



BEGINNER'S GUIDE

SHOW, SELL,
Succeed





About Us

The Friends of Canadian Simmental Foundation (FCSF) is a not-for-profit registered foundation dedicated to scholarship and educational support of youth in the business of agriculture and Simmental cattle. The Foundation is governed by a board of directors who are heavily involved in the Simmental industry and who have a vested interest in educating youth, developing leadership, and encouraging young people to be a part of the agriculture industry.

OUR FOCUS

- **SCHOLARSHIPS** - The FCSF administers scholarships for youth who are involved in Canadian agriculture. Assisting in the development of youth with a focus on advancing their understanding of agriculture is a very important component of the FCSF.
- **YOUTH DEVELOPMENT** - The FCSF supports youth programs such as the Young Canadian Simmental Association (YCSA). The YCSA is one of the most progressive and dynamic agricultural youth organizations in Canada. It is open to anyone 25 years and under who then have the opportunity to participate in various activities across Canada. YCSA members learn important skills including public speaking, marketing and communications which develop strong and dynamic leaders for not only our industry, but society as a whole.
- **RESEARCH AND DEVELOPMENT** - The FCSF is actively engaged in supporting research to benefit the agriculture industry in Canada. This work is focused on improving the Canadian beef industry by enhancing production efficiency, product quality and profitability.

FOR UPDATES ON EVENTS, SCHOLARSHIPS,
& BURSARIES, VISIT US ONLINE:

www.simmentalfoundation.com

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FRIENDS OF CANADIAN SIMMENTAL FOUNDATION





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SHOW CHECKLIST

SOME DUTIES REQUIRED BEFORE YOU GO ON THE ROAD

- Know the show or sale date, time, place and entry fees
- Papered cattle - registration papers are required, bring copies of papers or have a digital copy on hand
- Make sure cattle are clearly tattooed and tagged (RFID)
- Know health requirements, if any
- Bulls have nose rings
- Train cattle to lead and setup
- Check for lice, ringworm, warts, etc
- Bring advertisements of show or sale cattle
- Photos of animal parentage (brag book)
- Read the show rules

STALL SETUP—SOME OF THE BASICS

- Straw, wood chips, hay and feed (grain)
- Stall dividers and fans
- Water hose, pitch fork, shovel, broom, banner or sign, stall cards, back drop, wire, pliers, hammer, nails, water pails, rubber mats & feed tubs

WASHING & FITTING SUPPLIES

- Wash pail, soap, scrub brushes, blower, trimming chute, clippers, comb, fitting supplies, hair glue, fogger, neck and stall halters

SHOWRING SUPPLIES

- Show harness and show numbers
- Nose leads for bulls
- Leather show halters
- Show stick and comb

GENERAL SUPPLIES

- Medicine for bloat, infections and pneumonia
- Thermometer
- Show box, display and chairs



DAILY PRODUCTS



Different types of adhesives and sheens used on show day.



Variable speed clippers for clipping body of animals.



Clippers used for finishing clipping of animal.



Comb



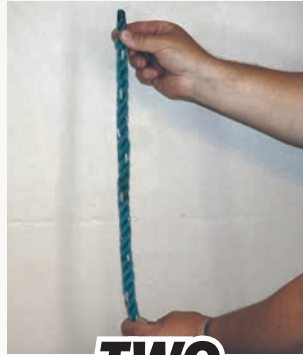
Fogger for misting animals and cattle blower

MAKING A ROPE HALTER



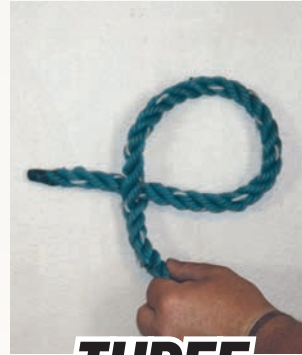
ONE

Start with at least 12'-15' 1/2" nylon rope. Take a torch and melt both ends. Using an old glove, twist the melted ends for a smooth finish.



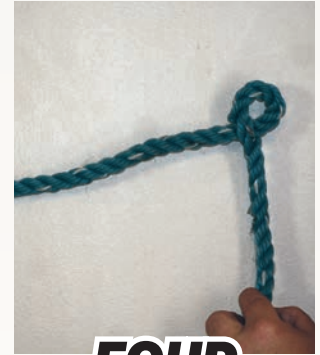
TWO

Measure off 15 to 20" from one end, this is the nose band.



THREE

Spread the rope at this 15-20" measurement passing the long piece through it.



FOUR

Form a loop a little larger than the 1/2" rope so that the rope slides back and forth easily.



FIVE

Open the braid next to the loop, bring the short end through the braid.



SIX

Twist the short piece of rope to form 3 loops. Remember the nose band will be a different length depending on the size of the animal



SEVEN

Twist the rope at the end of the short piece to form 3 loops



EIGHT

Bring the long piece through the 3 loops.



NINE

Continue the long piece through the 3 loops.

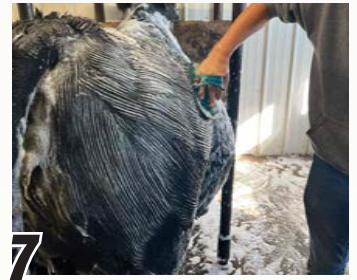


TEN

Forming a halter.



WASHING & BLOWING OUT ANIMALS



Start by blowing the dirt from your animal in a forward motion. Using a high pressured nozzle, rinse the dirt from the animal. Using a gentle shampoo or soap, scrub the animal's hair in a down and forward motion. Be sure to rinse animal thoroughly to remove all soap. After washing, comb the hair forward. Hold the blower nozzle so the air lifts the water from next to the skin while leaving the hair flat. Always blow in one direction, from front to back of the animal. Always start at the top of your animal and work your way down.

CLIPPING & SHOW PREPARATION

BLOWING OUT ANIMALS

Blow dirt from the animal. Always blow hair forward towards the head of the animal.



1



2



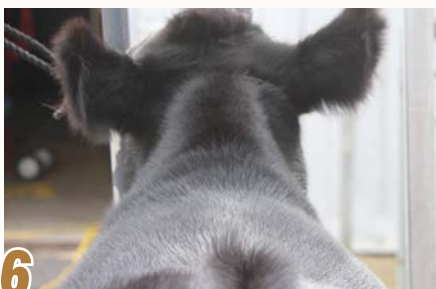
3



4



5



6

Along top of animal blow hair forward.

Pull tail hairs up.

Showing direction of hair on the neck of the animal.

CLIPPING THE HEAD

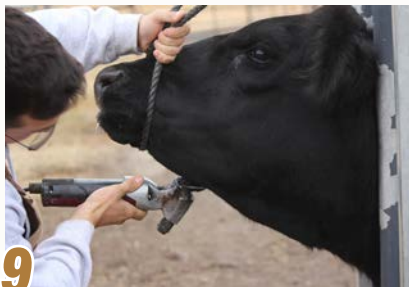
Clip all the hair on the face and head.



