



## **2018 ANNUAL REPORT**

**MONCTON, NB**

**JUNE 6, 2019**



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CANADIAN  
*Charolais*  
ASSOCIATION



# MEETING MINUTES

## 2018 Annual General Meeting



**Canadian Charolais Association  
Annual General Meeting  
June 9, 2018 – Collingwood, Ontario**

President Darwin Rosso called the meeting to order at 1:36pm.

**Approval of Agenda – Helge By**  
**Seconded – Barry Potter**  
**All in favour. None opposed. Carried.**

**Approval of 2017 AGM Minutes – Pat McCasky**  
**Seconded – Dave Cockburn**  
**All in favour. None opposed. Carried.**

**Voting Procedures: Parliamentarian: Steve Burgomaster; Scrutineers Jackie Mack and Allison Nesbitt.**

**Brian Coughlin announced that Alberta, Saskatchewan and Ontario seats are open and asked for First Call for Nominations:**

The Ontario Charolais Association nominated Wanda Snobelen for Ontario  
Dave Cockburn nominated Roger Maloney for Ontario  
Stephen Cholak nominated Kasey Phillips for Alberta  
Brian Hawkins nominated Mike Elder for Saskatchewan

Darwin Rosso presented his President's Report as circulated.

Mel Reekie presented the CCA Office Report as circulated highlighting the success of the breed with a ten-year record of 24,000 females on WHE for 2017.

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

Darwin Rosso presented the financial report as circulated. Finances continue to look good, CCA is in a stable position. Rental income was down due to loss of a tenant. There was more staff, Piper, Judy, Lois and Mel so the staff expense was up slightly. DNA was up in costs due to CCA completing 50K tests.

Barry Potter asked if there is a standard amount of funds that is kept in reserves – they like to keep at least one year of operating in reserves. The Board is conscious of the membership's money and treats it with respect. Market values directly affects the bottom line.

**Motion to accept financial report – Rod McLeod**  
**Seconded – Ryan Nesbitt**  
**All in favour. None opposed. Carried.**

Shawn Airey presented the Breed Improvement report as circulated. Doug Blair gave an overview of the CCA's genetic evaluation with the University of Georgia's single step technology for genomics. The first official run with genomically enhanced EPDs for the Association will be the July/August 2018 evaluation.

Mel Reekie presented the Ad & Promo report as circulated. CCA continues to advertise on the back cover of the Cattlemen magazine, Simmental and Hereford magazines as well as Top Stock. Quality pictures are always required, send along any that you have. Committee is looking at doing educational videos.

Lorne Lakusta presented the Market Development report as circulated. The 2018 National Show is being held in Edmonton at FarmFair International.

Kasey Phillips presented the Education, Youth and Export report as circulated. CCYA in Barrie was a success in 2017. CCYA is being held in Brandon, MB in 2018 will welcome International guests with thanks to Candace and Helge By. On the Export side, CCA worked with Roger Peters and sponsored an evening social at the Mexican National Show.

Kasey Phillips presented the CCYA report as circulated. Youth participated in the AIJCA conference in Nebraska. 2017 was the final year for donations from the TBAR Golf Tournament. The semen auction raised \$3575 for the National Board.

**Motion to accept committee reports – Wyatt Burgomaster  
Seconded – Dave Cockburn  
All in favour. None opposed. Carried.**

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

All those nominated are allowing their names to stand.

Coffee Break 3:23pm – 3:43pm

Ryan Nesbitt gave an introduction on Wanda Snobelen's behalf in her absence.  
Roger Maloney introduced himself.

Alberta provincial report was presented as circulated – Stephen Cholak.  
Saskatchewan provincial report was presented as circulated – Darwin Rosso  
Manitoba provincial report was presented as circulated – Hans Myhre  
Ontario provincial report was presented as circulated – Ryan Nesbitt  
Quebec provincial report was presented as circulated – Mathieu Palerme  
Maritime report was presented as circulated – Darwin Rosso

**Motion to accept provincial reports as presented – Keith Black  
Seconded by Brent Saunders.**

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

**Motion for KMSS to complete CCA's financial review in 2019 – Brent Saunders**

**Seconded by Shawn Airey.**

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

**Motion to ratify the actions of the Board – Rod McLeod**

**Seconded by Josh Taylor.**

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

**New Business** – Helge By asked if there is an appetite for a National Fieldman. The concept has been discussed at the Board table but this should be left to the Provinces large in part due to costs.

Kasey Phillips – Alberta director by acclamation.

Mike Elder – Saskatchewan director by acclamation.

Roger Maloney – Ontario director by majority vote.

**Motion to destroy ballots – Ryan Nesbitt**

**Seconded by Brent Saunders.**

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

**Adjourned at 4:19pm.**

# ASSOCIATION REPORTS

**President  
CCA Office**



## **PRESIDENT'S REPORT**

The year started off with a great convention in Collingwood, ON. Special Thanks goes out to the Ontario Charolais Association for hosting a great Conference.

