

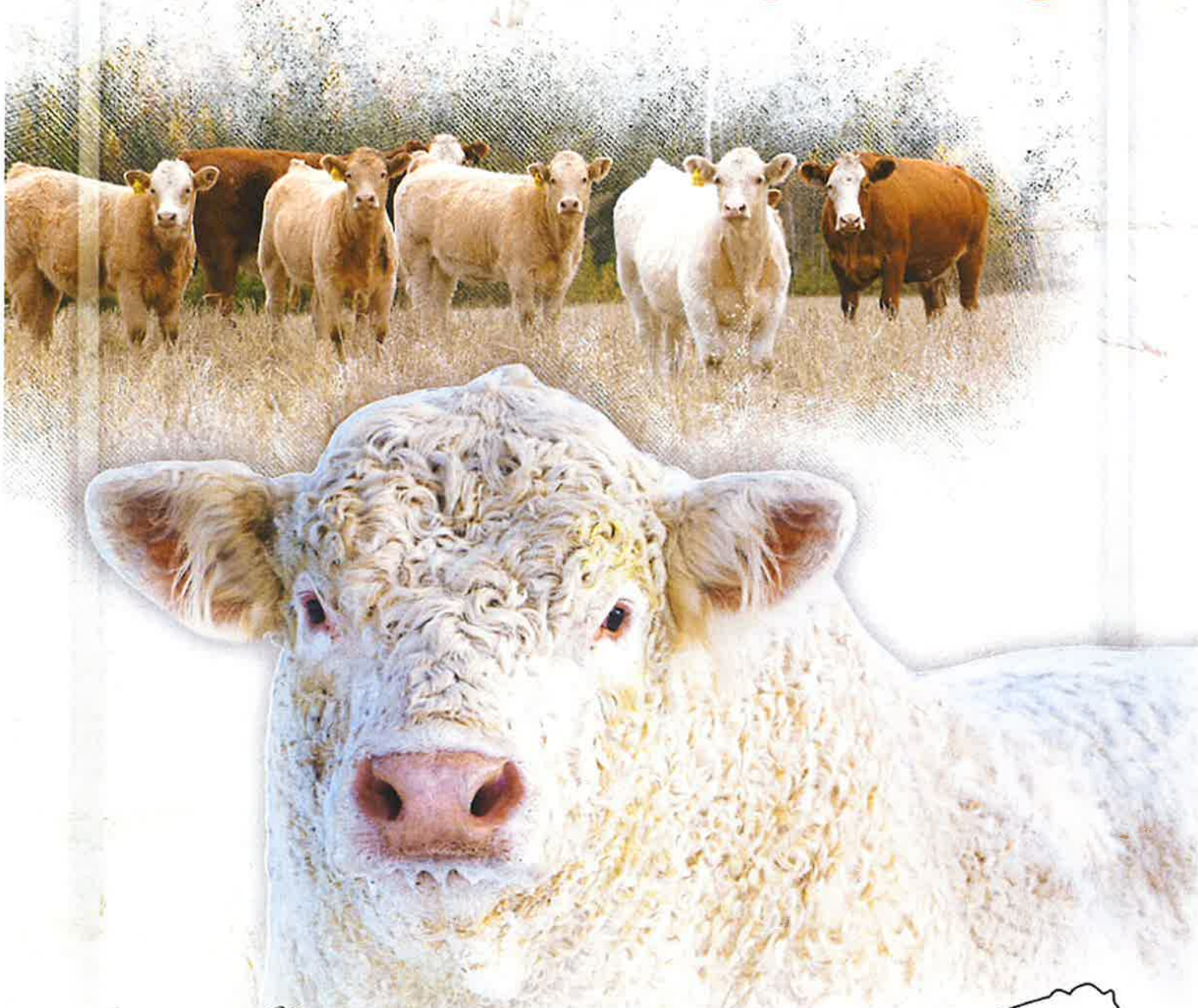


## **2017 ANNUAL REPORT**

**COLLINGWOOD, ON  
JUNE 9, 2018**

*Be identifiable.*

# USE CHAROLAIS



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CANADIAN  
*Charolais*  
ASSOCIATION

# MEETING MINUTES

## 2017 Annual General Meeting



**Canadian Charolais Association  
Annual General Meeting  
June 10, 2017 – Saskatoon, Saskatchewan**

President Brian Coughlin called the meeting to order at 2:11 pm; Brian welcomed everyone and thanked the CCA Board of Directors, the office staff, and the Saskatchewan Charolais Association for hosting the AGM events.

**Approval of Agenda – Helge By**  
**Seconded – Mathieu Palerme**  
**All in favour. None opposed. Carried.**

**Approval of 2016 AGM Minutes – Carey Weinbender**  
**Seconded – Bob Jackson**  
**All in favour. None opposed. Carried.**

**Voting Procedures:** Parliamentary: Carman Jackson; Scrutineers: Craig Scott and Ed Williams

**Brent Saunders announced that Alberta, Saskatchewan, Manitoba, and At-Large director seats are open and asked for First Call of Nominations.**

- Kasey Phillips nominated Travis Foot for Alberta
- The Alberta Charolais Association nominated Lorne Lakusta for Alberta
- The Saskatchewan Charolais Association nominated Darwin Rosso for Saskatchewan
- The Manitoba Charolais Association nominated Shawn Airey for Manitoba
- Jeff Cavers nominated Jim Olson for the At-Large seat
- Kelly Howe nominated Carey Weinbender for the At-Large seat

Brian Coughlin presented his **President's Report**, as circulated. Brian reviewed the updated registry system, the successful events held across Canada in 2016, the new promotional efforts, the solid financial position of the association, and acknowledged the work of the Board of Directors and the CCA office staff.

Mel Reekie presented the **CCA Office Report**, as circulated. Mel reported that membership is up with just over 700 active members at the end of 2016, and Whole Herd Enrollment for 2016 saw 22,574 breeding females. She gave an overview on how the breed is growing and holding its own in the market, and discussed the international events and activities the CCA was involved in during 2016. She also reviewed the 2016 CCYA Conference and Show at Summer Synergy in Olds, Alberta, and the 2016 National Charolais Show at the Royal Winter Fair in Toronto, Ontario.

**Second call for nominations – none came forth**

**Rae Olson moved to approve Association and Committee Reports at the conclusion of all.**

**Seconded – Don Good**

**All in favour. None opposed. Carried.**

Brent Saunders presented the **Finance Report**, as circulated. The CCA continues to be on solid financial ground and realized a profit in 2016. The association saw increases to its 2016 revenues primarily due to an increase of unrealized gain on investments. There was an increase on current year female enrollment, and the association's investment portfolio outperformed 2015, which is related to market impacts. Particulars are shown in the Kenway Mack Slusarchuk Stewart Review Engagement Report included in the Annual Report.

Doug Blair of Langmont Management Inc presented his report on Genomics as part of the **Breed Improvement Report**, and then took questions from the audience. He gave an overview of the CCA's genetic evaluation with University of Georgia's single step technology. It's recommended that a request be made to AGI to implement the SSBLUP (single step) methodology in the CCA Genetic Evaluations as soon as feasible.

Mike Elder presented the **Ad and Promo Report**, as circulated. He reviewed the ad campaigns and marketing materials created in 2016, social media engagement, and the shortage of quality photos needed to promote the breed to the best of our ability. A short discussion with the audience followed regarding advertising and promotion.

Travis Foot presented the **Market Development Report**, as circulated. He reviewed the 2016 National Charolais Show held in Toronto, and discussed the 2017 National Charolais Show, to be held at Ag Ex in Brandon, Manitoba, in October. The committee will also continue to support the Calgary Stampede Junior Steer Classic.

Kasey Phillips presented the **Education, Youth and Export Report**, as circulated. There were 20 contenders for the 2016 scholarships, with Jack Oattes of Ontario receiving the \$1,500 Dale Norheim Memorial Scholarship. Megan Macleod of Alberta and Shae-Lynn Evans of Saskatchewan were the recipients of two \$1,000 scholarships.

Kirstin Sparrow presented the **Canadian Charolais Youth Association Report**, written by CCYA President Shae-Lynn Evans, as circulated. She reviewed the 2016 CCYA Conference and Show, which featured Charolais juniors receiving 15 scholarships worth \$23,000 through the Summer Synergy program. The semen auction at the Agribition Charolais sale raised around \$6,675, and the CCYA received \$2,700 from the 2015 T Bar Golf Tournament. The 2017 Conference and Show will be held in Barrie, Ontario, in August.

**Motion to approve all reports – Allan Marshall**

**Seconded – Bob Jackson**

**All in favour. None opposed. Carried.**

Coffee Break 3:40pm to 3:50pm

Guest speaker Sandy Russell of Spring Creek Consulting presented a cattle market update reviewing the past year, market drivers, opportunities and challenges, and a look towards Fall 2017.

**Third and final call for nominations – none came forth. Nominations closed.**

All nominees agreed to let their names stand. Stephen Cholak of the ACA spoke on behalf of Lorne Lakusta as an Alberta Director Nominee. Director Nominees Travis Foot, Carey Weinbender, Jim Olson, Darwin Rosso, and Shawn Airey introduced themselves and provided an overview of their operations.

Ballots collected for votes on all available director seats.

Allan Marshall presented the **Proposed By-Law Change #2**, as circulated. There were no questions or discussion.

**Motion to approve Proposed By-Law Change #2 – John Chomiak**

**Seconded by Carey Weinbender.**

**All in favour. None opposed. None abstained. Carried.**

Allan Marshall presented the **Proposed By-Law Change #3**, as circulated. There were no questions or discussion.