7



8



9



10

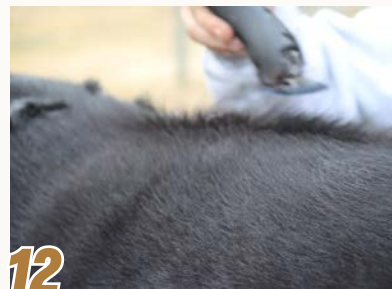
Clip brisket tight to animal

CLIPPING THE TOP LINE

Clip top line straight, from tail head to shoulder.



11



12



CLIPPING & SHOW PREPARATION CONTINUED...

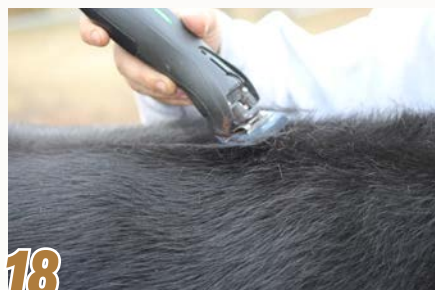
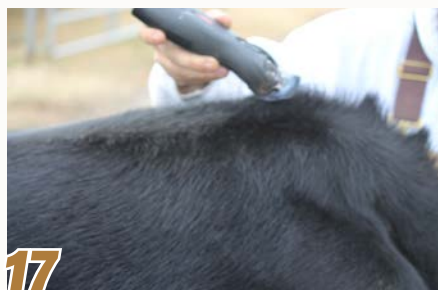
CLIPPING THE TAIL AND TAIL HEAD

Start from the twist of the tail (midway point of the tail) and clip upwards towards the tail head. Clip tail head so that it blends with top line.



CLIPPING GUARD HAIRS

Clip off guard hairs, it helps to shape the animal. NOT TOO TIGHT.



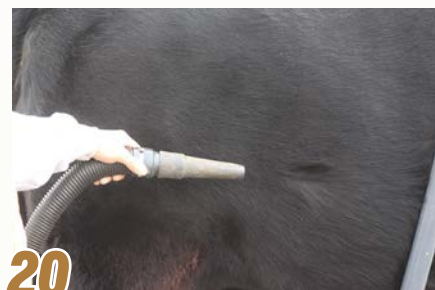
CLIPPING THE LEGS

Clip leg hair. Be sure to clip inside and all around the leg as required.



BLOWING THE HAIR

Blow your animal off after clipping, in a forward motion to make sure you have all the hair right.



CAREFULLY CHECK THAT ALL THE HAIR IS RIGHT



SHOWING PROCEDURES

EQUIPMENT AND ITS USE

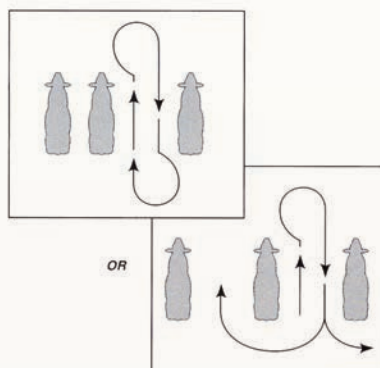
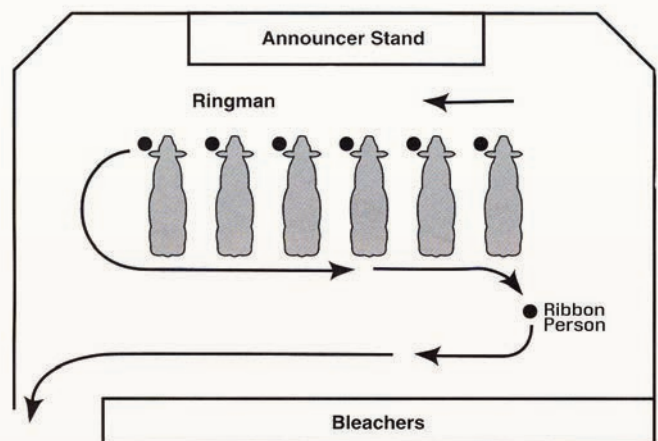
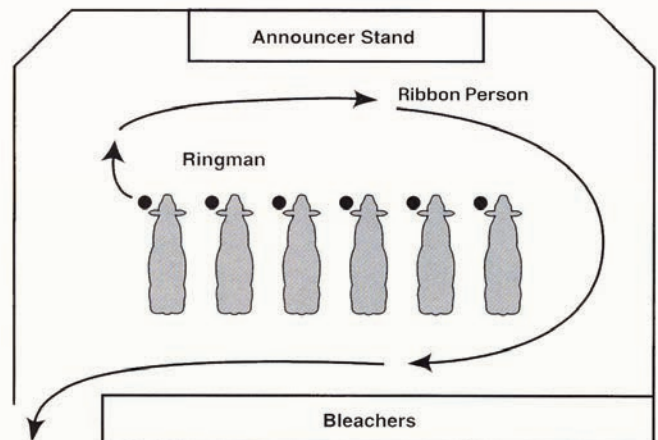
- Show Stick-length should be so that you can comfortably reach the back feet with the stick while standing at the head. Hold in the left hand (while leading) with point end facing down (about 3/4 of the stick below your hand).
- Halter - a clean and suitable show halter with complete lead and chin strap about four feet long. Shank should be held in both hands while leading. Right hand held 12" to 18" from the animal's head - the remains of the shank running through the left hand and hanging straight down. Right hand used to hold animal's head up. The left hand is carried comfortably between the waist and shoulder. Distance between hands is about 18".
- Comb - Scotch or flat comb, and if using a scotch comb, the teeth should be pointed towards the showperson's body in the right hand back pocket.

SHOWING PROCEDURES

- Dress - clean, neat and tidy. Clubs should have their own distinctive colours or dress standards.
- Showperson, while leading, walk at the left side of animal's head, so judge can have full front view of the animal.
- Halter shank should be tight at all times so the showperson can feel all movements of the animal.
- Showperson should know the location of the judge and ringmaster. Be aware of the judge at all times. Be attentive and respond immediately to directions given by the ringmaster during the show.
- When directed to stop, switch the stick to the right hand and shank to the left, letting shank hang down.
- Set animal legs square under all four corners.
- Keep the animal's head up and alert, find some place along the underline to content animal and scratch gently with the stick. DO NOT content the animal by using the chain.
- Applying pressure on the halter shank to move feet forward or back. The feet of the show person along with the showstick are quite often used.
- Showperson should stand approximately 12" away from the animal, facing it at a 45 degree angle from the animal's head.
- When the judge approaches, drop the point of the stick to the ground, smile and step back slightly, "giving" the animal to the judge. Do not change position of the animal's feet.

