



2014 ANNUAL REPORT

**BRANDON, MB
JUNE 13, 2015**

2015 ANNUAL GENERAL MEETING

June 13, 2015 – Brandon, MB

AGENDA

Call to Order

- Opening remarks from CCA President Brent Saunders
- Approval of Agenda
- Approval of Minutes from 2014 Annual General Meeting
- Voting Procedures – Appointment of Parliamentarian and Scrutineer

First Call for Nominations

2014 Association Reports

- President's Message – Brent Saunders
- CCA Office – Mel Reekie

Committee Reports

- Financial Report including KMSS Consolidated Financial Statements
- Breed Improvement
- Ad & Promo
- Market Development
- Education, Youth and Export
- Canadian Charolais Youth Association

Second Call for Nominations

2014 Provincial Association Reports

Last Call for Nominations

Director Nominees

Election of Directors

Ratify Actions of the Board of Directors

Adjourn

TABLE OF CONTENTS

2014 Annual General Meeting Minutes

Association Reports

President's Report – Brent Saunders

CCA Office – Mel Reekie

Committee Reports

Financial Report including KMSS Consolidated Financial Statements

Breed Improvement

Ad & Promo

Market Development

Education, Youth and Export

Canadian Charolais Youth Association

CCA Statistics

Provincial Association Reports

Alberta (including British Columbia)

Saskatchewan

Manitoba

Ontario

Quebec

Maritimes

Awards

Dams of Distinction

Twenty-Five Year Members

Forty Year Members

By-Law Amendments – *No proposed By-Law Amendments for 2015 meeting*

MEETING MINUTES

2014 Annual General Meeting



**CANADIAN CHAROLAIS ASSOCIATION
2014 ANNUAL GENERAL MEETING
JUNE 27, 2014 RENFREW, ON**

President Brent Saunders called the meeting to order at 1:31pm; Brent welcomed everyone and thanked them for being in attendance.

Introduction of the Board of Directors – Brent Saunders, Lyle Bignell, Campbell Forsyth, Brian Coughlin, John Wilgenbusch, Ricky Milton, Rod McLeod, Bernard Begin

Approval of Agenda – Kirby Hakkesteegt

Seconded Helge By.

All in favour. None opposed. Carried

Approval of Meeting Minutes – John Mielhausen

Seconded Dwayne Miller

All in favour. None opposed. Carried

Voting procedures: Keith Black, Parliamentarian and Jackie Mack and Molly Campbell, Scrutineer.

Brent Saunders announced that the following Director seats are open: Manitoba, Saskatchewan, Alberta and Director at Large. Brent asked for First Call of Nominations.

Saskatchewan – John Wilgenbusch nominated Darwin Rosso

Manitoba – Campbell Forsyth nominated Andre Stepler

Alberta – Lyle Bignell nominated Travis Foot

Director at Large – Brian Coughlin nominated Ricky Milton

Brent declared first call for nominations closed.

President's Report

Brent Saunders presented the President's report as circulated. The Association remains in good standing; our numbers are holding their own and we're sitting fine financially. Introduced the CCA office staff Lois Chivilo and Mel Reekie, both present at the AGM. Brent announced that with the shifting needs and changes over the years the General Manager role has changed and the BOD has renamed Mel Reekie's position to General Manager.

Brent moved his report to be accepted as presented.

CCA Office Report

Mel Reekie provided a brief overview of the Association's status; CCA welcomed 43 new members during the past year, our WHE and registrations remain steady. Lois Chivilo was brought on full time in December 2013 and is handling the registry. There's an enthusiasm in the industry that's nationwide with a particular interest in charolais, both bulls and females.

Mel moved her report to be accepted as presented.

Finance Report

Brian Coughlin, Finance Chair presented the Finance report as circulated. The CCA is financially stable with a net profit of \$152,00 in 2013; profits are attributed to a decrease in salaries paid and a decrease in travel expenses. The Finance Committee continues to invest the CCA's money wisely through ATB. Brian moved his report to be accepted as presented.

Brian Coughlin made the motion to continue to use Kenway Mack Slusarchuk Stewart LLP for the 2014 Review Engagement.

Seconded by Etienne Palerme. All in favour. None opposed. Carried.

Breed Improvement Report

John Wilgenbusch presented. Charolais sales set records last season and the enthusiasm is strong. CCA has hired Doug Blair as our genomics consultant to assist us with transitioning to SNP technology and genomically enhanced EPDs. Canada is hosting the 2015 World Technical Conference; John attended the conference in Sweden last year.

John moved his report be accepted as presented.

Ad & Promo Committee Report

Brent Saunders presented Public Relations' Chair, Wade Beck's committee report as circulated. We continue to run the monthly ad on the back cover of the Cattlemen's magazine. We'll publish a fall edition of Whole Herd Enrollment list of members. The website has been updated and hope that breeders will continue to visit the site for current events and happenings.

Brent moved the report be accepted as presented.

Market Development & Education, Youth & Export Committee Reports

Brent Saunders presented Market Development & EYE Committee reports on behalf of Committee Chair, Dory Gerrard. The committee continued to support the National Show in Edmonton for 2013. The 2014 National Show is being held in Brandon, MB in November. We received a healthy amount of applications for the annual CCA Scholarships. The 2013 Recipients: Luke Marshall (Dale Norheim Memorial) AB, Kirstin Sparrow, SK and Elliot Armstrong, ON.

Brent moved the report be accepted as presented.

Canadian Charolais Youth Association Committee Report

Brent read Kirstin Sparrow's CCYA report in her absence. 2013 CCYA Show and Conference was a success in Shelburne, ON. The 2013 CCYA Semen Auction held at Agribition was the most successful yet! A rebate of \$50 was rewarded to new members by the funds they received through the T-Bar Invitational Golf Tournament. The National Board is working with Ranch House Designs to produce a new website that is modern and easy to use. The 2014 CCYA Conference and Show is in Portage La Prairie, MB July 23-26.