I was able to take the opportunity to travel to the World Charolais Congress in Sweden and Norway to promote Canadian Charolais Genetics on a World front and I am excited to say that Canada has asked to host the World Congress in 2024.

Over the fall I made an active presence at the Manitoba Fall Fair, Toronto Royal Winter Fair and Farmfair International in Edmonton at the National Charolais Show. I also attended Canadian Western Agribition as a contributor, but still had lots of opportunities for many great conversations with breeders and International guests.

Then 2019 came and many changes came with that. Mel Reekie decided to move on to new career opportunities and I thank her for her time that we worked closely together and for working for the Canadian Charolais Association. I wish her nothing but the best in the future.

With the transition of having to hire a new General Manager I took on the new challenge and responsibilities to ensure the betterment of the Charolais breed.

Thank you to all the Canadian Charolais Association members that I was able to meet and visit with at all the events I attended and for the phone calls I received over the year.

Thank you to the staff throughout all of 2018 and into 2019.

Thank you to the board members and committee chairs that help make this Association run smoothly everyday.

Lastly, thank you to the executive that have put in many hours of over time in 2019. With their hard word and dedication, it helps make my job much easier.

I look forward to another successful year for the Canadian Charolais Association; I believe this organization is in a new and exciting place.

Darwin Rosso



## **CCA OFFICE REPORT**

The Canadian Charolais Association is pleased to announce Craig Scott has been named the new General Manager of the Canadian Charolais Association. Starting May 15th, Craig will oversee the day-to-day operations of the Association.

Craig brings over 20 years of experience in the Charolais industry to the CCA, after having been a Fieldman and partner in the Charolais Banner for the past 20 years, working with Charolais breeders and marketing the breed. Craig was also a livestock photographer and partner with GRP Ltd. for the past 12 years.

He has served on numerous industry committees, including the CCA Ad and Promo Committee, and actively volunteers in many community events and organizations.



# 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.



## **Independent Practitioner's Review Engagement Report**

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, 2018** 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, 2018, 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 28, 2019  
Calgary, Alberta

Chartered Professional Accountants,  
Chartered Accountants

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

As at December 31,	2018	2017
<b>Assets</b>		
<b>Current assets</b>		
Cash	\$ 20,015	\$ 11,139
Accounts receivable	24,709	16,762
Grants receivable	7,849	12,465
Prepaid expenses and deposits	10,083	22,614
Marketable investments (note 4)	1,412,252	1,448,167
	<u>1,474,908</u>	<u>1,511,147</u>
<b>Restricted cash (note 5)</b>	717	17
<b>Restricted investments (note 5)</b>	74,869	81,586
<b>Property and equipment (note 6)</b>	175,561	179,194
	<u>\$ 1,726,055</u>	<u>\$ 1,771,944</u>
<b>Liabilities and Net Assets</b>		
<b>Current liabilities</b>		
Accounts payable and accrued liabilities	\$ 126,067	\$ 129,252
Member deposits	17,135	15,721
Deferred revenue	840	840
	<u>144,042</u>	<u>145,813</u>
<b>Deferred contributions (note 5)</b>	75,585	80,603
	<u>219,627</u>	<u>226,416</u>
<b>Net assets</b>	<u>1,506,428</u>	<u>1,545,528</u>
	<u>\$ 1,726,055</u>	<u>\$ 1,771,944</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,	2018	2017
<b>Revenue</b>		
Female enrollment	\$ 579,070	\$ 603,727
DNA and miscellaneous	45,830	61,735
Membership	32,720	31,878
Grants	26,837	55,856
Transfers and registrations	15,173	15,993
Rental and other	13,080	17,982
	<u>712,710</u>	<u>787,171</u>
<b>Expenses</b>		
Salaries and employee benefits	199,836	207,999
DNA	100,595	123,074
Travel	97,631	74,318
Office and computer	76,040	69,051
Advertising and promotion	74,424	76,421
Building repairs and operations	38,298	43,747
Breed improvement	33,682	52,540
Amortization	20,202	20,832
Property taxes	18,317	15,154
Postage	17,269	16,084
Membership fees and training	13,733	11,038
Contract service	12,771	14,344
Professional fees	10,319	7,905
Consulting fees	9,500	9,500
Insurance	8,200	7,942
Telephone	4,042	8,835
Bank charges	1,871	1,789
Bad debts (recoveries)	(773)	2,975
	<u>735,957</u>	<u>763,548</u>
<b>Other income</b>		
Investment income	24,750	51,859
Unrealized (loss) gain on investments	(40,603)	21,330
	<u>(15,853)</u>	<u>73,189</u>
<b>(Deficiency) excess of revenues over expenses</b>	<u>\$ (39,100)</u>	<u>\$ 96,812</u>