- Leave the animal's head pointed straight ahead.
- After the judge has handled the animal and proceeded to the next animal, comb hair back in place ONLY when the judge has put his hands on it. Put the comb in back your pocket or in a belt holder.
- Keep watching the judge and continue using the show stick to keep animal content.
- To line animals up- Respond promptly when directed by the judge or ringman to line animals up. Leave at least 3 feet between animals to use your showstick.
- When directed to change positions, do so by leading the animal forward, and turning clockwise (to the right). Keep the animal between you and the judge. Come back through the hole, turning right again back into position or where directed to the new position.
- Showperson and ring person should keep line as straight as possible.
- Never stop showing until you're out of the ring and don't pose for pictures while showing in the ring. You still have a chance to win showmanship regardless of where your animal places.
- After the judge has completed placings, stay alert and continue showing, watch for the ringmaster's signals to parade from the ring and show until you are out of the ring.
- Courtesy and good sportsmanship is a virtue!

Two Ways to Exit and Present Ribbons



HALTER PLACEMENT



⊗ **TOO HIGH**



✓ **CORRECT**



⊗ **TOO LOW**

When you fit the halter, have the nose band **equal distance from the eye to the muzzle**. Make sure the lead rope can slide easily under the muzzle so when the animal pulls back the lead rope doesn't stay tight.

PROPER SHOWING OF YOUR ANIMAL



Do not have your animal's head too low.



TOO LOW!



Keep hold of the halter at all times.
Have control of your animal.



TOO HIGH!



Do not hold your animal's head too high.



GOOD!



Correct way to hold your animal.



Do not walk ahead of your animal. Always have control and show off your animal.



Correct way to display your animal.

FEEDING GUIDELINES *FOR SHOW ANIMALS*

Well it's show time and a desired feeling of satisfaction of a job well done with your 4-H project is hopefully the biggest prize of the day. In the following article our goal will be to touch on some basic principle suggestions of feeding your project animal.

To begin, let's start with the "End in Mind Target" which is the thought process of feeding your animal to the desired growth, size, condition and structure by a certain date in your project. Most importantly this process of planned feeding will enable you to start and keep your animal on feed and fresh by making slight adjustments early in the feeding program versus playing "catch-up" later in the feeding program. "End in Mind Target", generally speaking, is a regimented program that will achieve desired results if fed for 90-150 days depending on the genetic makeup of your animal.

Housing and handling of your animal will have an impact on how your animal will perform, remembering bovines are herd instinct animals thus needing contact with other herd mates to be comfortable. A good practice is to be feeding/handling more than one animal in your barn/show area to encourage appetite and competition for feed on a daily basis.

Putting the components of your feeding program together will involve determining the available roughage, grain and supplement sources you have to work with and then balancing those components. A typical rule of thumb for calculating how much feed your animal may consume on a daily basis is +/- 2.5% of its bodyweight on a dry matter basis. This diet balance recipe will consist of roughage and grains.

Making your feed ingredient selections will be the next most important step in feeding your animal. Since ruminants require adequate roughage in their diets to function and remain healthy this is a good place to start. Many grower/finisher diets can be made up of various roughage that are on the farm and available for use such as dry hay, wrapped balage, corn silage, grainlage and haylage as some examples. Re-consideration of which roughage source is used needs to be taken once the show protocol starts; good to medium quality dry hay that is palatable is generally considered the best option for your project animal. The reason for this is that dry hay is consistent and easy to handle for travel to shows while providing the ultimate roughage scratch for health. Quality of the hay should be determined by nutrient analysis for protein/fibre and minerals as well as a visual appraisal of colour, smell with no dust or mold, and palatability to your animal is the final determining factor. Consumption of the hay will vary according to the type of animal you are feeding, ranging from as much as 1.5% of body weight for your growing ration to as low as 0.3-0.5% in a market animal finishing ration.

The energy component of the diet will need to be balanced with grains and supplements that are more energy dense than

forages alone; however because of their energy densities and low fibre levels, grains need to be fed in a controlled manner in your animal's diet to avoid digestive upset. Main grain sources such as corn, barley, and oats can be the portioned base of a grain ration when balanced into a complete feed fed at 1-1.5% of body weight in a grower/replacement animal diet, or up to 2-2.25% of body weight in a market animal finishing diet. For desirable consumption and digestion grains should be course rolled or steam flaked to fracture the hard outer shell of the kernel to expose the starch for energy digestion. Hammering or grinding grains into fine particles should be avoided as this is undesirable for feed palatability/acceptance as the rate of starch digestion is increased rapidly making the occurrence of digestive upsets a greater risk.

Putting it all together; use forage as a roughage source to maintain rumen health and function, build a grain ration to balance the total diet protein at 12-14% with grains and commercial supplements that are fortified to meet your animals requirements. Your feed supplier can be a valuable resource in developing a feeding program that maximizes your animal's genetic potential. Commercial supplements are designed to be used to fortify the diet's requirements of adequate protein, fibre, energy, minerals and vitamins. Other ingredients such as beet pulp or cottonseed hulls can be used to supplement the diet in providing a good healthy fibre/energy source which will assist with rumen fill, spring of rib and add depth of body to the animal. Molasses as a palatability enhancer and feed conditioner will help encourage intake however must be fed in moderation as the high sugar content must be not overused. Corn should be limited to a maximum of 60% of the diet as a general rule to help reduce hair burn and feed intake fluctuations. Barley or wheat are fast digesting starch sources so limit these grains to a maximum of 25%-30% of the diet for the same reasons as corn. The final but most important nutrient is a good clean source of water which should be available at all times.

In closing, the "End in Mind Target" can be of great value in a successful feeding program for your animal. Start with the basic rules of thumb by weighing your grain ration, determine a starting point of 1% of body weight for your animal and progressively present feed on a consistent daily basis, making any increases/decreases in ration amounts gradual so the animal can adjust to those changes without digestive upset. Encourage appetite by exercise, frequent handling and show conditioning well in advance throughout the feeding period and avoid having to play "catch-up."

Ask lots of questions of your 4-H leaders, seedstock, feed suppliers and experienced stock people and most importantly – enjoy the experience!

Friends of Canadian
Simmental Foundation

Scholarship Program



**SCHOLARSHIP
APPLICATION**

Your Opportunity

- 4- \$3000 Scholarships awarded each year
- 2 - \$3000 Scholarships awarded to 1st Year students



All Post-Secondary Programs Qualify

Applicants just need to
be enrolled in a post-
secondary program to
be considered



Eligible for 2 Awards in their lifetime

Award winners can
receive up to 2
awards in their
lifetime



Applications can be submitted anytime

Applications are
available throughout
the year.
Deadline September 30.