**Motion to approve Proposed By-Law Change #3 – Darwin Rosso**

**Seconded by Shawn Airey.**

**All in favour. None opposed. None abstained. Carried.**

Brent Saunders presented the **Proposed By-Law Change #1**, as circulated.

**Motion to approve Proposed By-Law Change #1 – Darwin Rosso**

**Seconded by Dave Cockburn.**

Brent opened the floor to discussion and questions. There were concerns about whether “clubby” bulls have DNA on file, and whether or not this is actually an issue when it comes to exhibiting half-blood cattle in junior shows. There was discussion on whether the CCA should be making money from people using the Charolais name when it comes to bulls, and if the amount of registrations the CCA would receive from these crosses would be worth putting this regulation into place.

**32 in favour. 59 opposed. None abstained. Defeated.**



Wade Beck presented **Proposed By-Law Change #4**, as circulated, a change that he brought to the board.

**Motion to approve Proposed By-Law Change #4 – Wade Beck**

**Seconded by Shawn Airey.**

Brian Coughlin opened the floor to discussion and questions. The questions and concerns coming from the floor included if the change would take affect immediately; how often this issue has come up with members who contact the office; if it applied to on-farm semen drawn from a bull you no longer own; how the CCA can regulate this and ensure it's used properly; if it would be allowed on a bull owned by a syndicate; and the argument for not limiting the genetic pool and being more user friendly.

**66 in favour. 21 opposed. None abstained. Carried.**

### **2016 Provincial Association Reports**

Stephen Cholak gave the Alberta Charolais Association report, as circulated.

Carey Weinbender gave the Saskatchewan Charolais Association report, as circulated.

Shawn Airey gave the Manitoba Charolais Association report, as circulated, and spoke about what is coming up in Manitoba in the coming year.

Jim Baker gave the Ontario Charolais Association report, as circulated.

Mathieu Palerme gave the Quebec Charolais Association report, as circulated.

Ricky Milton gave the Maritime Charolais Association report, as circulated.

The scrutineers reported that there was a tie for one of the director positions, leading to a re-vote on all positions, as recommended by the parliamentarian. New ballots were distributed to the voting members and then collected by the scrutineers.

**Shawn Airey and Darwin Rosso both had no contest and are elected Directors for Manitoba and Saskatchewan, respectively.**

**Lorne Lakusta won the Alberta Director election with majority vote.**

**Jim Olson won the At-Large Director election with majority vote.**

**Motion to destroy ballots – Don Good**

**Seconded by Murray Blake**

**All in favour. None opposed. Carried.**

**Motion to ratify the actions of the Board – Mike McAvoy**

**Seconded by John Chomiak**

**All in favour. None opposed. Carried.**

Brian asked if there was any new business from the floor – none came forth.

**Motion to adjourn the meeting – Jim Baker at 6:38pm**

# ASSOCIATION REPORTS

**President  
CCA Office**





## **PRESIDENT'S REPORT**

The year started off with a great convention in Saskatoon thanks to the Saskatchewan Charolais Association (SCA). As 2017 moved forward we continued with on-going projects. The "Be Identifiable" campaign has gained momentum. Canadian Charolais Association (CCA) has worked to create an online clothing and accessory store, which has turned out to be a hit.

The new registration system has been met with some challenges, but everyday we are working to make it more user friendly. Genomic enhanced EPD's are very close to being rolled out.

The association continues to maintain a very stable position financially. A full detailed report is in this annual report. The financial stability is large in part to our Whole Herd Enrollment (WHE), our membership and the slow and steady approach of the board on major issues. Our investment portfolio saw nice returns also.

Over the year I have made an active presence wherever I was able to. I attended the Manitoba, Saskatchewan and Alberta Provincial Meetings. I also attended the Toronto Royal Winter Fair and National Western Stock Show & Rodeo in Denver. I was also present at Manitoba Ag Ex in Brandon, Canadian Western Agribition in Regina and several other fall and spring sales.

Thank you to the Manitoba Charolais Association (MCA) for hosting the National Charolais Show in 2017 and I look forward to the Alberta Charolais Association (ACA) hosting the 2018 National Charolais Show at FarmFair International in Edmonton.

Thank you to all the members that I was able to meet and visit with at these great events.

Thank you to my executive, board members, all the committee chairs and their committees for their dedication and hard work throughout the year. Thank you to all of our staff – General Manager Mel Reekie, Lois Chivilo, Sally Storch and Rita Ricioppo our Bookkeeper. Also, a thank you to Judy Cummer who retired in mid January and Piper Whelan who moved on to new endeavours the first of January. They all deserve recognition for their continued enthusiasm to the Canadian Charolais Association.

I look forward to another successful year for the Canadian Charolais Association.

Darwin Rosso

## CCA OFFICE REPORT

There continues to be strong demand in the marketplace for both male and female Charolais as we remain one of the top five beef breeds in Canada; we've advanced to third behind Angus and Simmental in purebred registrations with over 15,000 in 2017. The Association saw an eye-catching increase and set a ten-year record in Whole Herd Enrollments with over 24,000 females enrolled for the year. Memberships saw a slight increase; the take home message is that our Charolais breed is on solid footing, our product is desired. Attending the provincial annual meetings and picnics validated the united enthusiasm for the breed across all market areas in the country. Sales and events for all areas in Canada are thriving.

It's clear that the future of our breed is in good hands. The Canadian Charolais Youth Association (CCYA) Conference and Show held in Barrie, ON had a strong attendance with participants from across the provinces. Youth, cattle and enthusiasm were a plenty as they joined in on the excitement and hospitality that our breed has to offer! As well, reading through the inspiring messages and getting a first hand look at the next generation of Charolais Leaders through their CCA Scholarship applications was a true pleasure. The strength of the leadership skills, the involvement with the breed and their respective communities is remarkable. We received a significant number of highly qualified applicants for the 2017 Scholarships that included youth from commercial operations and purebred breeders from across Canada.

Beyond our borders, Canadian Charolais was well represented at the 2017 Charolais World Technical Conference in Monterrey, Mexico. Delegates from nine countries toured the area to take in the National Show, herd tours and got a feel for the feedlot operations. Delegates also presented their respective promotional strategies on how they highlight the breed. Across board, Associations contribute 10-25% of their budgets to promoting the breed. Most countries, including Canada, participate in social media as it's readily available, it's real-time reporting, reaches a large audience and is cost effective. The continued need for print media remains in tact.

The Alberta government invited Canadian Charolais to join the first delegation from Canada to meet with government and industry associations in Turkey to promote Canadian livestock genetics. The beef industry in Turkey is very much in the infancy stages but population and tourism are driving demand. The Ministry's short-term plan is to purchase and import fresh and frozen product with a long-term goal of importing feeder and breeding stock to expand their domestic industry. Drops in milk prices have cattlemen integrating to beef cattle by breeding their low production dairy cows back to beef genetics. Our meetings with higher level Turkish government officials solidified the need for Canadian genetics in Turkey. Their opinions and

ideas are not lost on the quality or quantity reality and they expressed the need for Hereford and Charolais genetics for cross breeding to add value to their industry.

In an effort to appease ongoing requests for Charolais branded clothing, we worked with MARCC Apparel to launch an online store for Charolais Swag. Various items are available to purchase at reasonable prices. Uptake has been positive as members continue to purchase CCA branded clothing. If there are suggestions on new promotional items you'd like to see, please send them along.

We saw significant changes to staffing at CCA with the hiring of Piper Whelan to assist with Registry and the day to day operations of the CCA office and Judy Cummer announced her full retirement for January 2018. Appreciation is extended to the office team for their cohesion and commitment to the Association and its members; their contributions ensure the smooth operation of the Association's business affairs.

The future is bright, but we mustn't forget to applaud the continuing efforts of the producers choosing Charolais genetics. The Association is driven by our members, we encourage you if not already, to get involved, there's no better time than now. Continue to share the Canadian Charolais story – BE IDENTIFIABLE!

# **COMMITTEE REPORTS**

**Finance**

**Breed Improvement**

**Ad & Promo**

**Market Development**

**Education, Youth & Export**

**CCYA**



## **FINANCE**

The Canadian Charolais Association is a non-profit organization that provides services to its members. The association holds a very strong financial position with a stable and slight increase in revenue annually.

The expenses have been managed diligently by the staff and board of directors.

The association is in a viable position with minimum debt and reasonable assets and reserves.

The Board wishes to thank Rita and the staff for keeping the financials up to date and Kenway Mack Slusarshuk Stewart for providing the review and engagement included in the annual report.

Thank you to the staff, board, and membership for the strong financial position of the association.



**Kenway Mack  
Slusarchuk Stewart LLP**  
Chartered Professional Accountants,  
Chartered Accountants



To: The Members of  
**Canadian Charolais Association**

We have reviewed the accompanying consolidated financial statements of **Canadian Charolais Association** that comprise the consolidated statements of financial position as at **December 31, 2017** and the consolidated statements of operations, changes in net assets and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Consolidated Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Practitioner's Responsibility for the Consolidated Financial Statements

Our responsibility is to express a conclusion on the accompanying financial statements based on our review. We conducted our review in accordance with Canadian generally accepted standards for review engagements, which require us to comply with relevant ethical requirements.

A review of financial statements in accordance with Canadian generally accepted standards for review engagements is a limited assurance engagement. The practitioners perform procedures, primarily consisting of making inquiries of management and others within the entity, as appropriate, and applying analytical procedures, and evaluate the evidence obtained.