See accompanying notes to financial statements



## Canadian Charolais Association

### Consolidated Statements of Changes in Net Assets

Year ended December 31,	2018	2017
<b>Balance, beginning of year</b>	\$ 1,545,528	\$ 1,448,716
(Deficiency) excess of revenues over expenses	(39,100)	96,812
<b>Balance, end of year</b>	<u>\$ 1,506,428</u>	<u>\$ 1,545,528</u>

*See accompanying notes to financial statements*

# Canadian Charolais Association

## Statements of Cash Flow

For the year ended December 31,	2018	2017
<b>Operating activities</b>		
(Deficiency) excess of revenues over expenses	\$ (39,100)	\$ 96,812
Items not affecting cash		
Amortization	20,202	20,832
Bad debts	11	2,975
Unrealized loss (gain) on investments	40,603	(21,330)
Realized loss (gain) on investments	25,438	(648)
Reinvested investment income	(50,127)	(51,032)
	<u>(2,973)</u>	<u>47,609</u>
 Change in non-cash working capital balances		
Grants receivable	4,616	8,353
Accounts receivable	(7,958)	3,639
Prepaid expenses	12,531	(10,348)
Accounts payable and accrued liabilities	(2,186)	48,773
Member deposits	1,414	2,880
Deferred revenue	-	840
	<u>5,444</u>	<u>101,746</u>
 <b>Investing activities</b>		
Purchase of property and equipment	(16,568)	(18,573)
Purchases of marketable investments	(1,593,053)	(150,000)
Proceeds on disposal of marketable investments	1,613,053	50,000
	<u>3,432</u>	<u>(118,573)</u>
 <b>Increase (decrease) in cash</b>	<b>8,876</b>	<b>(16,827)</b>
 <b>Cash, beginning of year</b>	<b>11,139</b>	<b>27,966</b>
<b>Cash, end of year</b>	<u><b>\$ 20,015</b></u>	<u><b>\$ 11,139</b></u>

See accompanying notes to financial statements

# **Canadian Charolais Association**

## Notes to Consolidated Financial Statements

December 31, 2018

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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 (“ASNFPO”).

### **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, 2018

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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, 2018

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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, 2018

### 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.

	<b>2018</b>	<b>2017</b>
Opening balance	\$ 80,603	\$ 79,411
Scholarships paid	(3,500)	(3,500)
Investment income	2,753	2,246
Bank charges paid	-	(57)
Realized (loss) gain	(1,787)	-
Unrealized (loss) gain	(2,484)	2,503
	<u>\$ 75,585</u>	<u>\$ 80,603</u>

### 6. Property and equipment

	<b>2018</b>
	<b>Cost</b>
	<b>Accumulated Amortization</b>
	<b>Net Book Value</b>
Land	\$ 59,892
Building	256,554
Property improvements	183,247
Computer software	18,000
Furniture and equipment	120,359
Computer equipment	117,645
	<u>\$ 755,697</u>
	<u>\$ 580,136</u>
	<u>\$ 175,561</u>

	<b>2017</b>
	<b>Cost</b>
	<b>Accumulated Amortization</b>
	<b>Net Book Value</b>
Land	\$ 59,892
Building	256,554
Property improvements	168,864
Computer software	18,000
Furniture and equipment	120,359
Computer equipment	115,460
	<u>\$ 739,129</u>
	<u>\$ 559,935</u>
	<u>\$ 179,194</u>



# Canadian Charolais Association

## Notes to Consolidated Financial Statements

December 31, 2018

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### 7. 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.

The Association has \$7,481 of accounts receivable from one member (2017 – none), which represents 30% (2017 – nil) of total accounts receivable.

#### Market risk

The Association is exposed to the risk that the fair value of its marketable investments and restricted investments will fluctuate because of changes on public markets.

#### 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:

	<u>2018</u>	<u>2017</u>
Measured at amortized cost	\$ 53,290	\$ 40,383
Measured at fair value	1,487,121	1,529,753
	<u>\$ 1,570,136</u>	<u>\$ 1,570,136</u>

# **Canadian Charolais Association**

Notes to Consolidated Financial Statements

December 31, 2018

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## **8. 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; Shawn Airey (Chairman) Allan Marshall, Jim Olson, Wade Beck, Rod McLeod

GEPD's are now a reality. Any animal that has a 50K DNA test done will have a GEPD. Thank you to all involved that made this happen. It is now also an option to do 50K testing on females for those who chose to do so. All 50K tests are now \$50 with the rest of the cost being absorbed by the CCA.

At this point in time, there are no new joint projects going on at Kinsella with their Purebred Charolais herd. We are still receiving their ultrasound data and recently it was decided that we would fund the ultrasounds on the heifers and any other Charolais animal not going into their regular replacement program to be able to get a complete set of data. This will help to improve our accuracy's on carcass EPD's.