Brent moved the report be accepted as presented.

Brent Saunders asked for Second Call for Nominations.

Coffee break.

Alberta Provincial Report (including British Columbia)

Lyle Bignell presented the report as circulated. The 2013 National Show was a huge success and was hosted at Edmonton FarmFair. Plans are in the making for the now annual Alberta Select Show, December 10-12, 2014 in Red Deer.

Lyle moves his report to be accepted as presented.

Saskatchewan Provincial Report

John Wilgenbusch presented the report as circulated. The 2013 saw celebrations at the AGM and Agribition to recognize the SCA's 50th Anniversary. Donna Ross is retiring as a long-time Director of the SCA and the current President.

John moved the report be accepted as circulated.

Manitoba Provincial Report

Sean Airey presented the MB report as circulated. Manitoba events were well attended and successful through 2013. Summer picnics continue to draw the members together and get them involved. The Charolais Show had 48 entries in 2013 at the Manitoba Livestock Expo and they welcome the 2014 National Show in November. A sale during the National Show is also being planned. The CCYA is being held in Portage La Prairie July 23-26, 2014. The MCA AGM is being held in conjunction with other breeds again this coming January in Brandon, MB.

Sean moved the report to be accepted as circulated.

Ontario Charolais Report

Brad Buchanan presented the Ontario report as circulated. Ontario hosted a very successful 2013 CCYA Conference and Show with many thanks going to Chester Tupling and Billie-Jo Saunders for their dedication and hard work. The national show road recognized a few Ontario bred cattle this year.

Brad moved the report be accepted as presented.

Quebec Provincial Report

Bernard Begin presented the report as circulated. The Quebec AGM was held in February and saw no changes to the Board. They continue to promote the Charolais breed through their publications and sales as well as a website.

Bernard moved the report to be accepted as presented.

Maritimes Report

Ricky Milton presented the report as circulated. The current state of the cattle market has brought a surge in optimism. Remuneration hasn't been seen yet with the breeding stock females and bull sales were on par with recent years. The 2014 Summer Picnic is being held in Nova Scotia, July 26.

Ricky moved the report be accepted as presented.

Campbell Forsyth made the motion to approve all reports (Committee and Provincial) as presented. Seconded by Lyle Bignell. All in Favour. None opposed. Carried.

Brent made the third and final call for Nominations.

Campbell Forsyth made the motion to cease Nominations. Seconded by Keith Black. All in favour. None opposed. Carried

PROPOSED BY-LAW AMENDMENTS

Two Proposed By-Law Amendments were circulated to the membership.

Brent Saunders presented the first motion brought by the Board of Directors that the Canadian Charolais Association extends Recordation to include all males that have less than 31/32 Charolais Blood but not less than ½ Charolais blood.

Charolais ½ blood males – The purpose of the proposed amendment is to bring the males to the same level of recordation as the females in our herd book. The clubby industry is booming and there's potential for high quality calves to be recognized as a Charolais through recordation in our herd book. This would open up and welcome potential new members to join our association if they could paper half-blood charolais and in turn increase the overall exposure of our breed and its benefits.

All in favour of the proposed by-law amendment – 30

Opposed – 20

Motion DEFEATED.

Brent Saunders presented the second motion brought forward by the Board of Directors that the Canadian Charolais Association no longer require or enforce that AI Sires be tested for the chromosomal abnormality RT 1/29; removal of ARTICLE XVIII Section 1 (j) from the CCA's By-Laws.

Labs around the world are discontinuing the Karyo test. Canada hasn't had a positive case in a number of years. The issue of the abnormal chromosome is eradicating itself within the herd. The test itself is very particular and difficult to administer. Blood has to be at the lab within 48hrs of the blood being drawn from the animal and not be exposed to extreme temperatures. The by-law limits what genetics we can import into Canada because the test physically can't be completed in its country of origin. We can still offer the test to members but it will no longer be a requirement.

All in favour of the proposed by-law amendment – 47

Opposed – 3

Motion CARRIED.

NOMINEE INTRODUCTIONS

Andre Stepler – Manitoba

Very active in the Charolais breed in Manitoba and looks forward to the opportunity to represent at the national level

Ricky Milton – Director at Large

Ricky has enjoyed his time with the CCA National Board and looks forward to the pleasure to continue

Darwin Rosso – Saskatchewan

Darwin had prior commitments and was unable to attend the AGM. He's active with the CCYA and looks forward to the opportunity to represent at the National level

Travis Foot – Alberta

Travis had prior commitments as well and was unable to be present at the AGM. He's active in the charolais breed and looks forward to participating at the National level

No election necessary as there were four nominees and four open positions.

**Kirby Hakkesteegt made the motion to ratify the actions of the Board.
Seconded by Jeralyn Rasmussen. All in favour. None opposed. Carried**

Kevin McFadden adjourned the meeting at 3:47pm

ASSOCIATION REPORTS

**President
CCA Office**



2014 PRESIDENT'S REPORT

2014 saw a resurgence in the beef industry with the demand for beef starting to overtake the supply. Bull sales in the spring were great and the female sales in the fall were even better. The Charolais influence calf continues to top markets across the country. We are in for a good ride for the next few years as a breed and an industry as a whole. Our AGM in 2014 was held in Renfrew County, Ontario with good attendance and great hospitality. Melanie Reekie was appointed our new General Manager at that meeting with Lois Chivilo taking over as Manager of Registry and DNA with part time help from Judy Cummer. All of our staff does a great job for us. The Canadian Charolais Association continues to be on solid financial ground. Our memberships and whole herd enrolment seem to be stabilizing and even gaining a bit. Many thanks are owed to our book keeper Rita Ricioppo for her excellent work on our behalf. The 2014 National Show was held in Brandon in conjunction with AgEx and was a resounding success. The show saw over 100 head competing and the sale quality was excellent with the average reflecting that. The National Show Committee did an excellent job organizing this event.