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APPLY NOW

ALWAYS BE AWARE OF THE JUDGE



1 Always position yourself properly to the judge. Never stand between the judge and your animal.



2 Always be aware of the judge, showing the animal to the judge at all times.



3 Do not show your stress or frustration and keep calm while showing.



4 Always comb your animal after the judge has touched them.



5 Always maintain a pleasant appearance.



6 Don't forget your comb before entering the ring.

When entering the ring, make eye contact with the judge. Be aware of the animals in front of you, leaving space between you and the animal in front of you. When showing your animal watch the judge and the ring man. Set your animal up properly (this takes practice before the show), without disturbing fellow competitors, then watch for the judge. Continue scratching your animal with your show stick. After the judge has assessed your animal and moved onto the next competitor, then you can proceed to comb and fix your animals hair and feet positioning if needed. Always keep your animal's head alert. Keep calm and have fun.

SHOWMANSHIP

MEANS MORE THAN WINNING

FUNCTIONS OF SHOWS

It's competition that breeds good cattle. If you stay at home long enough, pretty soon old Betsy looks pretty good. The shows are one place where you get to see how your cattle stack up with others, standing side by side. It's difficult to compare when you look at one herd, drive for a few hours and see another. At the show you see cattle, all under the same environment and it gives you a good chance to compare.

For this reason breeders should bring out cattle that are representative of their herd. Those cattle are what is going to establish your image to fellow breeders and to the crowd.

The show provides an opportunity for cattlemen of all breeds to get together. Breeders and herdsmen should be open minded to get out and meet other breeders so they can exchange help on show day. Offer to help a breeder of another breed on their day so they will come back and help you on yours. This is the way it's done all over and it's one of the first things showpeople do when they're getting settled in. They maybe arrange help for two or three shows ahead. Don't feel shy about lacking the expertise as there is always work to be done. Watch to see how things are done and you'll learn. They will appreciate your interest and you'll gradually learn. You may not be showing his or her Grand Champion right off, but there is work for everybody.

Breeders should sell themselves to other breeders, not just talk about their cattle!

The aspect of shows, most commonly considered, is promotion for the beef industry and for you and your breed of cattle. Many people (many of them city people) walk through the barns and for this reason the stalls and alleys should be clean and neat. Nothing turns people off quicker than a dirty, messy alley. They just won't walk down there and you've lost your exposure. If the signs are hanging crooked, the cattle and stalls are a mess, and the alley's dirty, it's a reflection on you and your operation. People begin to wonder what your cattle are like. The overall impression is what sells cattle; if it's good they will want more of it.

The show itself can do its part too. The ring can be dressed up with some trees or flowers to give a natural display and a pleasant atmosphere. Emphasis needs to be put on the atmosphere- so dress up the announcer's stand, a prominent display for the trophies and give thought to spectator comfort.

THE SHOW JUDGE

The selection of the Judge is something that deserves a lot of attention. They should be directly involved in the breeding of cattle and knowledgeable of the present day breeding trends, and chosen with some thought according to the function. Beef cattle are beef cattle regardless of breed and there's nothing wrong with having a breeder of another breed judge your show, providing they are aware of the breed characteristics and trends. In fact, if they are a good cattleperson and a good Judge, they will do a better job because they are less likely to "judge halters", not knowing the politics of the business.

Before the show the Judge should be consulted as to the procedures they want to follow and should be acquainted with any set down by the show. The Judge should find out the show time, number of classes and number in each class and the time allotted to the show.

To hold the crowd's interest it is essential the cattle move in a manner the crowd can follow. A fast-moving, decisive Judge is always popular with the crowd.

After the show, it's only a matter of good sportsmanship for breeders not to criticize the Judge about the placings. The Judge has kindly given of his/her time and knowledge.

ROLE OF THE ANNOUNCER

The Announcer is there to hold the show together and to take up the lulls between classes. The Announcer should inform the crowd about what is going on and give some background on the show, the breed and the people who have put it all together. For that reason the Announcer must be knowledgeable about the cattle, people and pedigrees. It helps, too, if someone can assist in finding out who's in the crowd that should be announced. Give introductions to the news media people, Association representatives and directors, and any visitor from other countries, or anyone who has come a long way to be at the show.

Give a good introduction to the Judge several times. The Judge is not doing it for personal benefit but is working hard for the show and the breeders.

Announce plainly and clearly the class placings, as the exhibitors pick up the ribbons, or are on their way out of the ring. Effective announcing is to keep up with the cattle as they pass, it's difficult, and it calls for co-operation between the Ringmaster, Announcer and the Showperson.

There should be no mention of who owns what animal, before the class is judged, but the class winners and placings deserve more publicity than they often receive.

Give good coverage to the trophy donors - they too often get little publicity for the money they spend for their sponsorship.

While waiting for the next class to come in, it's a good idea to run over the previous placings for those marking their show books, by going down the placings such as; number one placed fourth, number two placed sixth, etc.

In choosing an Announcer; the person should have a clear, distinct voice and be at ease behind the mic. They should also be in control, be there early to get organized and should be the one ensuring to get the show started on time. The Announcer should be checking with the barn boss and show directors to see that it does get rolling on schedule.

THE RINGMASTER

The Ringmaster is the liaison between the Exhibitors and the Judge - handling the show when things are happening in the ring. The Announcer should introduce the Ringmaster before the first class. It's up to the Ringmaster to check with the Judge as to the procedure to follow and where the animals should be set up. After that every class should be handled the same.

It's up to the Ringmaster to maintain control and mobility of the show and to hold the interest of the crowd. Keep the lines straight and the circles big. The Ringmaster must be firm with the Exhibitors, but give them assistance in moving cattle. Exhibitors should help the Ringmaster by entering the ring in the proper order, knowing their numbers and the ages of the cattle.

THE CLERK

You're expected to keep accurate, concise records, but you're also responsible to see that the records, ribbons, and trophies are looked after. It helps if the show can provide results in triplicate to get the results out to the Announcer and to the news media immediately.

The most important thing for the Clerk to do after recording the placings is to get the signature of the judge on the class sheet.

EXHIBITORS

Competition is good, it's part of the business but keep it in a sportsman-like manner. Be the first to shake the winner's hand, right in the ring, and when the Judge comes back into the barn, (and many do like to come back) don't criticize the Judge if your animal was placed lower than you thought it should be.

Your clothes should be clean and neat but simple so it doesn't distract from the animal. It's the animal on show, not you, so your attire should be neither too flashy or too messy.

Pay attention and follow the Ringmaster's instructions. You should be interested in three things - the Judge, your animal and the Ringmaster. Always be aware of the Judge - he's the only person that can get you where you're trying to go.

When the Judge is looking at your animal, don't be fussing around, stand back and don't get in the way.

The Showperson needs to be collected and ready to go before getting into the ring. Your entrance in the ring is important. Walk fast and as freely as you can - keep a good distance behind the preceding animal to give you room to do this. The Judge will see the cattle as they enter the ring and it's the first impression of your animal that counts with the Judge.