The procedures performed in a review are substantially less in extent than, and vary in nature from, those performed in an audit conducted in accordance with Canadian generally accepted auditing standards. Accordingly, we do not express an audit opinion on these financial statements.

Conclusion

Based on our review, nothing has come to our attention that causes us to believe that the consolidated financial statements do not present fairly, in all material respects, the financial position of Canadian Charolais Association as at December 31, 2017, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

*Kenway Mack Slusarchuk Stewart LLP*

May 22, 2018  
Calgary, Alberta

Chartered Professional Accountants,  
Chartered Accountants

**Canadian Charolais Association**  
Consolidated Statements of Financial Position

As at December 31,	2017	2016
<b>Assets</b>		
<b>Current assets</b>		
Cash	\$ 11,139	\$ 27,966
Accounts receivable	16,762	23,376
Grants receivable	12,465	20,818
Prepaid expenses and deposits	22,614	12,266
Marketable investments (note 4)	1,448,167	1,275,156
	<u>1,511,147</u>	<u>1,359,582</u>
<b>Restricted cash (note 5)</b>	17	6,074
<b>Restricted investments (note 5)</b>	81,586	76,837
<b>Property and equipment (note 6)</b>	179,194	181,453
	<u>\$ 1,771,944</u>	<u>\$ 1,623,946</u>
<b>Liabilities and Net Assets</b>		
<b>Current liabilities</b>		
Accounts payable and accrued liabilities	\$ 129,252	\$ 82,978
Member deposits	15,721	12,841
Deferred revenue	840	-
	<u>145,813</u>	<u>95,819</u>
<b>Deferred contributions (note 5)</b>	80,603	79,411
	<u>226,416</u>	<u>175,230</u>
<b>Net assets</b>	<u>1,545,528</u>	<u>1,448,716</u>
	<u>\$ 1,771,944</u>	<u>\$ 1,623,946</u>

Approval on behalf of the Board:

\_\_\_\_\_  
Director

\_\_\_\_\_  
Director

*See accompanying notes to financial statements*



# Canadian Charolais Association

## Consolidated Statements of Operations

For the year ended December 31,	2017	2016
<b>Revenue</b>		
Female enrollment	\$ 603,727	\$ 569,434
DNA and miscellaneous	61,735	55,249
Grants	55,856	32,581
Membership	31,878	32,279
Rental and other	17,982	29,100
Transfers and registrations	15,993	12,365
	<u>787,171</u>	<u>731,008</u>
<b>Expenses</b>		
Salaries and employee benefits	207,999	186,152
DNA	123,074	81,566
Advertising and promotion	76,421	58,899
Travel	74,318	70,616
Office and computer	69,051	108,564
Breed improvement	52,540	48,475
Building repairs and operations	43,747	35,309
Amortization and write-off of property and equipment	20,832	31,798
Postage	16,084	14,697
Property taxes	15,154	14,564
Contract service	14,344	11,358
Membership fees and training	11,038	11,460
Consulting fees	9,500	8,438
Telephone	8,835	9,447
Insurance	7,942	8,091
Professional fees	7,905	8,128
Bad debts (recoveries)	2,975	3,172
Bank charges	1,789	1,796
	<u>763,548</u>	<u>712,530</u>
<b>Other income</b>		
Investment income	51,859	39,002
Unrealized gain on investments	21,330	44,163
	<u>73,189</u>	<u>83,165</u>
<b>Excess of revenues over expenses</b>	<u>\$ 96,812</u>	<u>\$ 101,643</u>

See accompanying notes to financial statements

## Canadian Charolais Association

### Consolidated Statements of Changes in Net Assets

Year ended December 31,	2017	2016
<b>Balance, beginning of year</b>	\$ 1,448,716	\$ 1,347,073
Excess of revenues over expenses	96,812	101,643
<b>Balance, end of year</b>	<u>\$ 1,545,528</u>	<u>\$ 1,448,716</u>

*See accompanying notes to financial statements*

## Canadian Charolais Association

### Statements of Cash Flow

For the year ended December 31,

	2017	2016
<b>Operating activities</b>		
Excess of revenues over expenses	\$ 96,812	\$ 101,643
Items not affecting cash		
Amortization and write-off of property and equipment	20,832	31,798
Bad debts	2,975	3,172
Unrealized gain on investments	(21,330)	(44,163)
Realized (gain) loss on investments	(648)	546
Reinvested investment income	(51,032)	(39,485)
	<u>47,609</u>	<u>53,511</u>
 Change in non-cash working capital balances		
Grants receivable	8,353	(11,566)
Accounts receivable	3,639	(8,445)
Prepaid expenses	(10,348)	(2,428)
Accounts payable and accrued liabilities	48,773	3,034
Member deposits	2,880	(37,701)
Deferred revenue	840	(2,000)
	<u>101,746</u>	<u>(5,595)</u>
 <b>Investing activities</b>		
Purchase of property and equipment	(18,573)	(19,900)
Purchases of marketable investments	(150,000)	(175,000)
Proceeds on disposal of marketable investments	50,000	160,000
	<u>(118,573)</u>	<u>(34,900)</u>
 <b>Decrease in cash</b>	<b>(16,827)</b>	<b>(40,495)</b>
 <b>Cash, beginning of year</b>	<b>27,966</b>	<b>68,461</b>
<b>Cash, end of year</b>	<b>\$ 11,139</b>	<b>\$ 27,966</b>

See accompanying notes to financial statements

# **Canadian Charolais Association**

## Notes to Consolidated Financial Statements

December 31, 2017

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### **1. Nature of operations**

Canadian Charolais Association (the "Association") was formed for the encouragement, development and regulation of the breeding of Charolais cattle in Canada. It is incorporated under the Federal Animal Pedigree Act which imposes rules of conduct on the Association and its members acting as purebred livestock breeders.

The Association is dependent on its members to continue as a going concern. The Association is a not-for-profit organization under the Income Tax Act and as such is exempt from corporate income taxes.

The consolidated financial statements include the accounts of the Association and Canadian Charolais Youth Fund, a charity controlled by the Association.

### **2. Basis of presentation**

These financial statements have been prepared in accordance with Canadian generally accepted accounting principles, specifically Canadian accounting standards for not-for-profit organizations ("ASNFPPO").

### **3. Significant accounting policies**

#### **(a) Cash equivalents**

The Association considers all investments with maturities of three months or less and demand bank loans that are utilized periodically for day to day operations to be cash equivalents.

#### **(b) Measurement uncertainty**

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent liabilities at the statements of financial position date and the reported amounts of revenues and expenses during the year. Actual results could differ from those estimates.

## Canadian Charolais Association

### Notes to Consolidated Financial Statements

December 31, 2017

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#### 3. Significant accounting policies, continued

##### (c) Property and equipment

Property and equipment is recorded at cost. The Association provides for amortization using the following methods at rates designed to amortize the cost of the property and equipment 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 at the time payment is received, which closely corresponds to 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

December 31, 2017

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#### **3. Significant accounting policies, continued**

##### **(e) Measurement of financial instruments**

The Association initially measures its financial assets and liabilities at fair value and subsequently at amortized cost, except for marketable investments and restricted investments that are quoted in an active market, which are measured at fair value. Changes in fair value are recognized in the statement of operations in the period incurred.

Financial assets measured at amortized cost include cash, grants receivable, accounts receivable and restricted cash. Financial liabilities measured at amortized cost include accounts payable and accrued liabilities.

##### **Impairment**

Financial assets measured at amortized cost are tested for impairment when there are indicators of impairment. The amount of the write-down is recognized in the statement of operations. The previously recognized impairment loss may be reversed to the extent of the improvement, directly or by adjusting the allowance account, provided it is no greater than the amount that would have been reported at the date of the reversal had impairment not been recognized previously. The amount of the reversal is recognized in the statement of operations.

##### **(f) Contributed materials and services**

The Association records the value of contributed materials and services when the fair value can be reasonably estimated, when the materials and services are used in the normal course of the Associations operations and would otherwise have been purchased.

#### **4. Marketable investments**

Marketable investments consist of mutual funds and trust units which are valued at fair market value.

## Canadian Charolais Association

### Notes to Consolidated Financial Statements

December 31, 2017

#### 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 investments in mutual funds. The deferred contributions are externally restricted and held by the Association for scholarships for members of the Canadian Charolais Youth Association.

	2017	2016
Opening balance	\$ 79,411	\$ 78,234
Scholarships paid	(3,500)	(3,500)
Investment income	2,246	2,079
Bank charges paid	(57)	-
Unrealized gain	2,503	2,598
	<u>\$ 80,603</u>	<u>\$ 79,411</u>

#### 6. Property and equipment

	2017
	Cost      Accumulated Amortization      Net Book Value
Land	\$ 59,892      \$ -      \$ 59,892
Building	256,554      204,476      52,078
Property improvements	168,864      124,758      44,106
Computer software	18,000      6,480      11,520
Furniture and equipment	120,359      112,024      8,335
Computer equipment	115,460      112,196      3,264
	<u>\$ 739,129      \$ 559,934      \$ 179,194</u>

	2016
	Cost      Accumulated Amortization      Net Book Value
Land	\$ 59,892      \$ -      \$ 59,892
Building	256,554      202,307      54,247
Property improvements	153,581      113,731      39,850
Computer software	18,000      3,600      14,400
Furniture and equipment	120,359      109,939      10,420
Computer equipment	112,170      109,526      2,644
	<u>\$ 720,556      \$ 539,103      \$ 181,453</u>



## Canadian Charolais Association

### Notes to Consolidated Financial Statements

December 31, 2017

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#### 7. Contractual obligations

The Association's total obligations, a photocopier lease and a postage machine lease, are as follows:

2018	\$ 5,663
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#### 8. Financial instruments

The Association's use of financial instruments and its exposure to risks associated with such instruments arises out of its normal course of operations and investing activities.