Andre Stepler and his Ad and Promo Committee have done a great job on our advertising this past year. They have come up with some new ads for the Cattlemens magazine that have been very well received throughout the industry. The committee continues to explore new ways to promote our breed going forward. Ricky Milton chairs our Breed Improvement Committee which is working closely with Doug Blair on the development of our GE EPDs. 2014 also saw the start of a new ongoing project at the Roy Berg Research Ranch in conjunction with ALMA. It will provide a lot of valuable information over the next few years, both phenotypic and genomic. Brian Coughlin served as our Market Development Committee Chair and Darwin Rosso as our Education Youth and Export Committee Chair.

Brent Saunders

CCA OFFICE REPORT

As we close the book on 2014 and reflect, we see historic markets, accelerated prosperities, elevated enthusiasm, and technological advances. The beef industry is flourishing. Today, at fifty-five years young, the Canadian Charolais Association is among the top five beef breeds in Canada with 700+ active members and a consistent Whole Herd Enrollment of 20,000+ breeding females annually.

In the summer of 2014, the CCA implemented a refreshed and user friendly website that has realised 25,000+ page visits August through January 2015. Our audience has engaged Charolais enthusiasts from North America and beyond including Australia, Mexico, Sweden, France, Germany and Russia to name a few. In addition to the new website we took a more active role with our digital footprint through social media. Social media is a cost effective asset for promoting the benefits of our breed and people; it is nearly free, it is available 24/7 and its reach is unlimited. We've been able to involve 3680+ Facebook and Twitter followers from around the world in near real time updates of what's been happening! If you haven't already, check us out as we continue to build and engage our audiences online.

The 2014 Canadian National Show and Sale were an outstanding success in Brandon, MB. There was an enthusiastic buzz in the barn with over 110 head exhibited and a record National Sale average of \$6797. With a high demand for Charolais bulls and breeding stock, the Charolais breed is driving efficiency and quality in Canadian beef productions systems and beyond. As a whole in 2014, Charolais bulls sold with an average of \$4769 (based on 2662 ½ lots) and Charolais females averaged \$6786 (on 555 ½ lots).

The CCA was well represented at various events through Canada and North America in 2014. We also participated in the 2014 World Charolais Congress in France where the 150th Anniversary of Herd Book Charolais and the 50th Anniversary of Charolais International were celebrated. The French shared their love and support of Charolais cattle through farm visits, auction yards, genetic meetings, feed mill tour and their National Show not to mention the beautiful countryside of green grass and white cattle. The visit to Maison du Charolais in Charolles, France was of particular interest as it is the birthplace of the breed. Canada welcomes the World in June 2015 as we host the World Charolais Technical Conference.

In the fall of 2014 we started completing our DNA samples with SNP technology. Although some initial issues came forth, the lab turnaround times have improved slightly as the interface and processes were ironed out. We continue to recommend that members allow four weeks for results to be delivered and rush services are not available.

The future is bright but we mustn't forget to applaud the continuing efforts of the producers choosing Charolais genetics. Take what you know and build on it; familiarize yourself with the new technologies and trends that will help take your operation to the next level as we do the same here at the Association.

COMMITTEE REPORTS

**Finance
Breed Improvement
Ad & Promo
Market Development
Education, Youth & Export
CCYA**



FINANCE COMMITTEE REPORT

The Canadian Charolais Association had strong financial stability again through 2014. We have maintained our revenues and been able to create efficiencies with our expenses.

The Association realised a profit in 2014 and particulars are shown with the Kenway Mack Slusarchuk Stewart Review Engagement included in the Annual Report.

The CCA Board continues to invest the Association's finances wisely with the guidance and expertise of the ATB Investment Services. We must also acknowledge Rita for her excellent work as bookkeeper for the Association.

Please take a few minutes and familiarize yourself with the financials and feel free to ask questions.



Kenway Mack Slusarchuk Stewart LLP
CHARTERED ACCOUNTANTS

Review Engagement Report

To: The Members of Canadian Charolais Association

We have reviewed the consolidated statement of financial position of Canadian Charolais Association (the "Association") as at December 31, 2014 and the consolidated statements of operations, changes in net assets and cash flows for the year ended December 31, 2014. Our review was made in accordance with Canadian generally accepted standards for review engagements and accordingly consisted primarily of enquiry, analytical procedures and discussion related to information supplied to us by the Association.

A review does not constitute an audit and consequently we do not express an audit opinion on these consolidated financial statements.

Based on our review, nothing has come to our attention that causes us to believe that these consolidated financial statements are not, in all material respects, in accordance with Canadian accounting standards for not-for-profit organizations.