SOME DO'S AND DON'TS FOR THE SHOWPERSON

- **DO** be prompt into the ring when classes are ready - this is essential. If the show is set for 10:00 a.m. be there early.
- **DON'T** be impatient; patience is a virtue, no matter how unmannerly your animal behaves or how low you place, don't take your frustrations out on it. A show stick is for placing the feet and it shouldn't be used for a thumping stick. A halter shank is a lead, not a strap. Don't make a display of your temper in the showing!
- **DO** show an obedient animal. An unruly or unmannerly animal is poor advertising and it does you more harm than good. The Judge and the Ringmaster have the right to excuse you, but you should excuse yourself before you disrupt the show to this extent.
- **DON'T** leave the ring before your turn, regardless of how low you place, and leave it in an orderly fashion following the same course taken by the others.
- **DON'T** leave the class ribbons on the halters when coming back for the champion class.
- **DO** put the ribbon in your show-number harness or pocket it but don't hold up the show doing it.
- **DO** be courteous. This is contagious. If the animal in front of you is slow or balky, help them along rather than pass.
- **DO** show your goodwill and sportsmanship by congratulating your fellow showperson on their placings, regardless of how you showed.

GOOD LUCK & GOOD SHOWING!!!



PHOTOGRAPHING ANIMALS



PREPARATION AND PATIENCE SAVES TIME AND MAKES FOR EXCELLENT PHOTOS.

- Know the type of photo before setting out - horizontal or vertical, single, multiple "lens" could be important. For a group shot use a wide angle lens.
- Use extreme "CAUTION" when entering a new environment, movement or pressure, even a sudden step the wrong way may set the animals on the move. Remember, the manner in which you enter the pen will determine the results you get. Let the animals get accustomed to you.
- Work the cattle. Slow cautious movements may save time in the long run. Make the animals think it's their idea of where they're going.
- Make a list of animals to be photographed. Knowing and sorting the animals to be photographed a day prior will save you time.
- Shooting a photo by yourself. When you have to take photos on your own, have some kind of attention getter, like rocks or a rattle. If you are fortunate to have someone with you, let them know when you want them to get the animal's attention.
- Study the profile of your subject. What is the best angle (lower, middle, or higher can give a different impression). Remember all animals are not the same in size and structure - some may need more leg or volume, etc.
- Light. Where is the sun? Do I need a flash? If you are shooting toward the sun you will need a flash to avoid shadows. No flash is needed if the sun is directly over head or on your back.
- Background. Try to have a clean and scenic background. Power poles, watering bowls, machinery, trucks and other cattle are distractions in the photo.
- Clipping, washing, and haltering are very important. Take the time to prepare the animal.
- Photo pen: don't put the animals in the photo pen just prior to photographing. If you have a clean photo area, make sure the animal or animals are familiar with their surroundings.
- Eliminate any animals which are not to be photographed. They may interrupt your session. How many times have we heard the saying "why is that darn animal still in this pen". There is nothing more aggravating and fruitless to have an animal disrupting your program while you're trying to photograph.
- Animal Set Up: Front feet slightly higher than back feet. Top line straight. Animal natural. Feet placement. After setting up the animal stand back and evaluate if it's the best set up for your photo.
- Patience: It takes patience when photographing animals so allow yourself the time to do it correctly.
- Remember never keep or show a photo that doesn't do justice to your subject. The first impression is the most lasting.

HIRING A PROFESSIONAL PHOTOGRAPHER

- Know the time and date he or she is to arrive.
- Have a clean photo area.
- Scenic background if possible
- Cattle familiar to the area
- Eliminate any wild animals
- Know type of photo's you need
- Wash or have animals clean
- Set time aside to assist in any way to get a better photo
- Make sure animals are fed so they're not spending their time eating.
- Tie the dog up

**Photography is a job in itself. Don't let it interfere with any other jobs or vice versa.
Remember for excellent photos you have to have TIME AND PATIENCE to get that one great shot.**

ADVERTISING

When you cannot effectively meet enough people one on one then you must use additional help.

THIS IS WHY YOU ADVERTISE!

PURPOSE OF MARKETING

- To express yourself, ideas and your product quickly and easily to a large existing customer base.
- To attract new potential customers that you didn't know were interested.

FIVE KEY ELEMENTS

The Five Key Elements to every successful ad regardless of media:

WHO – target the ad to your potential customers

WHAT – do you want to sell or promote

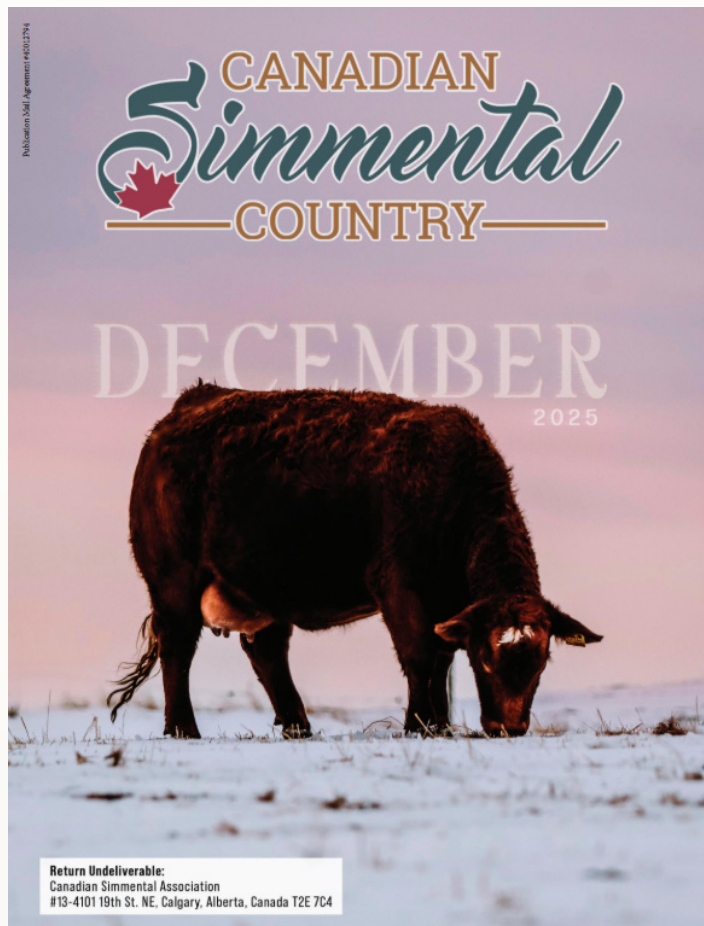
WHEN – are you going to be selling, or when can they buy

WHERE – are you selling or where is the event

WHY – should they be interested in your product or event

DESIGN AND LAYOUT

- Direct and to the point
- A picture says a thousand words – use appropriate pictures
- Clear, readable fonts
- Contact information
- Dates





advancing education bursary award

The FCSF will allocate a maximum of **\$5000 per fiscal year** with a maximum of **\$1000 per applicant**. Applications will be reviewed by the FCSF board at the spring and fall board meetings.

REQUIREMENTS TO APPLY

- Must be a member of the Canadian Simmental Association (CSA) or the Young Canadian Simmental Association (YCSA)
- Must be 25 years of age or younger at time of application
- Money applied for must be put towards training for Conferences and Agricultural events to further knowledge and education in the Agriculture industry.
- Applicants will have one year from the time awarded the bursary to use the funds. After a year has passed applicants will have to reapply.