##### Credit risk

Credit risk is the risk that one party will cause a financial loss for the other party by failing to discharge an obligation. The Association is exposed to credit risk on the accounts receivable from its members, who are in the agricultural industry. However, the Association has a significant number of members, which minimizes concentration of credit risk.

##### Market risk

The Association is exposed to the risk that the fair value of its marketable investments and restricted investments that bear interest at a fixed rate will fluctuate because of changes in the market rate of interest.

##### 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.

#### 9. Financial instruments

##### Financial assets

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

	2017	2016
Measured at amortized cost	\$ 40,383	\$ 78,234
Measured at fair value	1,529,753	1,351,993
	<u>\$ 1,570,136</u>	<u>\$ 1,430,227</u>

## **Canadian Charolais Association**

### **Notes to Consolidated Financial Statements**

December 31, 2017

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#### **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 COMMITTEE**

Committee:

Allan Marshall, Shawn Airey, Travis Foot, Wade Beck, Doug Blair, Sean McGarth and Mel Reekie

We are continuing to work towards genomically enhanced EPD's. This has been a laborious task gathering genetic data, getting it formatted and sent to the University of Georgia which has taken time and a lot of effort thanks to Doug Blair and Mehdi Sargolzaei.

Sean McGarth compiles, edits and submits all our raw numbers for both EPD runs, as he has done for many years. Sean feels we have a good clean data set. We could use more carcass and ultra sound numbers. Thank you to all the breeders who submit weights, it is what makes the data work. We are hoping to have GE EPD's in the fall run in 2018 using the one step method.

There was discussion at the committee meetings on the way we present calving ease. After a lengthy consultation it was decided to be changed to the current presentation which is (The CE EPD is based on raw data with zero being at the 70<sup>th</sup> percentile.)

2017 was the last year for the Kinsella project which was a 5 year project. At the fall committee meetings we visited with the heads with a brief discussion of continuing the project with nothing finalized. They have a tremendous amount of feed efficiency data going back 15 years that we would like to continue to work with them on.

Thank you to the committee board and members for their time and input on the Breed Improvement

## **AD & PROMO COMMITTEE**

Committee members - Mike Elder, Mel Reekie, Craig Scott, Mathieu Palerme, John Mielhausen

The ad and promo committee has had a busy year in 2017. Our committee is responsible for the print advertising including the Canadian Cattlemen Magazine back cover ads, Top Stock magazine as well as other breed magazines including Hereford Today and Simmental Country.

With another fall of buckskin calves topping sales across the country our "Be Identifiable" slogan is a great way to promote our breed. The "Increase Your Bottom Line" ads are to remind producers that you can increase your bottom line by using Charolais bulls in your crossbreeding program. "Join the Gold Rush, Make the White Decision" was a very popular ad that run in early 2018 and received positive feed back.

Our online advertising is done through DLMS and TEAM. If you are on their website, we have a link to our website.

Social media is done through the office. Facebook and Twitter are a cost-effective way to advertise and keep people informed not only in the Charolais world but also in the beef industry as a whole. Piper was doing a great job with it and Sally will continue to run the accounts.

Pop up stands have been made to take to events during the year. We have made bumper stickers for tack boxes, blowers etc. and larger ones for stock trailers now as well.

Our online store for Charolais Swag has been a success. We have various items such as hats, hoodies, jackets, etc. that can be ordered online with the CCA logo.

We are currently working on a trifold pamphlet for the various events during the year as well as planning online educational videos.

Regards,  
Mike elder

## **MARKET DEVELOPMENT COMMITTEE**

The National show was held in conjunction with the Manitoba Ag-Ex show, the largest all breed show in Manitoba. The event was an outstanding success with over ninety-seven entries from several provinces. At this type of show exposure is to all breeds and commercial producers thereby giving greater promotion to the target audience which is the goal. Congratulations to the organizing committee for a job well done. The event also included a high-class sale again with animals selling to five provinces as well as the US, again congratulations to the organizers.

With the support of the Market Development Committee the 2018 National Charolais Show is scheduled to be held in conjunction with Farm Fair in Edmonton on November 9. The organizing committee has been hard at work on this for some time and it promises to be an excellent event. Please watch for updates on this and plan to attend.

The Market Development Committee also continued support of the Calgary Stampede Steer show, as well as the Agribition Commercial show and the commercial shows at both FarmFair and Brandon Agex.

## **EDUCATION YOUTH & EXPORT (EYE) COMMITTEE**

2017 EYE committee members: Kasey Phillips, Chair; Kirstin Sparrow, Roger Peters, Garner Deobald

The EYE committee had a busy and successful 2017. The CCYA conference was held in Barrie, ON with a great turn out youth both from purebred and commercial operations from most provinces. This year's conference will be held in Brandon, MB from July 25 to the 28th. At this year's conference there will be international youth members from various countries through a new international youth program spear headed by Helge and Candace By. Kirstin Sparrow deserves a lot of credit and thanks for all the work she continues to do with the CCYA National Board and its members. She is the youths' main contact and attends all meetings and conference calls throughout the year. Blairs AG published an article on the CCYA for their magazine in early 2018 that was sent out to their customers; thanks to the Blair family for advertising and showcasing our successful youth program.

The Canadian Charolais Association received several impressive applications for the 2017 scholarships. The EYE committee along with the CCA had a challenging task of selecting only three winners. Dale Weinbender of Saskatchewan was the recipient of the Dale Norheim award for 2017 valued at \$1500. Shelby Evans of Saskatchewan and Karin Dubuc of Quebec were awarded the \$1000 scholarships for 2017.

In November a group of International Delegates from seven countries toured through Alberta on trade mission involving FarmFair and Canadian Beef Breeds Council (CBBC). The tour was mainly in the Edmonton area. The Chinese delegates did stay longer and met with some of the CBBC Board, in Calgary, in which the CCA was represented by Mel Reekie. The EYE Committee was involved in the tour and had some gifts made to hand out the international guests.

New for this years EYE Committee was a small increase in funding which will be used to sponsor international functions, class winners, banners etc. in out of country national shows.

Submitted by: Kasey Phillips

## **CANADIAN CHAROLAIS YOUTH ASSOCIATION**

Our Canadian Charolais Youth Association welcomed many new faces to our National Board this year, with 4 new provincial representatives and a new Ontario adult advisor. We welcomed Tyson Black and Brad Fergus from Ontario, Bret Marshall from Alberta, Rae-Lynn Rosso from Saskatchewan and we are very lucky to have Karen Black as our new Ontario Adult Advisor. With the experience from our other board members as well as the new ideas and perspectives from this year's additions, we are very excited for what is to come.

The 2017 CCYA Annual Show and Conference was held in Barrie, Ontario from August 2-6. We had 59 youth members attend the conference from Alberta, Saskatchewan, Manitoba, Quebec and Nova Scotia. There were lots of cattle, many new faces in attendance and everyone had a good time. Thank you to Ontario for hosting!

This past June four CCYA members had the opportunity to travel down Grand Island, Nebraska to attend the American International Junior Charolais Association Conference. We met lots of youth members and breeders and even had the opportunity to help ring the show.

We are very excited to provide a new scholarship for youth members this year. The CCYA Travel Opportunity Scholarship program is officially in effect this year, providing members with an opportunity to receive funds to assist in travel while attending an event or conference involving the Charolais breed or the cattle industry in general. Applicants must fill out a form and include a short write-up explaining their involvement in the Charolais breed, what they hope to gain from the event and their travel plans/estimated expenses. Applicants can apply at any time throughout the year. We are hoping that this program will help educate and develop the youth of our breed.

We once again received a donation from the T Bar C Invitational Golf Tournament. This was the final year of the golf tournament so the last year we will receive a donation from them.

Our annual Semen Auction was held once again at the Charolais sale during Canadian Western Agribition, generating \$3575. Thank you to the generous breeders who donated semen this year and to everyone who bid or purchased semen. These funds are used for the Leadership Scholarship at the upcoming CCYA show and conference.

We are very excited for our 2018 conference in Brandon, Manitoba from July 25 -28. The facilities in Brandon are fantastic and we are excited for several new changes we will be implementing this year, including switching the "mixer" to a steak cook-off! We are also very excited to host the first Charolais International Program at our conference this year. Youth members involved in the Charolais breed from several countries all over the world will be in attendance and we are very honored to have them attend our conference.

We thank the CCA for their support through the year and look forward to continuing to work with you through 2018.