We are currently working on a TSI (Terminal Sire Index). The TSI will generate dollar indexes ranking sires for profit potential, for example a bull that has an index of 170 compared to a bull that has an index of 150, you would expect to average \$20 more net return from the offspring off of the bull indexing 170 assuming all offspring are marketed based upon carcass value.

Sean McGrath is working on doing some webinars that we hope to have available on the CCA website focusing on proper ways to submit data and other interesting ideas.

We found there was a need to be able to have registration based on semen sales so now owners are able to pay a one-time fee of \$500 and control the signatures on one bull.

The Breed Improvement Committee is always open to ideas to help move the Charolais breed forward. Thank you to the committee for their time and input.

## **AD & PROMO COMMITTEE**

Committee – Mike Elder, Craig Scott, John Milhuasen, Mathieu Palerme

The ad and promo committee has again had a very successful year campaigning our

No Tag Required slogan.

As we often here every fall that the Charolais sired calves bring premiums at the auction whether it be white, tan, or silver. We continue to promote the premiums that these calves are getting to keep people inform and somehow get commercial cattleman to COME JOIN THE REVOLUTION. It has never been more apparent on a cow/calf operation that with the price of feed, fuel, machinery, etc. we need to

**INCREASE YOUR BOTTOM LINE!**

There are more and more angus based herds using Charolais bulls and I believe in the very near future there will be a transition of commercial cattleman switching and buying Charolais bulls as it allows them to take advantage of hybrid vigor and put a few more dollars in their pocket at the end of the day .

Our trifold brochure has been a good item to take and put on display at industry events. The brochure really covers everything from the high performing calves in the pasture to consistency at the sale barn and right through to profit in the feedlot.

We have put ads in the top stock magazine as well keeping the young generation informed on what's going on and, in the fall,, we put all the female sales on our ad to entice any younger kids to buy a Charolais female.

**PROFITABLE** in the feedlot

**IDENTIFIABLE** at the auction

**PREDICTABLE** in the pasture

**No Tag Required-Charolais All The Way**

Was our go to ad this fall which really self explains what we represent as a breed.

The online advertising is a little slower come together than expected. We did happen to get a few live videos of a few sales from last fall with the dollar amounts posted.

Our online store is doing well with people now knowing more about it.

The Atlantic Beef Magazine is another first for the committee which requires us to put 4 ads a year in.

We do have a new pop up stand made up as well as numerous merchandises at the office if there is anything you need for a junior show etc. don't hesitate to give me a call if the Charolais kids need anything.

This summer will be a first as well as we will be attending Ag in Motion just west of Saskatoon.

The show has seen a huge influx in numbers and more live cattle from year to year.

I would like to thank my committee members for their time and effort over the past year and look forward to working with you in the future. Also, a thank you to the membership for the positive feedback on what we are doing and that is promoting this great breed forward.

Mike Elder

## MARKET DEVELOPMENT COMMITTEE

The Canadian National Charolais show was held in conjunction with Farm fair International November 8-9/2018. The event was a great success with much breeder and commercial cattleperson involvement from across Canada as well as the participation of international guests in attendance. Congratulations to the ACA board and show committee for putting on this electrifying event.

137 head were entered with 115 head showing up.

In the open show on November 9 /2018, judge Jack Oattes awarded the **National Charolais Champion Bull** honor to SHARODON DOUBLE VISION 1D, a CEDARDALE ZEAL son owned by ELDER Charolais, KAYR Charolais, Thomas Ranch AND Polzin Cattle Co.

The **Reserve National Champion Charolais** bull was SVY TAURUS 711E, an HRJ CROWD FAVORITE son owned by Serhienko Cattle co., Palmer Charolais, Leddy Cattle co. and Polzin Cattle co.

In the **National Charolais female show**

BRCHE BERLY ANN 8507, a M + M OUTSIDER daughter was crowned champion Owned BY Prairie Cove Charolais and Cays Cattle Co.

The **Reserve National Champion female** was awarded to

ONL MS ALLIE 6D, sired by JIL THUNDER ROLL with her Reese Dyke 299D heifer calf at side owned by DAINES/ONEILL Livestock.

On the evening prior to the National show The **Players Club Bull** calf futurity was held with 28 bull calves being entered and 48 paid members judging the powerful set of bull calves.

The **2018 Players Club Champion** for the \$50 000 jackpot was **SOS Apex 139 F**, a LT Ledger son owned by Springside Charolais.

That bull was later sold as lot 1 at the **Alberta Select Sale** on December 7/18 for \$20,000

As well as the Players Club bull show, was the pair of calendar year heifer calf futurity show for a \$10,000 jackpot which was won by Prairie Cove Charolais with Ms. PCC 806F and Ms. PCC 810F.