DEADLINES

All applications must be typed out and submitted to the FCSF by **March 1st** and **October 1st** of each year in order to be considered for approval at the spring and fall board meetings.

LEARN MORE!



HOW TO: TATTOO AN ANIMAL

Tattoo letters are a unique combination of three (3) or four (4) letters allotted to a person by the National Breed Association for that person's exclusive use in identifying, tattooing, and registering animals with their association.

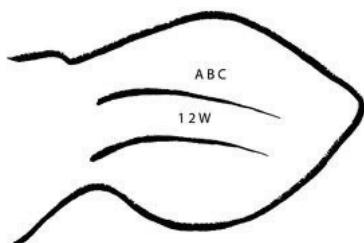
All animals must be identified with an ear tattoo in order to be eligible for registration in the Canadian Simmental Association books as follows:

- All calves born in Canada must be identified by an ear tattoo before the animal is six (6) Months of age
- All imported animals must be identified by an ear tattoo using the Canadian owners tattoo letters or such other letters as may be required by the association.
- An ear tattoo is a unique combination of tattoo letters, followed by a number of up to 4 digits to identify the animal, followed by a year letter.
- No two (2) animals, regardless of sex, may have the same ear tattoo within a 22-year cycle of the year letters.
- The letters I, O, Q, and V are not used in the letter year table.
- Tattoo (herd) letters can not contain the letter Q.



TABLE OF TATTOO LETTERS

LETTER	YEARS	LETTER	YEARS	LETTER	YEARS
A	1991/2013	J	1999/2021	T	2007/2029
B	1992/2014	K	2000/2022	U	2008/2030
C	1993/2015	L	2001/2023	W	2009/2031
D	1994/2016	M	2002/2024	X	2010/2032
E	1995/2017	N	2003/2025	Y	2011/2033
F	1996/2018	P	2004/2026	Z	2012/2034
G	1997/2019	R	2005/2027		
H	1998/2020	S	2006/2028		



HINTS ON A SUCCESSFUL TATTOOING

As proper identification of animals is the basis for the purebred industry, this is the most important factor a breeder should consider. Animals can be turned away from shows, sales, and for export purposes because of improper, indistinct, or just plain erroneous tattoos. Placing a tattoo on an animal should be a simple matter, but it seems it causes many breeders problems mainly because not enough care is taken at the time the tattoo is applied. Read these tips over, inspect your cattle tattoos. When you have a moment, evaluate your present technique, and see if you can improve on your own tattooing method.

Tools of the Trade: tattoo pliers, small brush (a toothbrush works well) for rubbing paste into the tattoo letters, rag for cleaning ears, alcohol as solvent to wet rag to remove wax, tube of paste ink. Don't store the tattoo letters in a pile at the bottom of a container, the points will become bent or dull. Clean, sharp, straight needles make for good tattoos.

Applying the Tattoo: select a spot between the ribs, well into the ear and well away from the hairy edges of the ear. Press firmly and release, pressing the ear away from the pliers if necessary to avoid tearing the skin. Note that if the punctures made are indistinct or ripped, leave it to heal for a week and try again. Avoid hitting a rib, as this causes excess bleeding and will result in one side of the puncture being too shallow and the other side too deep, making a poor tattoo. N.B. Extremely important to thoroughly clean the dirt and wax from the ear.

Apply the ink to the ear. There are many types of ink, but paste is recommended. Colors vary, but green works best.

Don't put the paste directly on the tattoo needles, work the paste into the punctures with the brush. If any blood appears, apply more paste, and rub it in until the bleeding stops. If the tattoo is a good one, the excess ink may be removed immediately, but usually it is left on to help minimize bleeding.

Don't place tattoos in the hairy edges. Remember when doing calves, place the tattoo well into the ear. As the calf grows, the hairy edge works into the ear.

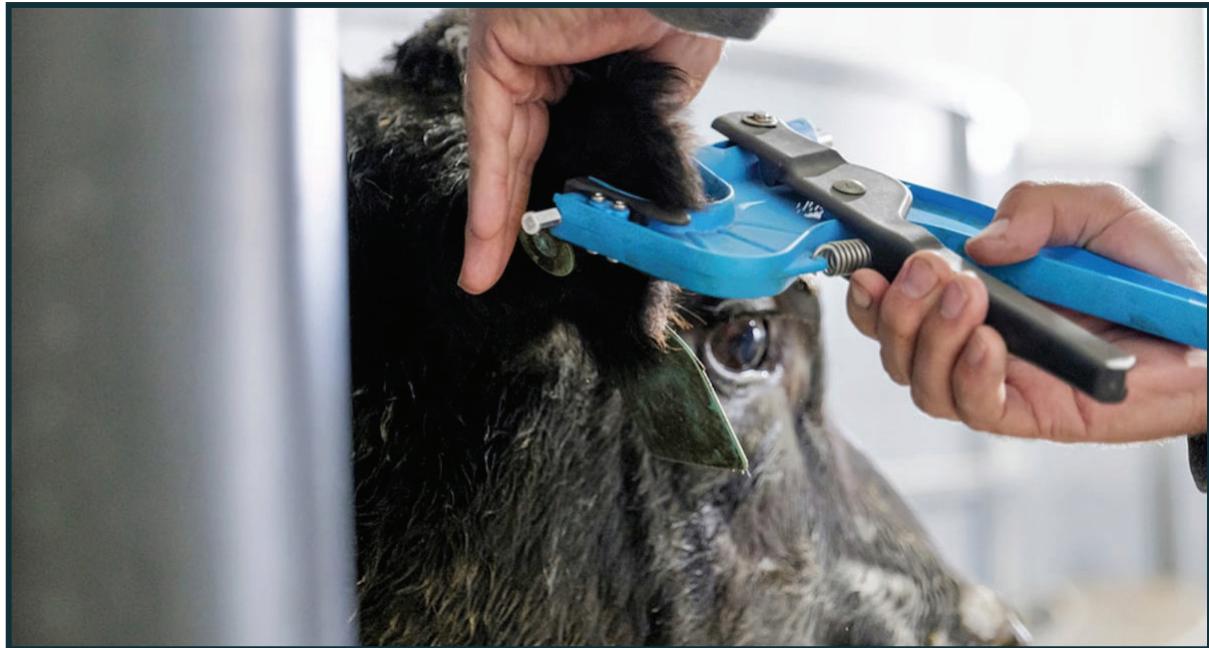
A good tattoo, well into the ear, away from the hairy outer edges and plainly visible is the desired result. Place the breeder letters in the top, running between the first and second ribs.

The use of a flashlight speeds up the reading of tattoos, but well placed, distinct tattoos should require no aid to read them. Don't confuse 6s and 9s. Once you've placed the tattoos in the pliers, check on a piece of cardboard before placing in the ear.