May 11, 2015
Calgary, Alberta

Chartered Accountants

Canadian Charolais Association

Consolidated Statements of Operations (unaudited)

For the year ended December 31,	2014	2013
Revenue		
Female enrollment	\$ 518,927	\$ 543,806
DNA and miscellaneous	45,432	52,086
Membership	29,928	29,800
Rental and other	29,100	29,100
Transfers and registrations	11,625	13,143
Contributions	8,080	30,876
Fieldman services	-	44,100
	<u>643,092</u>	<u>742,911</u>
Expenses		
Salaries and employee benefits	163,806	155,941
Office and computer	101,578	90,994
Breed improvement	67,665	105,605
Advertising and promotion	58,734	58,278
Travel	52,129	41,586
Building repairs and operations	44,400	36,438
DNA	27,603	30,388
Amortization	21,374	27,770
Postage	13,829	12,397
Property taxes	11,513	10,979
Membership fees and training	10,717	10,834
Consulting fees	8,460	10,170
Professional fees	8,040	8,194
Telephone	7,686	8,809
Insurance	7,631	7,732
Bad debts (recovery)	5,798	(72)
Contract service	5,687	44,100
Bank charges	2,539	2,263
	<u>619,189</u>	<u>662,406</u>
Other income		
Unrealized gain on investments	59,338	48,731
Investment income	23,898	22,994
	<u>83,236</u>	<u>71,725</u>
Excess of revenues over expenses	<u>\$ 107,139</u>	<u>\$ 152,230</u>

See accompanying notes to financial statements

Canadian Charolais Association

Statements of Cash Flow (unaudited)

For the year ended December 31,	2014	2013
Operating activities		
Excess of revenues over expenses	\$ 107,139	\$ 152,230
Items not affecting cash		
Amortization	21,374	27,770
Bad debt expense	5,798	-
Unrealized gain on investments	(60,243)	(48,731)
Reinvested investment income	(22,934)	(21,886)
	51,134	109,383
Change in non-cash working capital balances		
Grant receivable	26,665	(31,073)
Accounts receivable	19,763	(20,353)
Prepaid expenses	(31,503)	12,784
Accounts payable and accrued liabilities	(29,706)	35,708
Member deposits	15,055	(19,115)
Deferred revenue	(640)	330
	50,768	87,664
Investing activities		
Purchase of property and equipment	-	(39,444)
Purchases of marketable investments	(150,000)	(150,010)
Proceeds on disposal of marketable investments	130,000	100,007
	(20,000)	(89,447)
Increase (decrease) in cash	30,768	(1,783)
Cash, beginning of year	27,351	29,134
Cash, end of year	\$ 58,119	\$ 27,351

See accompanying notes to financial statements

Canadian Charolais Association

Notes to Consolidated Financial Statements
(unaudited)

December 31, 2014

3. Significant accounting policies, continued

(c) Property and equipment and publishing rights

Property and equipment and publishing rights are recorded at cost. The Association provides for amortization using the following methods at rates designed to amortize the cost of the property and equipment and publishing rights over their estimated useful lives. A full year of amortization is recorded in the year of acquisition. No amortization is recorded in the year of disposal. The annual amortization rates and methods are as follows:

Building	4% declining balance
Furniture and equipment	20% declining balance
Property improvements	20% declining balance
Computer equipment	45% declining balance
Computer software	20% declining balance
Publishing rights	5 year straight-line

The Association records a write-down when property and equipment no longer has any long-term service potential to the Association and its net carrying amount exceeds its residual value. The excess net carrying amount over residual value is recognized as an expense in the statement of operations. Previous write-downs are not reversed.

(d) Revenue recognition

The Association follows the deferral method of accounting for contributions.

Revenue from female enrollment and memberships is recognized on a calendar basis in the period to which it relates, and excludes fees collected on behalf of provincial associations. Amounts received from members in advance for the following year are included in deferred revenue.

Rental revenues are recognized each month as the rent becomes due.

DNA revenue is recognized when the lab results are delivered to the member.

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.

Contributions to the scholarship fund and investment income earned thereon are deferred net of scholarships awarded.

Investment income is recognized in the month it is earned.

Canadian Charolais Association

Notes to Consolidated Financial Statements
(unaudited)

December 31, 2014

5. Restricted assets and deferred contributions

Restricted assets and deferred contributions relate to cash held for a scholarship fund, including reinvested dividends and interest earned on the cash and investment. The deferred contributions are externally restricted and held by the Association for scholarships for members of the Canadian Charolais Youth Association.

	2014	2013
Opening balance	\$ 77,592	\$ 81,056
Scholarships paid	(3,500)	(3,500)
Investment income	1,238	36
Unrealized gain (loss)	356	-
	<u>\$ 75,686</u>	<u>\$ 77,592</u>

6. Property and equipment

	Cost	Accumulated Amortization	2014 Net Book Value
Land	\$ 59,892	\$ -	\$ 59,892
Building	256,554	197,692	58,862
Furniture, equipment and fixtures	112,798	104,079	8,719
Property improvements	131,847	91,316	40,531
Computer equipment	108,492	104,983	3,509
Computer software	45,000	30,992	14,008
	<u>\$ 714,583</u>	<u>\$ 529,062</u>	<u>\$ 185,521</u>

	Cost	Accumulated Amortization	2013 Net Book Value
Land	\$ 59,892	\$ -	\$ 59,892
Building	256,554	195,239	61,315
Furniture, equipment and fixtures	112,798	101,899	10,899
Property improvements	131,847	81,183	50,664
Computer equipment	108,492	102,112	6,380
Computer software	45,000	27,490	17,510
	<u>\$ 714,583</u>	<u>\$ 507,923</u>	<u>\$ 206,660</u>

Canadian Charolais Association

Notes to Consolidated Financial Statements
(unaudited)

December 31, 2014

9. Financial instruments, continued

Liquidity risk

Liquidity risk is the risk that the Association will encounter difficulty in meeting obligations associated with financial liabilities. This risk is mitigated by the significant amount of marketable investments held by the Association.

Financial assets

The carrying amounts of financial assets recognized in the financial statements consist of those:

	2014	2013
Measured at amortized cost	\$ 78,892	\$ 95,350
Measured at fair value	1,180,378	1,005,469
	<u>\$ 1,259,270</u>	<u>\$ 1,100,819</u>

10. 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 associations 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.

BREED IMPROVEMENT

The past twelve months have been historical in the Charolais breed with record sale numbers for the recent bull sale run and while it is nice to bask in this success, it is also important to attempt to maintain and improve our breed's role in the cattle industry as a whole.