The CCA Market Development committee continues to support commercial and steer shows across Canada including the market steer competition at the Calgary Stampede and Brandon Ag Ex shows just to name a couple.



The 2019 Canadian National Charolais show will be held on November 1/2019 as part of the Toronto Royal Winter Fair.

Thanks

***Lorne Lakusta***

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

During the past year the EYE committee has focused on streamlining the funding for the CCYA national board. This was a priority since there was never a definite funding system before. The CCA needed to develop a system which would provide the necessary funds for the juniors to function and move forward with their goals while allowing the CCA to budget for the year. This has been worked out to provide the same amount of funding as previously done while allowing the CCA to meet their budget requirements and remain fiscally responsible.

There has been no export activity in the past year from the CCA. While we still look for opportunities in this regard nothing has been confirmed to date. We continue to work towards export options and would encourage the membership to make us aware of anything they know of that may be developing.

Submitted by: Jim Olson

## **CANADIAN CHAROLAIS YOUTH ASSOCIATION**

The Canadian Charolais Youth Association National Board has several new faces for the 2019 year. Lindsay Verwey is our new Manitoba Director, and Reagan McLeod is our new Alberta Director. Kirstin Sparrow stepped down as Youth Coordinator, and as of 2019, Shae-Lynn Evans has taken over this role. Kirstin has kindly offered her assistance throughout 2019 to ensure this transition is as smooth as possible. We will definitely miss her expertise and dedication to keeping everything on track and making each conference a success year after year.

The 2018 Conference and Show was held in Brandon, Manitoba. We had 64 Canadian youth members participate in the conference, who were joined by 12 International youth members. This was the first year for Charolais International to invite Charolais Youth from all over the world to attend a junior show in another country, and we were so honored to host everyone at CCYA in Brandon. The international youth members were split up into each herdsman group and participated in most of the competitions. They had their own showmanship and team grooming classes to showcase the skills they'd learned in their own countries. This was a great success and many of the Canadian youth have kept in touch with the friends they made from across the world. We had very good reviews from all the international youth. At the upcoming 2019 Conference in Weyburn, Saskatchewan, we will be hosting another group of international youth members and are very excited to incorporate them into our conference again.

2018 was the first year for the CCYA's Travel Scholarship. This scholarship was intended to give youth the opportunity to travel to breed/industry events across the country or even internationally, if they choose. We received four applications in our first year, and all were for the CCYA Conference in Brandon. Each youth member was awarded \$500 for travel and conference membership. The CCA has offered and paid half of this expense (for a total of \$1000). We will be altering the parameters of this scholarship, as it is not intended for the CCYA conference, but to have youth attending other events to grow their understanding of the Charolais breed and the cattle industry in general. The National board is working to improve the guidelines and make them more specific for upcoming applicants. The CCYA will be sponsoring this scholarship in full and will not be awarded additional funding from the CCA.

As you know, there is no longer a T Bar C Invitational Golf Tournament, so the CCYA is no longer receiving this amount of annual sponsorship. Instead, we decided to host a Facebook Fundraising Auction. The National Board members were responsible for getting donated items which were sold online over the span of one week. We sold 11 items and made \$2950 in total. We are very happy with how the auction turned out and are so thankful for the support of all the breeders who bid and purchased the items. We plan to continue with this auction annually.

The semen auction is our other main annual fundraiser and was held at Agribition again this year. This generated \$4000, which goes toward the leadership scholarships for the upcoming CCYA conference. Thank you to the breeders who generously donated and purchased semen for this event.

The 2019 Conference and Show will be held in Weyburn, Saskatchewan this year from July 24-27. As I previously mentioned, we are very excited to host another group of international guests at this year's conference. This year, the kids will have a chance to judge a class of steers and later see them hanging on the rail for carcass evaluation. We have not done this for several years, so it will be a good opportunity for all ages. We invite any adults who would like to attend the conference and show to join us in Weyburn- we would love to have you!