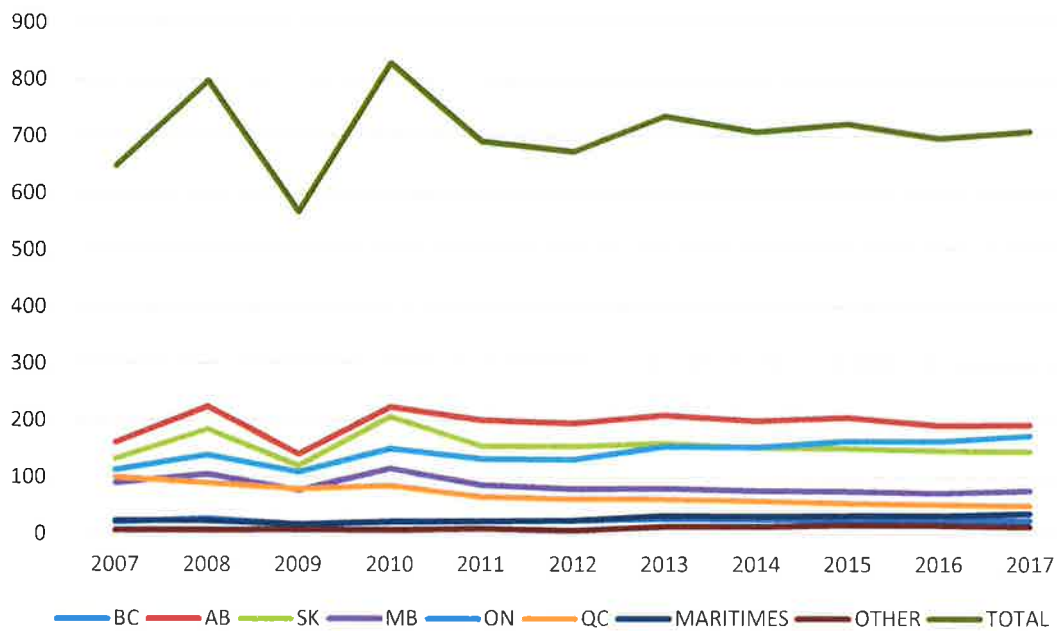
# CCA STATISTICS



## MEMBERSHIP STATISTICS

YEAR	BC	AB	SK	MB	ON	QC	MAR	OTHER	TOTAL
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
2015	25	205	151	75	164	54	32	16	722
2016	25	191	147	72	163	52	32	15	697
2017	24	192	145	76	173	50	36	13	709

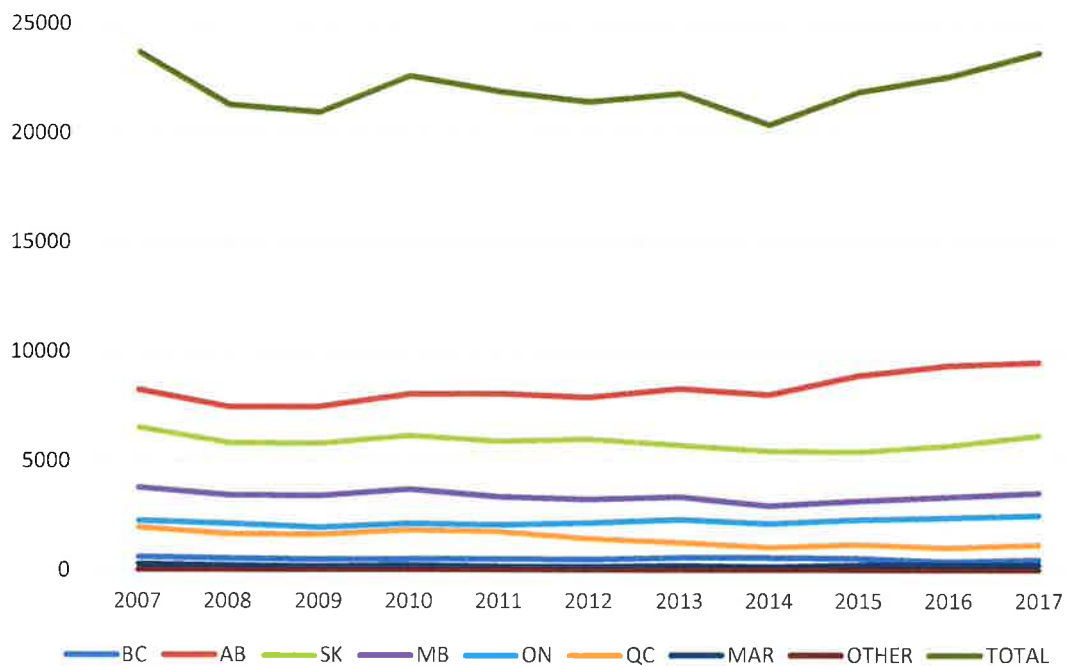
Membership Trends



## FEMALE ENROLLMENT STATISTICS

YEAR	BC	AB	SK	MB	ON	QC	MAR	OTHER	TOTAL
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
2015	560	8909	5437	3191	2334	1196	257	13	21897
2016	411	9363	5711	3359	2429	1047	254	28	22602
2017	496	9510	6171	3544	2522	1179	263	9	23694

WHE Trends



# PROVINCIAL ASSOCIATION REPORTS





## **ALBERTA & BRITISH COLUMBIA PRESIDENT'S REPORT 2017**

2017 was a solid year for livestock producers but many challenges were faced as drought, fire and extreme wetness all factored into various regions within our geography. Fortunately, the markets remained stable and Charolais genetics were further utilized in many more herds in 2017 and continued to help rancher profitability. The AB/BC Board consisted of 14 members and 3 CCA Directors in 2017 representing Alberta and British Columbia.

The Board reconvened in January and re-evaluated its focus and direction for the upcoming year. Committees were formed and budgets set for the upcoming year. This process helped align the Board and drive our direction for the year.

After promoting the Charolais breed at a few Bull Congresses throughout the provinces early in 2017, our first major event was held at the end of June. Building off the great success we had in 2016 with our breeder tour, we shifted the tour to the east central portion of the province. The response from both Commercial and Purebred breeders was outstanding as we filled up 2 coach buses and toured 4 herds. Thank you to Wilkie Charolais, Vikse Family Farms, Springside Farms, BOB Charolais and Legacy Charolais for their hospitality and all the work setting up and preparing for the event and our sponsors to help us fund the event. The ACA has received many compliments on the tour and we will continue it in the future.

The ACA was pleased to bring forward Lorne Lakusta as a potential Alberta/BC Director to the CCA meeting in Saskatoon. We are pleased the attendees elected Lorne to represent Alberta/BC for the next 3 years and thank Travis Foot for his years of service on the CCA Board. The ACA is pleased to announce it was awarded the 2018 National Show at FarmFair International next November.

Olds played host to the Fall Classic show which is the kick off to the fall show season in early October. Despite being held when many were still busy harvesting crops, numbers were flat year over year and the Charolais division had a strong representation. Farmfair International saw a spike in entries this year and attendance from Commercial customers was higher. Many International guests attended the show and added genetics to their respective countries. Our continued support of the Composite Steer and Heifer show saw us attract more youth to the event and some exceptional Char influenced cattle. A first ever occurred at Farmfair as the Charolais Champion Female was also crowned as the Supreme Champion Female. Alberta exhibitors had 5 Charolais represented in the Supreme drive at FarmFair this year which demonstrates the quality and depth of the breed in the province. Our signature event "The AB

Select Bull Show and Sale” was held in Red Deer Dec. 7<sup>th</sup> and 8<sup>th</sup> along with our Annual meeting. We made some changes to the format which helped us continue to make this the premier Charolais sale in the country and the envy of other provinces. Congratulations to all our award recipients this year –Purebred Breeder of the Year – Wrangler Charolais, Booster of the Year – Bow Valley Genetics, Commercial Breeder of the Year – Jim and Bernadette Spearin, Pioneer Award – Gordon Rattray and our scholarship winners Brent Marshall, Amanda McLeod and Candace Fankhanel.

The continued utilization of Social Media helped us drive our message and engage those interested. Over 460 members currently are subscribed to our Facebook account. Nominations for our 4 awards through our website had an excellent response from various breeders in Alberta/BC and also allowed students to easily apply for scholarships online. Check out the website at [www.albertacharolais.com](http://www.albertacharolais.com) if you haven't already. We continued our coffee cup program at selected Auction Marts and have added new 'Be Identifiable' signage as well.

Our 4-H program was renewed for 2017. We gave out “Charolais cow” memory sticks and we decided to try out a new sales credit idea for all 4-H kids exhibiting Charolais influenced projects for the Select Sale this year. We had 8 - \$1000 credits used at this year's sale and had 15 more kids come to the event then the previous year. We took pictures of each member with their new project for future marketing purposes.

I wish to thank the entire Board for their hard work, dedication and creativity throughout the year. Special thanks to both Deb Cholak and Jocelyn O'Neill who graciously donate their time and energy to complete the Secretary/Social Media role for the Alberta /BC Association.

We look forward to 2018 and continuing to grow and strengthen the Charolais breed! Plan to be at our 2018 tour in Southern AB on the 30<sup>th</sup> of June as we tour 3 strong herds. The National Show at Farmfair on Nov.8-9 will be real exciting as we unveil a few new initiatives that everyone will want to be a part of! The Select bull show and female sale with our Annual mtg Dec.6-7<sup>th</sup> will wrap up our year in Red Deer.

Respectfully Submitted,

Stephen Cholak, President

## SASKATCHEWAN ASSOCIATION REPORT

Good afternoon fellow Charolais Breeders. As I am reflecting on this past year, I would like to thank all my board members and breeders in the province that have helped make this past year a huge success. Our Board of Directors is made up of 9 breeders including myself Kelly Howe, Moose Jaw, SK and the following executive Jared McTavish, Moosomin, SK as 1<sup>st</sup> Vice President, Stephen Wielgosz, Yellow Creek, SK. as 2<sup>nd</sup> Vice President, Dave Blechinger, Rosetown, SK. as Secretary/Treasurer. Our other board members include Mike Neilsen, Willowbrook, SK., Raymond Pashke, Love, SK., Jordan Moore, Redvers, SK., Tyler Smyth, Swift Current, SK. and Matt Jones, Gull Lake, SK.