The CCA has entered into a research project at the U of Alberta's Kinsella ranch where 150 purebred Charolais cows will be bred to selected AI sires. The resulting offspring will be genotyped and fed out in their GrowSafe system to account for feed efficiency based on residual feed intake (RFI) and will have carcass data collected at slaughter. One of the end goals of this project is to be able to provide EPD's and/or genetically enhanced (GE EPD's) for RFI.

The CCA is continuing to investigate the viability of incorporating genomics into our EPD's and to this end have sent data sets to Dorian Garrick and his team at Iowa State for analysis. With consultation from Dorian and our genetic consultant, Doug Blair, we will then decide if and/or how to pursue the use of genomics to the betterment of breeders and the commercial industry.

Ricky Milton

AD AND PROMO COMMITTEE

– Andre Steppler, Rod Mcloed, Wade Beck, Cam Sparrow

We are working to increase the profile of the Charolais breed through several different avenues. The main advertising contract is with the *Cattleman* magazine with our ads on the outside back cover. This year we created seven new ads: the Doug Helm ad; the “tweet” ad; the “It works” ad to promote the increase demand for silver steers; the Tan heifer ad; the Panyluk Farms ad; the Kulvacki ad which promoted the more traditional tan color again promoting the quality of the Charolais female; and the Herd bull ad which emphasized the impressive Charolais bull.

We also made a shift in promoting our breed as a result of the session on social media promotion presented at the breeder school hosted by Helge and Candace By. Social media promotion is free except for the time it takes to post or retweet a great story. Now on each ad we include our Twitter handle and Facebook page link. We have utilised the expertise of Cassie Dorran to assist us with our ad material and will be taking a close look at internet advertising. This approach is new for the CCA and since this is uncharted territory for us, we plan to advertise on specific websites that already have high traffic levels-for example livestock auction marts. With this new online advertising campaign, we hope to target audiences which might not subscribe to print publications.

The Ads and Promo committee wants to promote the Charolais producers in our ads. If you have a producer in mind, please let us know. Charolais and char cross pictures are always welcomed.

Andre

Charolais...



White Silver Buckskin

It works !



2320 41st Ave NE, Calgary, AB T2E 6W8
Phone: 403.250.9242 | Fax: 403.291.9324

WWW.CHAROLAIS.COM

Check out our website and social media for
upcoming events and news!



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It works !



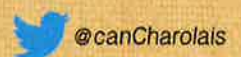
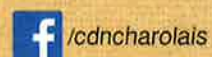
Charolais...
the market leader when weaning weight counts!



2320 41st Ave NE, Calgary, AB T2E 6W8
Phone: 403.250.9242 | Fax: 403.291.9324

WWW.CHAROLAIS.COM

Check out our website and social media for
upcoming events and news!



MARKET DEVELOPMENT

As members, we joined together in attendance at the 2014 Annual General Meeting hosted by the Ontario Charolais Association in Renfrew, ON.

The Market Development Committee continued with its support of the National Show again in 2014. The National Show was held in Brandon, MB and brought an enthusiastic crowd that exhibited 100 head.

In addition to the National Show we carried on with the support of the Calgary Stampede Steer Show, Agribition Commercial Show and the commercial shows at both FarmFair and Brandon. The Grand Champion Steer exhibited at 2014 Calgary Stampede was silver out of a purebred Charolais cow.

Approval was granted for the 2015 Charolais National Show to be held at Canadian Western Agribition in November.

Brian Coughlin

EDUCATION, YOUTH AND EXPORT

The Committee is Kirstin Sparrow, Helge By, Garner Deobald, Mel Reekie and Darwin Rosso.

After forming the committee the first task at hand was awarding the scholarships. We had a great response with a total of 13 outstanding applications. We awarded the scholarships:

- Dale Norheim \$1500 to Shae-Lynn Evans of Kenaston, SK
- CCA \$1000 to Chloe Gresel of Erin, ON
- CCA \$1000 to Jade Marshall of Red Deer County, AB

The first weekend in January 2015 I attended the CCYA National Board Meeting in Saskatoon. The youth had a great meeting. A major communication gap exists between the CCA Office and the CCYA National Board. Since that time, National Board Youth Coordinator Kirstin Sparrow and Mel Reekie have worked hard to close some of those gaps and continue to work closely together on items such as invoicing of memberships and scholarships, CCYA Youth Show etc.

Along with the Marketing Committee, a new export brochure is being developed.

I'd like to thank my committee for their time and input, also the Board members I have the privilege working with and you the membership

Darwin Rosso

2014-2015 CCYA REPORT

We started our 2014 CCYA year off in Portage La Prairie, MB. at our annual conference and show. We had many new members in attendance and it was an excellent conference planned by the Manitoba committee.

We welcomed some new faces to our National Board this year, Shae-Lynn Evans became a Saskatchewan Director, and Wyatt Ching joined the board as a representative for Ontario along with as Suzanne Smyth as our Saskatchewan Adult Advisor.

One change made this year was the location of our annual Semen Auction, as a board we decided to move the sale to Brandon, MB. to be a part of the Charolais National Show and Sale. We had excellent breeder support, making it another successful fundraiser to support our leadership scholarships that are offered at our conference and show.

Our annual Winter Meeting was held in Saskatoon at the beginning of January. This was an excellent opportunity as a board to come together and discuss our programs to develop the most effective ways to promote the youth in our breed. A few changes that came from this meeting include changing our membership year to January 1-December 31 and working closely with the CCA to come up with a way to bill our youth memberships. More details will be worked out in the summer.

The National Board has put together an Event Guide and Checklist for our website. This document is meant to help members prepare for our summer conference, outlining event descriptions and some helpful hints. This guide can be found on our newly designed website that we launched in the fall.