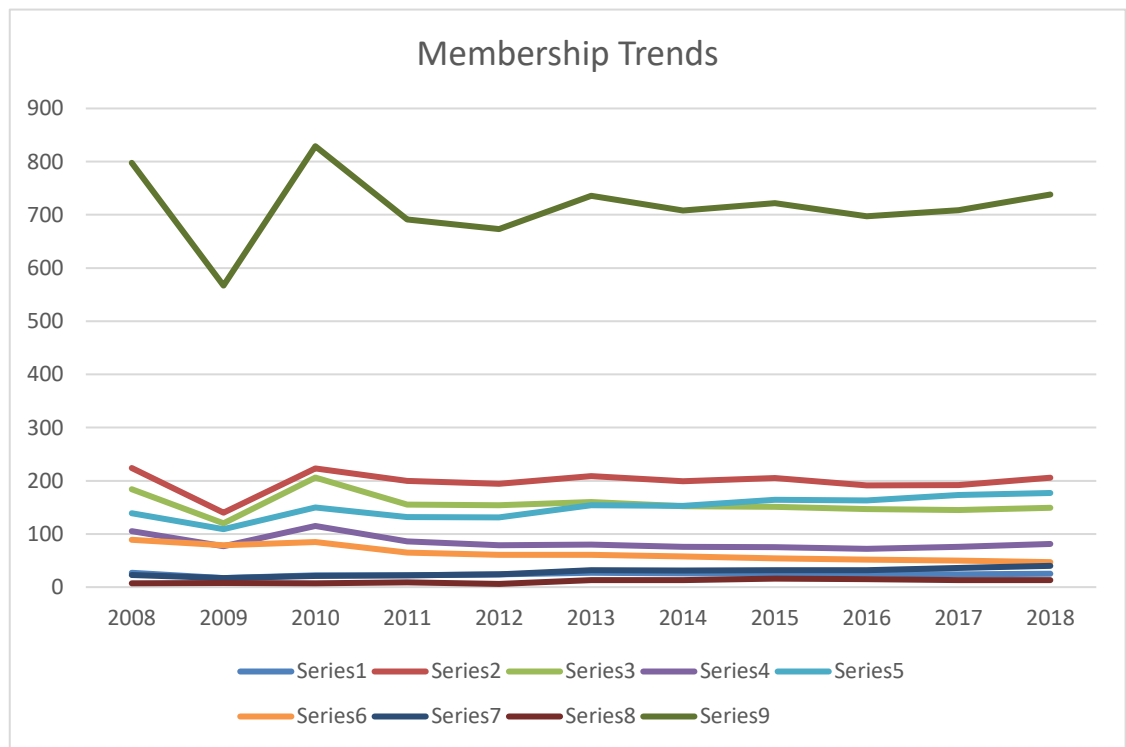
In closing, we would like to thank the CCA for their continued support. The conference and programs would not be a success without the continued support and sponsorship of the CCA. The new format of sponsorship for 2019 onward involves \$5000 from the CCA to the National Board annually to help run programs and activities throughout the year. The CCA will be recognized as a platinum or highest-level sponsor at each conference. This will help provide some more consistency from year to year and will allow for allocation of funding in advance. Thank you to the CCA for your support of and commitment to the youth of our breed.

# CCA STATISTICS



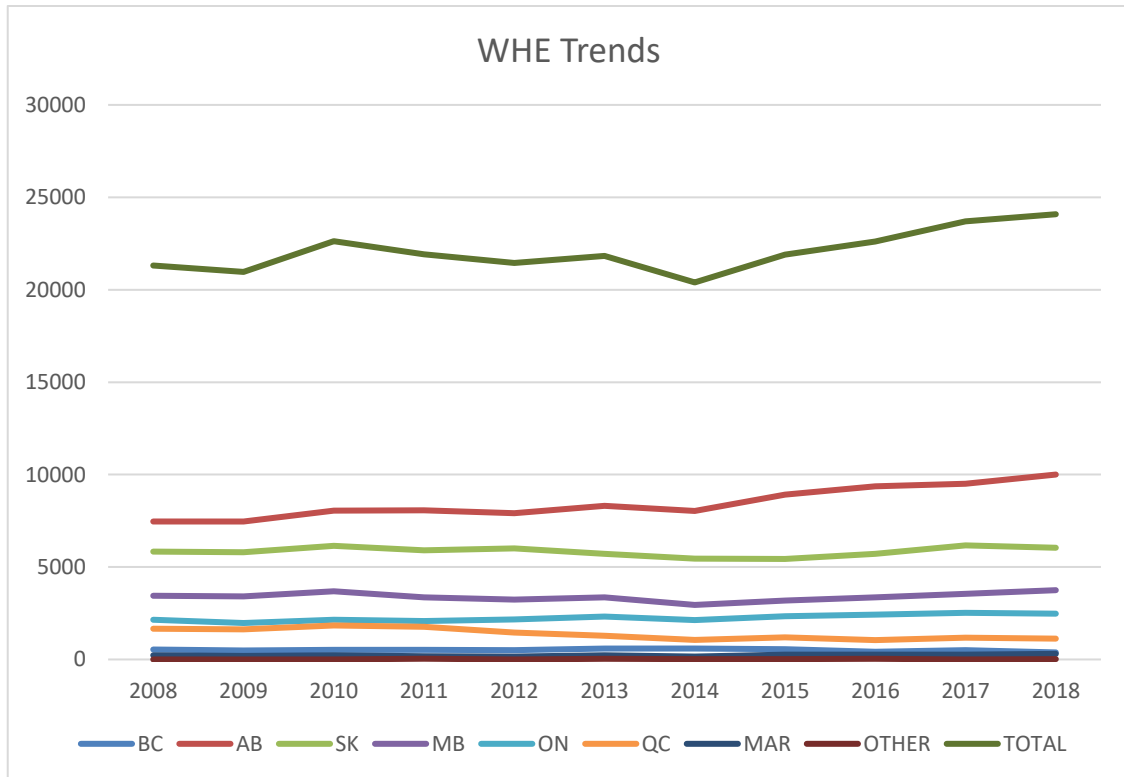
## MEMBERSHIP STATISTICS

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
2018	25	206	149	81	177	47	40	13	738