With our 4-H and Youth Program, we awarded over 100 promo items to Provincial Youth for exhibiting Charolais influence cattle this past year. This was a record number for our program and it was great to see the success of the Charolais Steer's and Female's working for our provincial youth. We also know that there are likely more out there so we continue to work through social media, Saskatchewan 4-H and local clubs to recognize these individuals. As well, we started a new program where any youth exhibiting a Charolais influence animal as their project, are eligible to have their name in a draw for a \$1000 sale credit towards a purebred Charolais Heifer from any Saskatchewan Charolais breeders. Our hope is to encourage youth to start their own Charolais herd. Congrats to Morgan Debenham on winning the sale credit this past year. Submission's for next year's sale credit need to be in to the Association before our AGM on July 21<sup>st</sup>, 2018 to be eligible. We have opened the criteria to include private treaty purebred heifers as long as we receive proof of transfer.

For Ad and Promo, we purchased pop up banners held by our board of directors to be used at local events in all parts of our province. If any breeders need to use these pop ups for events, please contact your local director. The Breeder Directory also continues to be very popular as we are in the position to have to print a few more copies to continue to use at events, auction barns, Clinics and stores across the province. The maps can also be viewed on our website. As well we continue to target sponsorships to most youth shows and events in the province.

Bob Jackson continues to be our Fieldman to help support our presence at Industry events like Agribition, Saskatchewan Beef Industry Conference, Saskatchewan Stock Growers AGM and Saskatchewan Ag Producers Information Night. We are trying to support his presence with directors at most of these events to continue to push the presence of Charolais at these events. Bob and Janet Jackson also received the Saskatchewan Livestock Association Honor Scroll this past year for their contribution to the Saskatchewan Industry and are so proud of all they have done for the Industry and the Breed.

We were lucky to host the CCA AGM in June. A great attendance with a successful tour of Norheim Ranching, Buffalo Plains Cattle Co and Palmer Charolais ended with a great BBQ and fellowship at Palmers. The following day hosted the AGM where we reviewed business and celebrated a year of success. We were able to recognize several individuals on the CCA Honor Roll from our province. Bob and Monette Palmer of Bladworth, SK. and Doug Howe of Moose Jaw, SK. were nominated by the SCA and were awarded the prestigious award by the CCA at the AGM.



We held our 54<sup>th</sup> Annual AGM and Pen Show this past year in Moose Jaw on July 30<sup>th</sup> at Johnstone's Auction Mart in Moose Jaw, SK. Close to 20 pens of cow/calf pairs, calves and bred heifers were on display to enhance our AGM and a Steak Dinner was held that night. I would like to thank our 2 retiring directors Carey Weinbender, Canora, SK. and Mike McAvoy, Arlee, SK. for your service to the board, the breed and the province. We welcomed 2 new directors to 3 year terms – Jordan Moore of Redvers and Matt Jones of Gull Lake. With over 50 members in attendance along with local commercial breeders, the event was a huge success. Make sure you mark your calendars for the 2018 AGM and Pen Show at McTavish Charolais in Moosomin, SK on July 21<sup>st</sup>.

Canadian Western Agribition this past fall was once again a tremendous event. With the opening of the new International Trade Centre, Regina welcomed 365 international guests from 86 countries (a new record). With near record numbers in the purebred show, it was great to see the excitement in the barns with the new facility. Between a successful commercial show, purebred show and an amazingly successful sale, once again Agribition proves to be the place to be in the livestock industry in North America.

Congratulations to the following who were awarded their awards at Agribition:

- 2017 Charolais Commercial Breeder of the Year – Martens Ranch Ltd – Curt and Julie Chickoski, Swift Current, SK
- 2017 Charolais Purebred Breeder of the Year – Sliding Hills Charolais – The Weinbender Family, Canora, SK
- 2017 Herdsman Award – Matt Jones – Jones Charolais, Gull Lake, SK
- Regional 4-H Champions
  - o Will Banford
  - o Calina Evans
  - o Paige Lehman
  - o Rylan MacGillivray
  - o Tristen Franc

International guests continue to show interest in our province and thanks to some great partners and amazing Breeders we can showcase some great Charolais cattle to these guests. At Agribition almost 150 toured Howe Family Farm and Buffalo Plains Feedlot. As well two delegations with 42 from Norway and 24 from Finland spent more time in our great province to tour Wilgenbusch Charolais, Beck Charolais, Palmer Charolais, Sparrow Farms and other great operations.

Thanks to the Charolais Breeders of Ontario for hosting a great event this summer. I am sad to missing it but the kids 1<sup>st</sup> 4-H Achievement Day does have to take priority. We look forward to welcoming everyone back in Saskatchewan for our Summer AGM on July 21<sup>st</sup>, 2018 at McTavish Charolais in Moosomin, SK and for Canadian Western Agribition in November 19-24<sup>th</sup>. While you are in Saskatchewan, make sure you take some extra time to tour some great cattle and enjoy even better hospitality.

Regards

Kelly Howe

2017/18 Saskatchewan Charolais Association President

## MANITOBA PROVINCIAL REPORT

Spring 2017 to spring 2018 was another busy 12 months for the Charolais breeders of Manitoba.

In July, 2017, Myhre Land and Cattle were our hosts for the MCA Annual Meeting and the summer pen show. Our AGM had previously been held in January of each year and the MCA board decided to change the format to the summer to help keep the attendance higher. Attendance was very good and entries for both commercial and purebred entries in the pen show came out to participate. Our purebred producers of the year were C2 Charolais (Jeff and Jackie Cavers & family) of LaRiviere, MB. and our commercial producers of the year were Sora-Horan Farms of Bowsman, MB. Our AGM with pen show will be held this July 14<sup>th</sup> and hosted by Cline Cattle Company (Brad & Juanita Cline).

Approximately 65 4-H members showing Charolais or Charolais influenced animals received show comb holders in 2017 as a token of our appreciation. The MCA sponsored \$1000 towards the MB Youth Beef Roundup 2017 which was held in Neepawa, MB. Our MCA scholarship of \$750.00 was given out to Logan Cline and Caden Lazaruk. A bowling and pizza get together for Manitoba Charolais Juniors was again held in December 2017 and sponsored by the MCA. The Manitoba Juniors will be hosting the CCYA conference in Brandon this coming July.

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, 2018. MCA also had a display booth at Ag Days.

Charolais breeders were in attendance at the Manitoba Ag-Ex in Brandon, MB the last week of October, 2017. The 2017 Charolais National Show and Sale were very well attended with breeders from Ontario to Alberta. An additional Jackpot Bull Show for Charolais bull calves was held at Ag-Ex with judging provided by the commercial and purebred breeders in attendance. Sale credits offered by various Manitoba breeders were also given away on a draw basis to those in attendance.

The MCA maintains a website for our membership. Many thanks from the board to our long time publisher of the Manitoba Charolais Bulletin, Cheryl McPherson, who has now retired. Our new publisher is Melissa McRae of Prairie Pistol Designs who has been working with us on our new format of two issues per year with expanded circulation.

The MCA Board of Directors are: Hans Myhre (President), Jeff Cavers (1<sup>st</sup> Vice), Andre Steppler (2<sup>nd</sup> Vice), Rae Trimble-Olson (secretary/treasurer), Rob Gilliland, Jared Preston, Michael Hunter, Trent Hatch, Brad Cline, Scott Johnston, Ron McDonald, Tyler Stewart and Matthew Ramsey. Thanks to retiring director Kevin Stebeleski for his many years on the MCA board. Our Manitoba CCA rep Shawn Airey and the CCA member-at-large Jim Olson represent our interests on the national board.

Respectfully submitted,

Rae Trimble-Olson, Secretary/Treasurer

## ONTARIO PROVINCIAL REPORT

As the 2017/2018 Ontario Charolais Association year has drawn to a close, I believe as breeders we can take great comfort in the favorable position the Charolais breed is perceived within the Ontario beef sector. Once again Charolais and Char X calves have been topping sales across Ontario and the demand for the Charolais herd sire remains the optimal choice for producers to add more pounds and dollars to their calves at market.

During a continued phase of cow number reductions throughout Ontario, it is encouraging to see the membership and enrollment numbers continue to increase allowing CCA members to have a strong voice across the province, playing a key role on provincial and county cattlemen's boards. Fall female sales continue to be well received throughout the province, highlighting the continued demand for Charolais influenced females throughout the Ontario cow herd. Our breed hosts the majority of the bull sales across the province each year, and breeders are finding that although the demand for Charolais herdsire remains strong, the declining cow herd in the province is providing new challenges when marketing bulls each year.

In the past year the OCA has taken initiative on continuing the outreach to the Ontario cow/calf and feedlot producer by ensuring our Charolais "Be Identifiable" signs are present at every auction mart across the province, as well as ensuring our Charolais Fieldman attended numerous sales across the region where Charolais calves are featured. This allowed our fieldman, John Mielhausen, the opportunity to hand out Ontario Charolais merchandise, buy coffee for producers as well as provide an avenue for networking with producers who may not have realized the benefit of Charolais yet. To ensure that the face of our association is adequately equipped, John's promotional material has also been updated and revised to offer current and modern display posters that he can use at industry events and sales. This outreach to the commercial field of the Ontario beef sector is vital to the success of our breed.

A major objective of the OCA has been to utilize print and digital advertising to promote the breed and association events to OCA members and the Ontario beef sector. We are featured in the 5 issues of the provincial publication "Ontario Beef Farmer" where the key audience is the commercial beef farmer. These ads focus on highlighting the Charolais Advantage, bringing real data and testimonials from other producers to the audience. Our OCA website, Facebook and Twitter accounts offer directors the ability to relay real time information to the OCA followers. OCA Facebook and Twitter pages have 1450 and 250 followers respectively.

