for a second term and will serve his second year as CSA President. Blair McRae, Brandon, MB was also re-elected and will sit as 2nd Vice President. Other board members are 1st Vice President Garth Rancier, Killam AB, Dan Skeels, Rimbey AB, Francis Gagnon, Cheneville, QC, Roger Deeg, Strathmore, AB, Marlin LeBlanc, Estevan, SK and Larry Barkley, Ingleside, ON.

A highlight of the Convention was the 2017 Friends of Canadian Simmental Foundation (FCSF) auction which raised \$83,638 to support the Foundation's programming. Some highlights included a bred heifer donated by the Robblee family of Tryon Simmentals which raised \$15,000 and a Simmental 50th Anniversary buckle that sold to a group of breeders for \$14,500. At the 2017 National YCSA show, which was held the final day of the Convention, the FCSF presented \$12,500 from the auction proceeds to the Young Canadian Simmental Association (YCSA) for ongoing youth activities.

The CSA would like to congratulate the three individuals that were inducted into the CSA Hall of Fame during the banquet at Convention. Congratulations to Joe & Doreen Steeves of New Brunswick, Don Godfrey and family of Prince Edward Island and Melvern Simmentals of Nova Scotia.

The 2017 Young Canadian Simmental Association's National Classic completed the week and was well attended by YCSA members from across Canada and the USA. As part of the YCSA service project for 2017 the YCSA partnered with the Fredericton Community Kitchen to help provide meals to those in need. The YCSA provided brown paper lunch bags and Ziploc bags towards this annual project of giving back to the local host community.

"It's an exciting time to be part of the Simmental breed as we celebrate the 50th Anniversary of Simmental in Canada" stated CSA President Lee McMillen. "We look forward to the presence of the Simmental breed growing as we continue to work at supplying superior Simmental genetics to the Canadian beef industry."

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