## 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
2018	380	10002	6037	3748	2475	1132	301	11	24086



# PROVINCIAL ASSOCIATION REPORTS







## **ALBERTA & BRITISH COLUMBIA PRESIDENT'S REPORT 2018**

2018 was a challenging year for livestock producers 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 2018 and continued to help rancher profitability. The AB/BC Board consisted of 13 Directors and 3 CCA Directors in 2018 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 2018, our first major event was held at the end of June. Building off the great success we had in 2016 and 2017 with our breeder tour, we shifted the tour to the southern portion of the province. The response from both Commercial and Purebred breeders was again outstanding as we filled up 2 coach buses and toured 4 herds. Thank you to Turnbull Charolais, Nelson-Hirsche Purebreds and Coyote Flats 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 in another area in the province.

The ACA was pleased to bring forward Kasey Phillips as a returning Alberta/BC Director to the CCA meeting in Ontario. We are pleased the attendees acclaimed Kasey to represent Alberta/BC for the next 3 years.

Olds played host to the Fall Classic show which is the kickoff 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 was the host to the 2018 National Charolais Show and our inaugural Player's Club Bull Calf Futurity. Both events were spectacular and drew a large crowd of breeders and Charolais enthusiasts. The Charolais breed was successfully showcased and we heard many comments from breeders of other breeds on what a great event we put on. 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. Our signature event "The AB Select Bull Show and Sale" was held in Red Deer Dec. 6<sup>th</sup> and 7<sup>th</sup> along with our Annual meeting. We decided to tie the National Show into this event by selling the inaugural "Player's Club Champion" in the Select Sale.

Congratulations to all our award recipients this year –Purebred Breeder of the Year – Sugarloaf Charolais, Booster of the Year – Debbie Cholak, Commercial Breeder of the Year – Norway Valley Farms – the Barstads, Pioneer Award – Duane Parsonage and our scholarship winners McKenzie Paget and Rebecca Shuttleworth.

The continued utilization of Social Media and our website helped us drive our message and engage those interested. Over 600 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 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 more 'Be Identifiable' signage. We have a program in place to support Char Influenced calf sales at these selected Auction Marts, where we provide coffee and donuts for the producers and alert local breeders to represent the breed. We have selected some key events that an ACA presence is required in and have committed funds to increase our visibility. Our new Membership Directory was released at the National Show and is a great reference for all breeders across AB and BC. Copies are available upon request.

Our 4-H program was renewed for 2018. We gave out "Charolais cow" memory sticks to all kids exhibiting a Char Influenced project and we decided to continue with the sales credit idea for all 4-H kids for the Select Sale this year. Last year we had 9 - \$1000 credits used in the sale on outstanding 4-H projects from kids across the two provinces.

We look forward to 2019 and continuing to grow and strengthen the Charolais breed! Plans for our Summer Tour June 29, 2019 in the Vermilion area are finalized, and the Board is diligently working on adding to the profile of the breed in both purebred and commercial settings in 2019 – stay tuned!

Respectfully Submitted,

Stephen Cholak - President

## **SASKATCHEWAN ASSOCIATION REPORT 2018**

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 another huge success. Our Board of Directors is made up of nine 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. Our board directors are Mike Neilsen, Willowbrook, SK., Raymond Pashke, Love, SK., Jordan Moore, Redvers, SK., Tyler Smyth, Swift Current, SK., Matt Jones, Gull Lake, SK. and Kurtis Phillips, Estevan, SK. Additionally we hired the Saskatchewan Livestock Association to fill our secretary/treasurer position.

With our 4-H and Youth Program, we awarded over 100 promotional 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. We continue to promote our 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. Submission's for next year's sale credit need to be submitted to the Association before our AGM on July 13<sup>th</sup>, 2019 to be eligible. We have opened the criteria to include private treaty purebred heifers if we receive proof of transfer. We had an excellent showing of juniors at CCYA in Brandon with 26 Saskatchewan participants. We look forward to seeing the youth host CCYA 2019 "White out in Weyburn" and hosting the International Charolais Youth delegation.

For Ad and Promo, we purchased extra 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. As a Board we also made the decision to go back to putting up signage at local auction barns. We continue to run our Heartland Ads but have put up signage at an additional 4 auction barns across the province. We have received positive feedback from cattlemen so we will continue to put up signage where possible.