Our Genetics Program seen a slight change in that we allowed members to apply for any Canadian exportable semen available through Semex and Genex. This change allowed this program to have the most applications in years. The board continues to work on promoting this program and getting more youth to take advantage of this opportunity.

Our 2015 Conference and Show is in Yorkton, Saskatchewan, July 22-25.

We continue to work along with the CCA and greatly appreciate your continued support throughout the year!

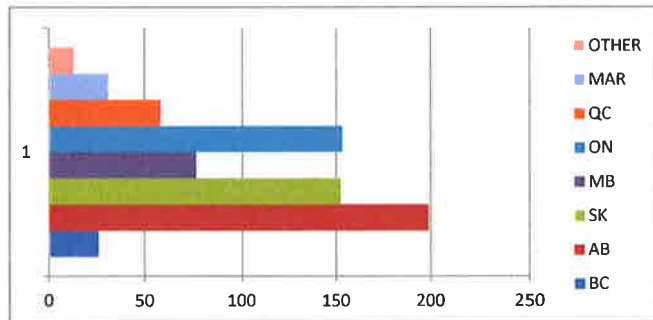
Sarah Weinbender
President, CCYA National Board

CCA STATISTICS



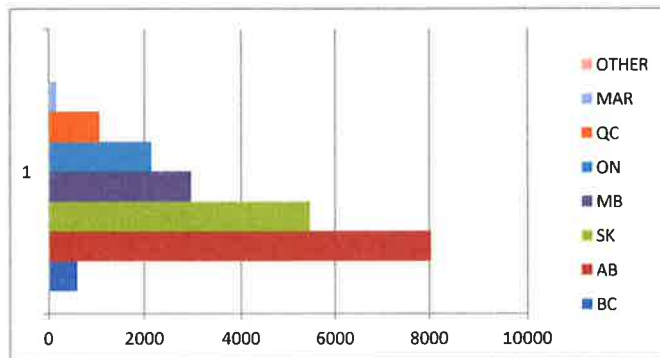
MEMBERSHIP STATS

YEAR	BC	AB	SK	MB	ON	QC	MAR	OTHER	TOTAL
2003	42	363	314	189	169	165	35	9	1286
2004	42	364	326	195	180	144	38	7	1296
2005	33	298	259	171	177	125	35	7	1105
2006	30	244	201	123	132	112	25	7	874
2007	21	161	133	90	113	100	23	7	648
2008	27	224	184	105	139	89	23	7	798
2009	17	140	120	77	109	79	17	8	567
2010	22	223	206	115	150	85	21	7	829
2011	22	200	155	86	132	65	22	9	691
2012	24	194	154	79	131	61	24	6	673
2013	27	209	160	80	154	61	32	13	736
2014	26	199	152	76	153	58	31	13	708



FEMALE ENROLLMENT STATS

YEAR	BC	AB	SK	MB	ON	QC	MAR	OTHER	TOTAL
2002	782	14656	10161	6418	2879	3132	549	24	38601
2003	770	12673	9336	6263	2695	3245	600	40	35622
2004	713	10569	8214	4931	2749	3097	469	35	30777
2005	647	9477	7232	4491	2555	2722	488	51	27663
2006	665	9120	6792	4145	2255	2106	279	16	25378
2007	612	8250	6531	3780	2278	1954	284	16	23705
2008	537	7463	5830	3438	2142	1662	227	9	21308
2009	494	7469	5799	3406	1971	1635	183	0	20957
2010	512	8051	6152	3696	2143	1839	220	9	22622
2011	522	8070	5909	3358	2081	1761	180	40	21921
2012	503	7914	6000	3241	2170	1460	158	0	21446
2013	588	8304	5720	3358	2329	1283	220	27	21829
2014	591	8030	5458	2950	2138	1062	157	10	20396



PROVINCIAL ASSOCIATION REPORTS



ALBERTA & BRITISH COLUMBIA PROVINCIAL REPORT

What an awesome year to be in the cattle business in any province!

Alberta and BC both enjoyed tremendous years in the Charolais business in 2014; from great bull sales to record setting female sales coupled with fantastic commercial prices.

The fall shows were very successful and the Red Deer Alberta Select Show and Sale was also a success. A tour put on by Alberta Breeders and supported by the Alberta Charolais Association in August was well attended; ACA plans to continue with this type of event for members and organizing is already underway for a similar event in 2015.

The ACA is in a good position financially which allows us to support and grow the charolais breed. At the AGM in Red Deer, some young and new Directors joined the Board which will widen the vision and outlook for the coming years.

Looking forward to the Charolais business in 2015

Lyle Bignell
ACA President

SASKATCHEWAN PROVINCIAL REPORT

2014 could be summed up with a few words, finally light at the end of the tunnel! The Saskatchewan board this year consists of 9 members, everyone having the same goal in wanting to see our breed leap forward, increasing in numbers seeing more commercial men purchasing our bulls for their herds. Only one of our board members works off the ranch, for the most part our livelihood is Charolais cattle!

Our board has been very aggressive the last few years in promoting our breed, we budgeted for a loss in 2014 in order to carry on an active and aggressive advertising campaign. Prior to and during bull sale season we carried out a radio campaign blanketed throughout the province which consumed 50% of our advertising budget. The remainder was spent on informational letters advising our membership of upcoming events. Saskatchewan employs Bob Jackson as our fieldman and every dollar we took in for fieldman fees was spent sending Bob to feeder and bred cow sales, as well as various cattle producer events throughout the year in the province such as the Saskatchewan stock growers conference. We purchased a supply of coffee cups with a charolais logo, as well as gloves for the fieldman to pass out at any event he attends where local breeders usually sponsor free coffee. This is a personable business and we still feel that direct contact is one of the best ways to make our presence known.