The Ontario cow-calf road show was held this summer where bus loads of Ontario cow-calf producers traveled north to the New Liskeard region for an informative event, touring various operations in that unique region of our province. Given the popularity of the Charolais breed, the OCA board felt that it would be a proper gesture to provide participants on the road show with their very own Ontario Charolais "be identifiable" hat to wear and take home at the end of the event. We feel this initiative was extremely well received.

This past summer, Ontario was host to the Canadian Charolais Youth Association national show and conference held at the Essa Agriplex in Thornton, a truly state of the art facility for agriculture events. I was extremely impressed with the number and caliber of participants that took part in this event. The CCYA board and members responsible for organizing this event showed a great deal of organization and professionalism throughout the week. Hats off to the breeders who sponsored, volunteered and provided animals for CCYA members from afar to participate. The CCYA Youth Show and Conference is an essential program that fosters young agriculture enthusiasts and encourages them to propel our breed into the future.

Charolais youth was also well represented at the Jr. Beef Expo in London, Youth Forum in Lindsay as well as 120 Ontario 4-H participants exhibiting Charolais influenced calves in their respective clubs across the province in the past year. The OCA is proud to support 4-H Youth as well as junior show participants for their participation in these events.

The OCA ran several Point Show competitions right across the province at numerous local fairs and regional exhibitions. By having the OCA members participate at these shows helps local agricultural societies connect the urban and rural divide, as well as create some fun and competition for the exhibitors. The final event on the Ontario show road takes OCA members to Toronto. With a little less fanfare, coming off our extremely successful 2016 National Show and Sale, the 2017 Royal show was well represented by our breeders with another strong show being held. The Royal is consciously making efforts to make the experience more enjoyable for exhibitors and are open to suggestions from specific breeds to find out what works. This is a positive step to ensure that this high calibre show continues to draw recognition from across the continent.

The CCA AGM organizing committee has put a pile of work into this year's event and the OCA is proud to host fellow Charolais enthusiasts from across the country to take in everything that this province and the OCA members have to offer. We would also like to take the time to recognize our tour hosts: Sunrise Charolais, Echo Springs Charolais, Medonte Charolais, and Shaus Land & Cattle. We hope that you enjoy your time in our province and we thank you all for attending this important Charolais event here in the Georgian Bay Region.

Regards,

Ryan Nesbitt

President, Ontario Charolais Association



### Rapport annuel 2017

Nous aimerions remercier tous les exposants et les acheteurs ainsi que tous ceux qui ont soutenu le Charolais au Québec.

Nous continuons à promouvoir la race par le biais de stations d'épreuve (Saint-Martin et Outaouais) et par vente privée : Ferme Louber (Bernard Begin) et SELECT Bull (Claude Lemay, Éric Manningham et François Couture). Le Charolais était également présent aux expositions de Richmond et Victoriaville.

Nous continuons à publier notre revue l'Avantage Charolais avec de la publicité des membres ainsi que les amoureux du charolais. Cette revue permet aux éleveurs de promouvoir leur troupeau Charolais. Nous avons envoyé 900 copies à des éleveurs commerciaux ayant acheté un taureau charolais au cours des 5 dernières années.

Nous tenons à remercier la Canadian Charolais Association pour leur soutien. Notre membership est à la baisse (moins de 50), si nous voulons continuer à promouvoir le Charolais, vous êtes très important pour nous.

Merci à tous les éleveurs de bovins de boucherie ayant participé à tous les événements.

Un Merci très spécial à tous les directeurs pour leur travail tout au long de l'année.

Chantal Raymond sec.

## MARITIME REPORT

Charolais feeders found great demand at local feeder sales in Truro and Sussex , often topping the market!

### **Atlantic Stockyards Limited – Feeder Sale Results – October 14, 2017**

**Prices sharply higher than same sale last year. Preference for 7-9 wt steers. Next feeder sale November 18, watch [www.atlanticstockyards.com](http://www.atlanticstockyards.com) or call 902 893 9603 for fall dates.**

Top Single >500lbs Char steer, 510lbs at \$2.28/lb owned by Rod Chisholm, bought by John Houley and Son Inc. –2<sup>nd</sup> top single, Char steer, 525lbs at \$2.20/lb owned by Wesley Younkers, bought by John Houley and Son Inc.

Top Group >500lbs – 5 Char steers, 508lb ave at \$2.36/lb owned by Ken Langille, bought JT Anderson Holdings –2<sup>nd</sup> top group, 4 Char steers, 605lb ave at \$2.30 owned by Margaree Harbour Resources Ltd, bought by John Houley and Son Inc.

### **Sale Summary**

862 head      610lb average      180.0 cents per lb average      Gross Return \$1098/head  
423 steers (\$183.0 @ 646lbs), 348 heifers (\$167.0 @ 590lbs), 80 bulls and stags (\$175.0 @ 561lbs)

**250 unvaccinated cattle sold for 179.0 cents per lb at 580lbs for a gross return of \$1038**

**601 vaccinated cattle sold for 175.0 cents per lb at 630lbs for a gross return of \$1103 (\$65 premium)**

Bull sales were steady through the spring, but considerably less than the national average. The Association put on its first Female Production Sale in over a decade with good success; the average was lower than the national average but regionally we were \$1000 + higher than other breeds.

Our summer pot luck was again a big success! Big thanks to the Milton Family for hosting, we toured Hunter Acres and finished at the Milton's. We had a great turn out and another big thanks to Mel and the Association for making the trip out and being a presence at our event.

Our AGM was held in Amherst NS, with good turn out. It was decided to move ahead with another Female Sale. The MCA continues to support the local youth with incentives to 4-H members who show charolais; we are also planning our first Maritime Junior Show to be held in the summer of 2019. The MCA has joined social media and has a Facebook account. (All are welcome to follow us)  
Ken and Bonny Langille have graciously volunteered to hold our next pot luck summer tour at the end of July. This would be your invite to join us this summer!

We have some new faces on our Board of Directors. We would like to welcome newly elected director Robert Cooper, newly elected Vice President Brett Francis and newly elected President Jason Ringuette. Also like to thank out going director Ken Langille and out going President Ricky Milton for all their dedication and hard work.

The MCA would also like to congratulate Donald Leger as its first Commercial Producer of the Year.

2017 saw the end of Maritime representation on the national board, with Ricky Milton stepping down from the board. We would like to thank Ricky for all his years of dedication to his seat and for representing the Maritime provinces. It is with great trust that our national board will not forget us members to the east and continue to move our great breed forward with our support.