CANADIAN SIMMENTAL ASSOCIATION

TISSUE SAMPLING UNITS (TSU) DID YOU KNOW?

- With hair samples, you are 19.6× more likely to require a sample re-run, resulting in significantly longer turnaround times.
- Hair samples are 43% more likely to fail compared to TSUs.
- Hair samples require manual rework prior to testing, increasing overall processing time.



SCAN THE QR CODE FOR A HOW-TO TSU VIDEO

Canadian Simmental Association
#13 - 4101 - 19th St. NE, Calgary,
Alberta Canada, T2E 7C4
(403) 250-7979
cansim@simmental.com



BECOMING A CSA MEMBER

OF THE CANADIAN SIMMENTAL ASSOCIATION

BEING A CSA MEMBER HAS MANY BENEFITS:

ADVERTISING & PROMOTION

- The CSA has a comprehensive education and promotion program supporting the beef industry Canadian Simmental Association members and our youth.
- The Simmental Country magazine is the official publication of the CSA.

BREED IMPROVEMENT

- The CSA administers genetic improvement programs that add value to our members, product and the entire beef value chain.

RESOURCES

- Skilled staff are responsible for providing service to our members regarding CSA programming and opportunities.

INDUSTRY AFFILIATION

- The CSA is a participant in many industry organizations such as the Canadian Cattlemen's Association, the Canadian Beef Breeds Council and the World Simmental Fleckvieh Federation. The CSA is pleased to provide its members the opportunity to network with beef producers domestically and internationally.

YOUNG CANADIAN SIMMENTAL ASSOCIATION

Every year the Young Canadian Simmental Association (YCSA) welcomes new members who possess energy, the love of cattle

and a desire to make a difference within our very dynamic beef cattle industry. The YCSA program is open to youth up to the age of 25, with a lifetime membership fee of \$25. This fee is then later applied to a full membership in the Canadian Simmental Association.



YCSA events include activities which equip our youth with the tools they will require to become not only better cattlepeople, but also helps prepare them to be future leaders of society. Along with the opportunity to show cattle at both Provincial and National YCSA events, members gain industry knowledge through our different events and build valuable skills such as teamwork, confidence and leadership. Through the YCSA program there are many exciting opportunities available for travel, mentorship programs and scholarships.

The Young Canadian Simmental Association is one of the leading Junior Beef Breed organizations in Canada and one that has a very bright future. We are committed to helping shape the future leaders of the Simmental breed and the Canadian Beef Industry.

TO BECOME A MEMBER OF THE CANADIAN SIMMENTAL ASSOCIATION OR THE YOUNG CANADIAN SIMMENTAL ASSOCIATION CONTACT THE CSA OFFICE AT (403) 250-7979, OR VISIT OUR WEBSITE AT WWW.SIMMENTAL.COM.

BROTHER TALKS TO HIS SISTER THE FIRST TIME SHE SHOWS A CALF

This is your first time on the tanbark. I hope you win. I hope you win for your sake, not mine. Because winning is nice. It's a good feeling. Like the whole world is yours. But, it passes, this feeling. And what lasts is what you've learned and what you learn about is life.

That's what most competition is all about; life. The whole thing is played out in three laps around the ring. The happiness of life. The miseries. The joys. The heartbreaks. There's no telling what'll turn up.

There's no telling whether you'll be last, class-winner or Grand Champion. You might have fitted a champion or the last place animal. There's just no telling, even when we think we have a good one.

Too much depends on chance. On how one judge sees the line-up on one day. Sis, I'm not just talking about the showring. I'm talking about life. It's life that the game is all about. Life is a serious game; Dead serious. But that's what you do with serious things; you do your best. Fit every calf like you are headed for the colored tanbark of Madison; give life your best everyday.

Winning is fun, sure. But winning is not the point. Wanting to win is the point. Not giving up is the point. Never being satisfied with what you've done is the point. Never letting anyone down, calf or man, is the point.

Play to win. Now handle that halter like you have it on a champion.



YOUNG
CANADIAN
SIMMENTAL
ASSOCIATION

NATIONAL CLASSIC

Very Summer



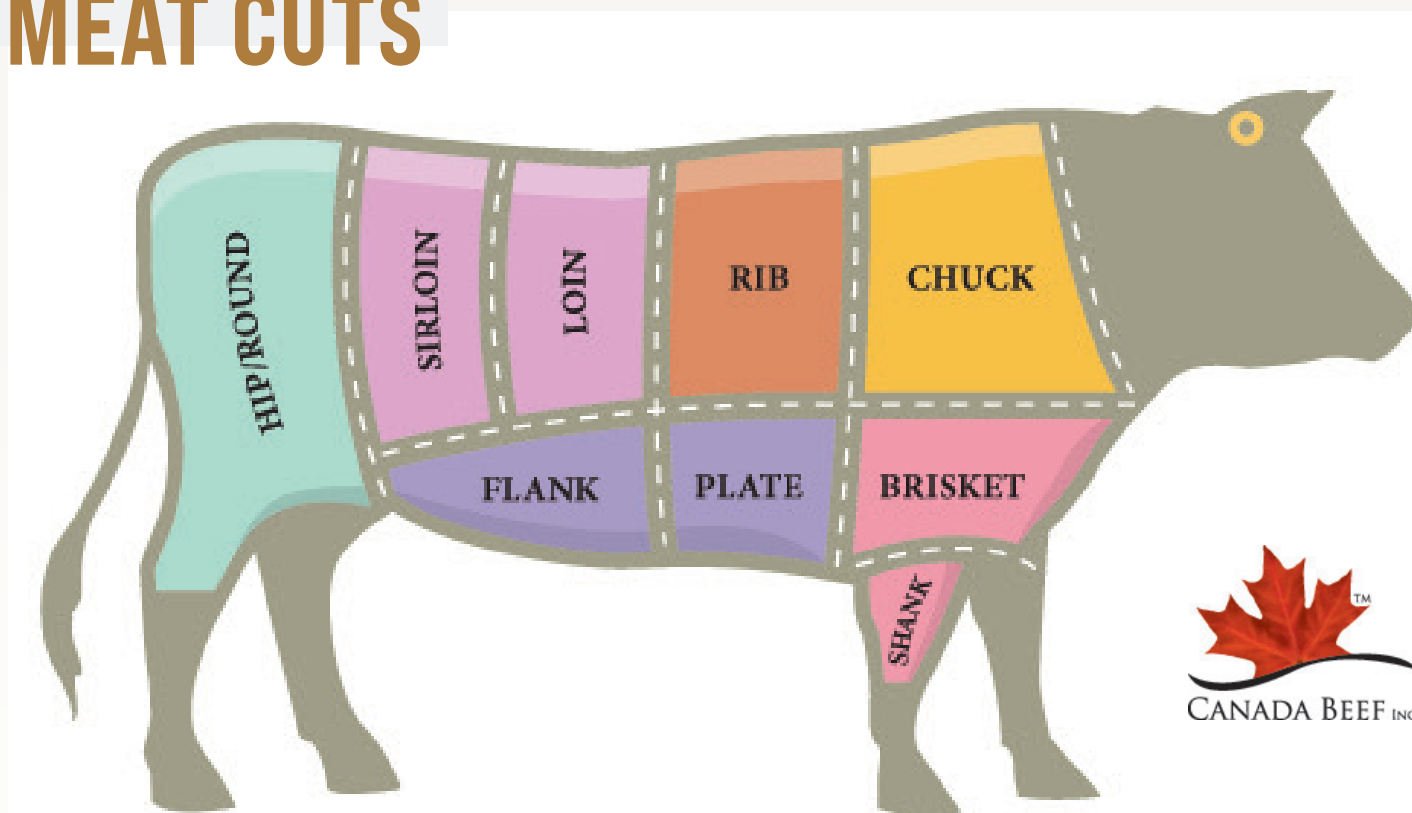
EACH YEAR
EXPERIENCE
A NEW PROVINCE!