Our highlights from 2014 were the AGM held in Saskatoon, and as always our show and sale at Canadian Western Agribition where we had 120 entries in our purebred show and four pens of bulls in the commercial barn. We would like to invite everyone here to take part in the 2015 National Show and sale at CWA this coming November. We have a committee working on sponsors for prizes and we will once again be having a post sale social time in the barn. CWA has always and will continue to be a very prestigious event and we have been struggling with our dress code which is a simple black show vest which can be purchased right at the barns from the SCA at cost. We would like to take this opportunity to advise all exhibitors that show vests are required and there will be no exceptions.

Our board is as everyone else, excited about the times ahead of us. We do however have concerns about heading full steam ahead with geonomics as the statistics show that our herd numbers are not large enough to make any significant improvement in our EPD's. We think it is widely agreed that there is a lot of room for improvement at this time in the accuracy of our breeds EPD's, just not convinced that this is the way to go. Another concern is the lack of funds as our WHE drop, directly affecting our advertising and promotion. We believe advertising will soon only be preformed by the CCA as our province can no longer afford to operate as we have in the past. So in saying that, we are anxiously waiting to see what direction the National board has for our breed!

MANITOBA PROVINCIAL REPORT

2014 saw numerous events with the Charolais breeders of Manitoba.

The 2014 summer picnic and pen show was hosted by HTA Charolais on June 21st. Attendance was good with commercial and purebred entries in the pen show. The 2015 picnic and pen show will once again be hosted by HTA Charolais as part of the CCA Annual Meeting that Manitoba is hosting June 12th and 13th.

The 2014 Heart of Canada show was held in conjunction with the Carberry Fair on July 6th.

4H members showing Charolais or Charolais influenced animals received backpacks in 2014 as a token of our appreciation.

The CCYA conference and show was held in Portage la Prairie from July 23-26th with 40 youth and 45 head of cattle participating.

Charolais breeders from many provinces were in attendance at the Manitoba Livestock Expo in Brandon, MB in November, 2014. The MCA was pleased to host the National Charolais Show and Sale that was held during MLE. A very successful event with over 100 entries was the final result.

Once again, the MCA held our annual meeting in January in Brandon in conjunction with many of the other breed associations. The MCA awarded High Bluff Stock Farm (Carman and Donna Jackson) of Inglis, MB with Purebred Breeder of the Year. Commercial breeder of the Year was awarded to Robin Hill and Family of Virden, MB.

Two Charolais breeders were in attendance to display a sampling of their bulls at the Bull Congress held in conjunction with Manitoba Ag Days in January, 2015. The MCA also put up a booth display to promote Charolais. Board directors manned the booth during AgDays which saw increased overall attendance even with the move of Bull Congress to a different barn area.

The MCA had a booth display during the AGM of the Manitoba Beef Producers meeting in Brandon in February, 2015 which was manned by our fieldman Bob Jackson.

The MCA maintains a website for our membership and also published three issues per year of the Manitoba Charolais Bull-etin.

The 2015 MCA Board of Directors are: Shawn Airey (President), Hans Myhre (1st Vice), Jeff Cavers (2nd Vice), Rae Trimble-Olson (secretary/treasurer), Andre Steppler (CCA), Rob Gilliland, Kevin Stebeleski, Jim Olson, Vonda Hopcraft, Michael Hunter, Trent Hatch and our new directors Brad Cline, Scott Johnston and Ron McDonald. Thanks to retiring directors Ian Milliken, Ernie Bayduza, Campbell Forsyth for their many years of service.

Respectfully submitted,

Rae Trimble-Olson
Secretary/Treasurer

ONTARIO PROVINCIAL REPORT

Welcome everyone to the Annual Meeting. This past year was once again a busy one for the Ontario Charolais Association Board of Directors. We hosted the National AGM in the beautiful Ottawa Valley. It was a great success. We had the opportunity to host fellow breeders from all across the country and show them some great cattle and sights that the region had to offer. Special thanks go out to the Coughlin and Black Families that opened their operations to us and showed us some great hospitality.

Some of the highlights were the announcement of Mel Reekie becoming the new General Manager of the Canadian Charolais Association and Charlie and Linda Barker (Bar-Lin Acres) being presented with the CCA Honour Scroll. Congratulations!

On the show and sale side of things we have seen record prices at the sale barns for Charolais and Charolais influenced cattle. Ontario once again hosted 6 successful bull sales in the spring and a handful of top-end genetic female sales in the fall. The shows were all well attended including the Royal and Canadian Western Agribition.

Thanks to all the breeders who made 2014 a great success and looking forward to 2015.

Brad Buchanan



QUEBEC PROVINCIAL REPORT

The annual General meeting was held to Saint-Ferdinand in February. All directors retained their positions but Mathieu Palerme to Gatineau is president. During the meeting MRF Charolais Farm to Kingsez-falls won the trophy for the Farm off the year and Ranch Ostiguy to Saint-Césaire Farm exhibitor off the year.

We continue to promote the Charolais breed through sales like St Martin, Louber Farm, Jean-François Cardin, Palerme farm in Outaouais and St Hyacinthe. The Quebec Charolais breeders were also present at the exhibitions like: St Hyacinthe, Richmond, and Victoriaville. Also nice special summer event at Palerme Charolais Farm for Charolais picnic in June.

We continue to publish l'Avantage Charolais revue which advertises some of the best bull sale in Quebec. These publications give the breeders the chance to promote their Charolais herd. We worked so hard to have a good Charolais website.

We would like to thank the Canadian Charolais Association for their support. Thank you to all the breeders from Quebec for a good year and having participated in all the events. A very special thanks to all directors for his work all off the year. We appreciated so much.