# **AWARDS**

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



## 2017 GOLD STAR DAMS OF DISTINCTION

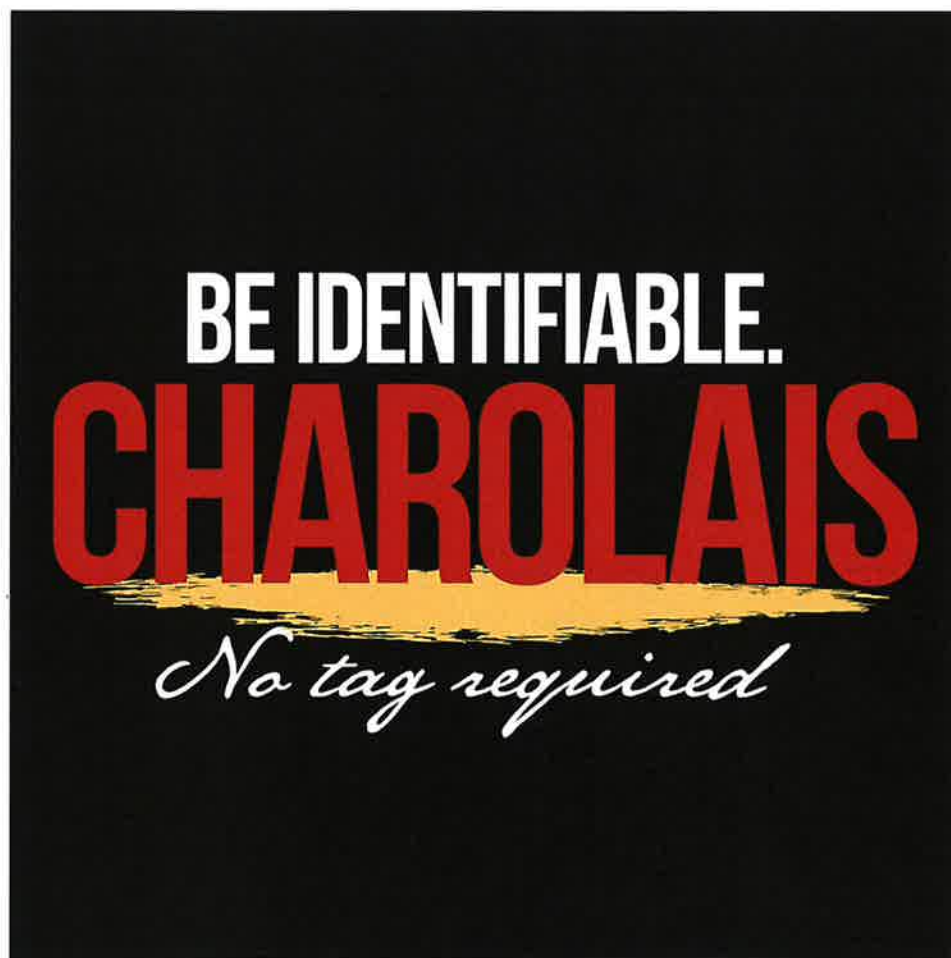
<b>Tattoo</b>	<b>Name</b>	<b>Breeder</b>	<b>Owner</b>
RSK 111Y	BERICH LADY BRETT 111Y	BE-RICH FARMS	BE-RICH FARMS
WWW 100Y	WWW 100Y	BRICNEY STOCK FARM LTD.	BRICNEY STOCK FARM LTD.
LEO 39U	CEDARLEA UZA 39U	CEDARLEA FARMS	CEDARLEA FARMS
LEO 11W	CEDARLEA WINTER 11W	CEDARLEA FARMS	CEDARLEA FARMS
WLMR 22U	CHARROW MISS UNIS 22U	CHARROW CHAROLAIS	CHARROW CHAROLAIS
WLMR 30T	CHARROW TULADI MISS 30T	CHARROW CHAROLAIS	CHARROW CHAROLAIS
WLMR 4T	CHARROW TARA MISS 4T	CHARROW CHAROLAIS	CHARROW CHAROLAIS
GLM 40W	GLM LASSARETTE 40W	JORDAN RIVER CHAROLAIS	CREEK'S EDGE LAND & CATTLE
GDSF 28T	GDSF MISS CUBA 28T	DEFOORT STOCK FARM	DEFOORT STOCK FARM
DLCC 163Y	MISS DESERTLAND RELIEF 163Y	DESERTLAND CATTLE CO. LTD.	DESERTLAND CATTLE CO. LTD.
GGD 190Y	DUBUC YALLY 190Y	DUBUC CHAROLAIS SENC	DUBUC CHAROLAIS SENC
JIL 34X	JIL CLASSY GAL 34X	FUTURE FARMS	FLAT VALLEY CATTLE CO.
JIL 31S	JIL CLASSY LASS 31S	FUTURE FARMS	FUTURE FARMS
JIL 49W	JIL SPONTAIOUS 49W	FUTURE FARMS	FUTURE FARMS
JIL 31Y	JIL CHEYENE 31Y	FUTURE FARMS	FUTURE FARMS
HEJ 85Y	HEJ HEATWAVE 85Y	HEJ CHAROLAIS	HEJ CHAROLAIS
KAYR 111X	KAYR MISS 111X	KAY-R CHAROLAIS	KAY-R CHAROLAIS
KJW 54X	K-COW RED PANSY 54X	K-COW RANCH	K-COW RANCH
JLP 65W	JLP PATRY NANA 65W	LA FERME PATRY DE WEEDON	LA FERME PATRY DE WEEDON
BBMT 20T	MCTAVISH KAROLINA 20T	MCTAVISH CHAROLAIS	MCTAVISH CHAROLAIS
BBMT 50U	MCTAVISH POLLY 50U	MCTAVISH CHAROLAIS	MCTAVISH CHAROLAIS
BBMT 25Y	MCTAVISH ANGEL 25Y	MCTAVISH CHAROLAIS	MCTAVISH CHAROLAIS
LM 7128T	LM MS IMP 7128T	MCKAY CHAROLAIS	NEILSON CATTLE COMPANY
LM 7184T	LM MS MESA 7184T	MCKAY CHAROLAIS	NEILSON CATTLE COMPANY
PH 45R	PH LIBBY 45R	P & H RANCHING CO LTD	P & H RANCHING CO LTD
PH 15X	PH TATUM 15X	P & H RANCHING CO LTD	P & H RANCHING CO LTD
FPC 922W	FPC WILEEN 922W	PENO VALLEY CHAROLAIS	PENO VALLEY CHAROLAIS
CEE 125Y	CIRCLE CEE STUNNING 125Y	CIRCLE CEE CHAROLAIS	SADDLERIDGE FARMING CO
TMJF 245W	TMJF WILMA 245W	TEE M JAY FARMS	TEE M JAY FARMS
TMJF 253W	TMJF WATERFALL 253W	TEE M JAY FARMS	TEE M JAY FARMS
NMF 63Y	TRI-N BUFFY 63Y	TRI-N CHAROLAIS	TRI-N CHAROLAIS
NMF 52Y	TRI-N MALIBU PLD ET 52Y	TRI-N CHAROLAIS	TRI-N CHAROLAIS FARMS
EVC 56W	EVC TRIM 56W	EVERVIEW CHAROLAIS	TURNBULL CHAROLAIS
HXL 535R	ANJOU RANI 535R	VALANJOU CHAROLAIS RANCH	VALANJOU CHAROLAIS RANCH
DDH 240X	WHITE CAP LADY ROSE 240X	WHITE CAP CHAROLAIS	WHITE CAP CHAROLAIS
HMG 31X	WOOD RIVER LULU SLICE 31X	WOOD RIVER CHAROLAIS	WOOD RIVER CHAROLAIS
HMG 142X	WOOD RIVER SUNSHINE 142X	WOOD RIVER CHAROLAIS	WOOD RIVER CHAROLAIS



***Gold Star Dams of Distinction*** are females recognized for their genetic contribution to the Charolais Industry having produced five consecutive registered calves and have attained a 205 Day index of 100.0 or more

***Gold Star Dams of Excellence*** are females that have produced ten consecutive calves with the same index criteria

***Tip of the hat to the Breeders and Owners for producing high quality 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**

**BORDER RIDGE FARMS INC**

Hilda, AB

**SLIDING HILLS CHAROLAIS**

Canora, SK

**ERIC TREPANIER**

Fasset, QC

**RON-WAY LIVESTOCK**

Shawville, QC

**FERME LEVESQUE CHAROLAIS ENR**

Kamouraska, QC

**WINTERS CHAROLAIS**

Renfrew, ON

**FORTY YEAR MEMBERS**

**LA FERME KIRK**

Ste-Sophie, QC

**PINE BLUFF FARM**

Love, SK

**DALE JORGENSEN FARMS**

Raymond, AB

**FIFTY YEAR MEMBERS**

**L.J CROOKER FOREST & FARMS LTD.**

South Brookfield, NS

## **BRIAN & DORIS AITKEN - MOUNT FOREST, ON**

Brian took over his parent's small dairy operation in 1976 & married Doris in 1977. Together they operated Bridor Holsteins on their 150 acre home. It was at this location that Brian was born & raised. Once this became the Bridor farm, Brian's parents moved up the road & started their semi-retirement with a herd of Charolais cows. During the 35 years of Bridor Holsteins, they had many high notes! As well as running the farm they were heavily involved in 4-H. Together they completed 25 years of being leaders and had several 4-H kids borrowing calves. Some years as many as a dozen kids came to Bridor for their 4-H calves. The emphasis on high type cows was always evident which naturally led them to the showring. The Bridor herd received several awards from the showring to the top milk production and even putting a homebred bull in AI. With 2004 bringing the biggest accomplishment of their Dairy career, being recognized as a Master Breeder herd by Holstein Canada. In the next 5 years a succession plan was implemented to see Brian & Doris' nephew Corey Rae & wife Kimberly take over the Dairy Farm while the Aitkens moved up the road to semi-retire with the Charolais herd, just as Brian's parents did.

This herd was partially started with the purchase of a calf from herd vet & good friend, Brian Hicks, in 1992. Just as they did with the Holsteins, the Bridor Charolais herd was also heavily promoted in the showring. They had Junior Champion Female in 1996 with Bridor Elenor, who returned to the Royal as Reserve Senior Champion Female in 2010. Bridor Elenor proved to be a prominent brood cow as she was the Paternal Granddam to Hicks Kasino, who was Grand Champion Bull at the Royal in 2001 & 2002. Kasino was also Named BOSS Showbull in 2001. In 2004 a Kasino son named Bridor Myron was Reserve Champion at the Royal. In more recent years, Bridor Connie 1C was Heifer Calf Champion at the Royal & Reserve Heifer Calf Champion at Agribition in 2015. Bridor Chevy 12C was Bull Calf Champion & Reserve Grand Champion also in 2015 at the Royal.

Doris became secretary & director of the OCA in 1998 & still holds these positions today. While tending to these duties & helping on the farm, Doris worked full time at the North Wellington Co-op in Mount Forest for 23 years, but recently retired. In 2009 Doris was awarded the Woman of Excellence in Agriculture Award, which recognizes women that tirelessly contributes to excellence in agriculture.

At home on the farm the Bridor homesteads were always simple, yet tidy & impressive operations with very minimal hired help. Brian had most of the equipment he needed to crop his land, mainly to make feed. One of Brian's hobbies was team penning, which he did with a group of friends for several years leading him to winning the Ontario Team Penning Championship in 1997.

In 2007 the Aitkens were recipients of the first Don Turnbull Award at the Royal, Don Turnbull was a good friend & mentor to Brian & Doris. This award is presented to a Charolais breeder

who shows integrity, excels in herd management & ultimately promotes the breed to the best of their ability. This is very evident in Brian & Doris as they either attend, participate or organize most Ontario Charolais events. In fact, Bridor Charolais has been an exhibitor at the Royal for 25 years. They are co-managers of the High Point Bull Sale, an annual sale, as well as the Uppin The Ante Sale, an annual female sale. When these two decide to put their feet up they don't head to the beach, they go to Regina. Brian & Doris have been attending Agribition regularly for a quarter century.

Brian & Doris have a close relationship with Corey & Kimberly & their three children Owen, Kayden & Kalista. Anyone that knows Brian & Doris personally, know that family comes first. And this Great Aunt & Uncle are more like parents & grandparents. Since the kids came along, Brian's tractor is in need of a bigger buddy seat as he is seldom in there alone. And now with Doris's retirement the kids have her baking muffins & cookies steady.

Brian jokingly said when he bought his first Charolais, they were his RRSP's, but it looks like they won't be retiring from the Charolais business anytime soon.