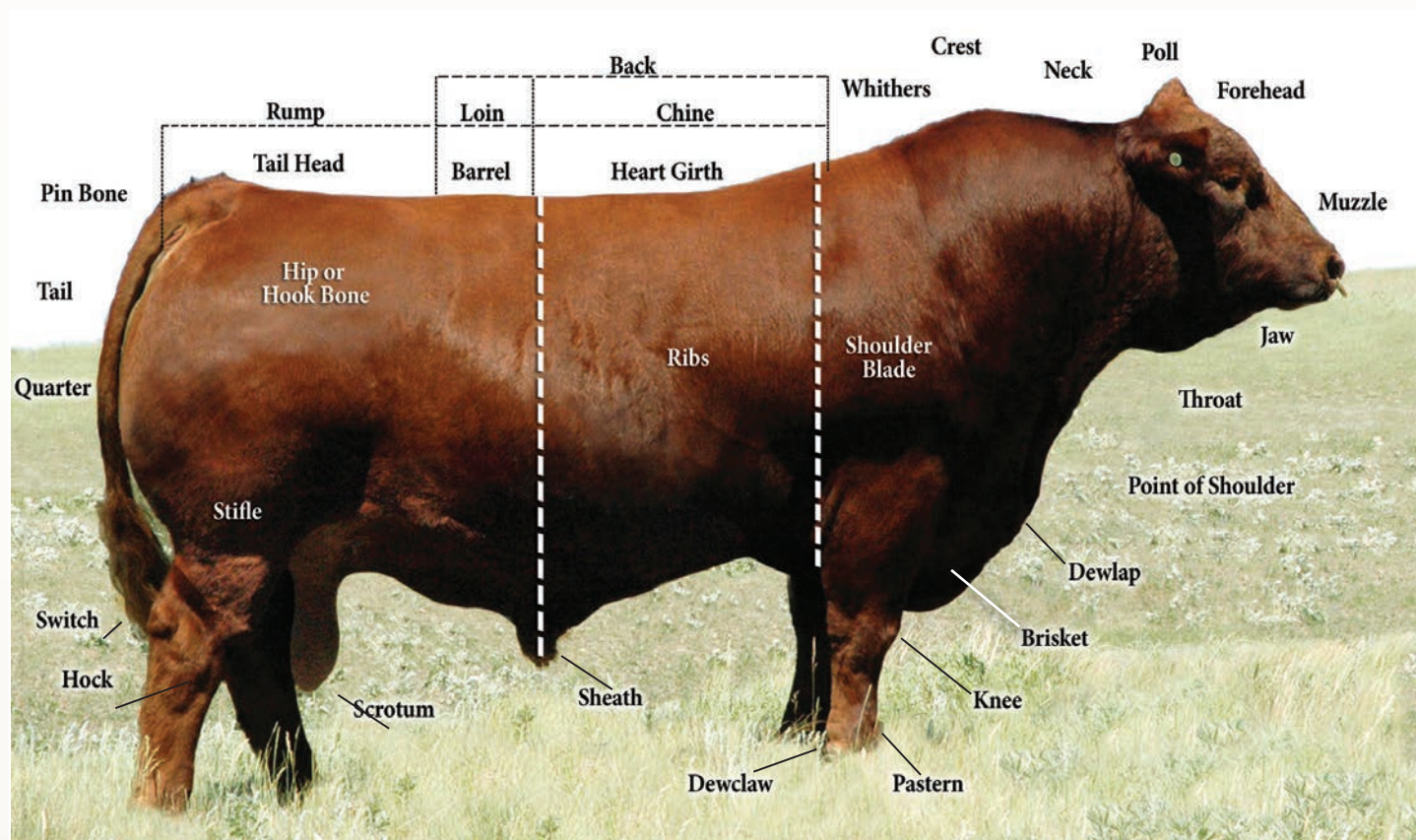
WATCH THE WEBSITE FOR DETAILS



MEAT CUTS



PARTS OF THE BEEF ANIMAL



LOOKING FOR A **UNIQUE** & *interactive* WAY TO TEACH BEEF CUTS AND ANATOMY?



MEET THE **BEEF CARCASS DISPLAY MODEL** A *valuable* Educational Tool that brings the Complexity of Beef Anatomy To Life.

- Sized at half the scale of a steer and divided into quartered sections featuring 21 magnetic pieces representing the most popular cuts of beef.
- Perfect for classroom settings, training events, and demonstrations.
- It offers a tactile, visual approach to understanding beef production that's both educational and fun.
- Designed to make learning accessible and memorable for all ages.

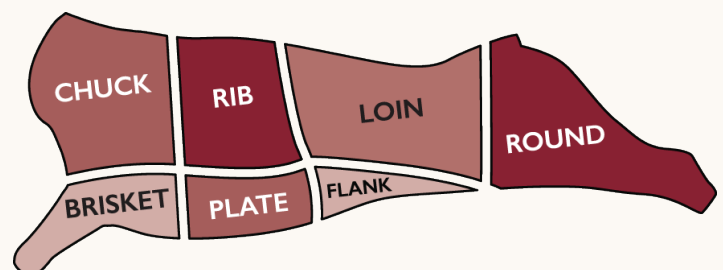
The Friends of Canadian Simmental Foundation (FCSF)

The FCSF is dedicated to supporting the next generation of agricultural leaders by offering rental of this beef carcass, as well as scholarships and bursaries to students with a passion for the cattle industry. Through initiatives like this, FCSF aims to promote educational growth, foster industry innovation, and empower young professionals entering agriculture and beef production.

Contact the Friends of Canadian Simmental Foundation today to learn more about the Beef Carcass Display Model, book it for your next event, or inquire about our scholarship and bursary opportunities. Together, we can make a meaningful impact on the future of agriculture!



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Calgary, AB T2E 7C4
www.simmentalfoundation.com



INVESTING IN OUR

Youth



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