Best regards

Association Charolais Quebec board

MARITIME CHAROLAIS REPORT

Maritime Charolais breeders are reaping the benefits of our current strong North American cattle market. Bull sale prices were up dramatically this spring and Charolais once again had the highest breed average in the all-breeds bull sale at the Maritime Bull Test Station. With Char-cross calves routinely topping the feeder sales, the demand for Charolais bulls continues to grow.

Our annual Maritime Charolais summer picnic/potluck was graciously hosted by Golden Brook Farms (Ken and Bonnie Langille) of Malagash, Nova Scotia with a wonderful turnout. This has become a great social gathering of Charolais brethren and continues to grow each year since its resurrection three years ago. This year's picnic will be hosted by Knowles Bros Charolais in Winsdor, Nova Scotia in late July.

Our annual meeting was held in Amherst, N. S. in November with a large turnout of enthusiastic breeders. We had a very productive meeting that generated a great deal of effective discussion. For the first time in a number of years the association will be advertising in the Atlantic Beef magazine.

Ricky Milton

AWARDS

**Dams of Distinction
Twenty-Five Year Members
Forty Year Members**



2014 Gold Star Dams of Distinction

Reg. No.	Name	Breeder	Owner
FC378725	BECK'S LADY CRUISER 221U	Beck Farms	Beck Farms
FC359494	BERICH LARIAT LADY 748T	Be-Rich Farms	Be-Rich Farms
FC369492	BERICH LARIAT LADY 898U	Be-Rich Farms	Be-Rich Farms
FC369491	BERICH MAIN LADY 874U	Be-Rich Farms	Be-Rich Farms
FC359524	BERICH LADY 701T	Marvel Farms	Be-Rich Farms
FC361587	CEDARLEA TRUFFLE 17T	Cedarlea Farms	Cedarlea Farms
FC368206	CHARROW MISS UGANDA 17U	Charrow Charolais	Charrow Charolais
FC302783	HFCC WHITE PROMISE 34L	Harder Farms	Circle Cee Charolais
FC303351	CORNERVIEW LACEY 7L	Cornerview Charolais	Cornerview Charolais
FC350822	CORNERVIEW SAVANA 4S	Cornerview Charolais	Cornerview Charolais
FC339879	CHARWORTH MISS ICE 40P	Darryl Shuttleworth	Darryl Shuttleworth
FC364866	GDSF MISS JR PLSTINUM 62T	Defoort Stock Farm	Defoort Stock Farm
FC373718	GDSF MISS R U REDY 20U	Defoort Stock Farm	Defoort Stock Farm
FC372684	DIAMOND W BOLIVA 89U	Diamond W Charolais	Diamond W Charolais
FC351719	HMP SALOME 28S	Ferme HMP Baillargeon	Ferme HMP Baillargeon
FC336788	HMP PAQUERETTE 28P	Ferme HMP Baillargeon	Ferme HMP Baillargeon
FC364002	JIL FANCY 108T	Future Farms	Future Farms
FC369187	JIL CRIMSON 5U	Future Farms	Future Farms
FC337792	GOLD IN BOULDERS 423P	Gold In Boulders Farms	Gold In Boulders Farms
FC324991	GOLD IN BOULDERS 303N	Gold In Boulders Farms	Gold In Boulders Farms
FC362653	GOLD IN BOULDERS 735T	Gold In Boulders Farms	Gold In Boulders Farms
FC360110	GLT MISS WIND 40T	Gordon & Leone Thurston	Gordon & Leone Thurston
FC360107	GLT MISS WIND 11T	Gordon & Leone Thurston	Gordon & Leone Thurston
FC367231	HTA BRIDGET 704T	HTA Charolais	HTA Charolais
FC360980	FFBB BRIDGET PLD 711T	Forsyth Bros Charolais	Hunter Charolais
FC378965	NINA ULTRA SWEET 24U	Marina Rasmussen	Marina Rasmussen
FC362390	FPC MS TOPAZ 722T	Peno Valley Charolais	Peno Valley Charolais
FC350886	KCH PARIS HILTON 51S	KCH Charolais	Pro-Char
FC368413	POST MISS BRAVO 601U	Ranch Ostiguy Charolais	Ranch Ostiguy Charolais
FC365452	ANCHOR TAMARA 4T	Anchor Ranch	Springside Farms
FC337422	HOLK JEMIMA 402P	BLK Charolais	Sven Jensen
FC355674	TMJF SHANA 147S	Tee M Jay Farms	Tee M Jay Farms
FC364606	MRSC MISS 137S	Canada/Alta Lvst Research	Thistle Ridge Ranch
FC334291	CTP MISS CINNAMON 77P	Turnbull Charolais	Turnbull Charolais
FC347425	RTP MISS UNSEEN 106R	Turnbull Charolais	Turnbull Charolais
FC358032	VAL-END TILLIE 53T	Valleys End Ranch	Valleys End Ranch
FC330168	WOOD RIVER SUNSHINE 52N	Wood River Charolais	Wood River Charolais

The Canadian Charolais Association appreciates and recognizes the following members for their continued commitment to the Charolais Breed in Canada

TWENTY-FIVE YEAR MEMBERS

Springside Farms
Airdrie, AB

Anchor J Charolais
Cochrane, AB

L E J Charolais
Portage la Prairie, MB

Kevin Stebeleski
Oakburn, MB

FORTY YEAR MEMBERS

Steppler Farms
Miami, MB

Peno Valley Charolais
Pierceland, SK

Robert G Palmer
Bladworth, SK

Jack McAfee
Lower Knoxford, NB

Brimner Cattle Co.
Manor, SK

Wood River Charolais
McCord, SK

Blackbern Farm
Foresters Falls, ON

Happy Haven Charolais
Oakburn, MB