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 U of S Livestock and Forage Centre of Excellence Field Days. 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.

Congratulations goes out to Garner and Lori Deobald on being nominated for and awarded 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 held our 55<sup>th</sup> Annual AGM and Pen Show this past year in Moosomin on July 21<sup>st</sup> at McTavish Charolais. Close to 30 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 retiring directors Dave Blechinger for his service to the board, the breed and the province. We welcomed a new director to a 3-year terms – Kurtis Phillips of Estevan, SK. The event was a huge success and make sure you mark your calendars for the 2019 AGM and Pen Show at Creek's Edge Land and Cattle in Yellow Creek, SK on July 13<sup>th</sup>.

Canadian Western Agribition this past fall was once again a tremendous event. With the new International Trade Centre, Regina welcomed a huge number of guests. Numbers across most breeds were down in the purebred show, but there was still 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:

- 2018 Charolais Commercial Breeder of the Year – M & M Ranch, Melvin and Donalee Paton, Carnduff, SK
- 2018 Charolais Purebred Breeder of the Year – Creek's Edge Charolais – The Weilgosz Family of Yellow Creek, SK
- 2018 Herdsman Award – CK Stock Farms- Cody and Kayla Englot of Candiac, SK
- Regional 4-H Champions
  - o Will Banford – Swift Current
  - o Wyatt Ching – Swift Current
  - o Calina Evans – Saskatoon
  - o Shelby Evans – Saskatoon
  - o Justin Harcourt – Melfort
  - o Shanese Martin - Melfort
  - o Madison Petracek – Whitewood
  - o Ben Saffery - Whitewood

During the Agribition festivities, we awarded Dave and Alva Blechinger the 2018 SCA Honor Scroll for their dedication to the Charolais Breed in Saskatchewan. Dave served on the SCA executive for nine years as secretary-treasurer and continue to be active in the breed association.

Thanks to the Charolais Breeders of the Maritimes for hosting a great event this summer. I am sad to missing it but look forward to hearing about the great event. We look forward to welcoming everyone back in Saskatchewan for our Summer AGM on July 13<sup>th</sup> at Creek's Edge Charolais in Yellow Creek, CCYA in Weyburn on July 24<sup>th</sup>-27<sup>th</sup> and for Canadian Western Agribition in November 25<sup>th</sup> – 30<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

2018/19 Saskatchewan Charolais Association President

## **MANITOBA PROVINCIAL REPORT 2018**

Spring 2018 to spring 2019 was another busy 12 months for the Charolais breeders of Manitoba.

In July 2018, Cline Cattle Co was our host for the MCA Annual Meeting and the summer pen show. Our purebred producer of the year was Cline Cattle Co (Brad and Juanita Cline & family) of Belmont, MB. and our commercial producer of the year was Allen Farms (Ron & Shirley Allen) of Rathwell, MB. Our 2019 AGM with pen show will be held August 3<sup>rd</sup> in Birtle, MB hosted by the Birtle Ag Society with board director Tyler Stewart as organizer.

Approximately 70 4-H members showing Charolais or Charolais influenced animals received battery charger packs in 2018 as a token of our appreciation. The MCA sponsored \$1000 towards the MB Youth Beef Roundup 2018 which was held in Neepawa, MB. Our MCA scholarships of \$750 each were given out to Lindsay Verwey and Keegan Blehm. The Manitoba Juniors hosted the CCYA conference in Brandon in July 2018 and the MCA sponsored this event with \$2500. We also appreciate the many volunteer hours and individual sponsorship of the Manitoba breeders that made this event a success. In anticipation of future hosting, the Manitoba Juniors have started yearly fundraising efforts.

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 2019. 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 2018 with approximately 47 head being shown.

The MCA maintains a website for our membership plus our publication of the Bulletin magazine with spring and fall circulations.

The MCA Board of Directors are Hans Myhre (President), Jeff Cavers (1<sup>st</sup> Vice), Matthew Ramsey (2<sup>nd</sup> Vice), Rae Trimble-Olson (secretary/treasurer), Jared Preston, Michael Hunter, Brad Cline, Scott Johnston, Ron McDonald, Tyler Stewart and Andre Steppeler. We welcome new directors Erin Jackson and Kevin Stebeleski to the board. Thanks to retiring directors Trent Hatch and Rob Gilliland for their 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 2018/2019 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 Ontario's membership and enrollment numbers remain stable 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 many 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 continues to provide challenges when marketing bulls each year.

After the request came in from the Canadian Charolais Association to host the National Board Annual General Meeting in 2017, the primary initiative of the OCA for this past term was to plan and coordinate an event that would offer perspective of eastern beef production and provide hospitality to our fellow breeders from across the country. We were fortunate to host in the beautiful Central Ontario/Georgian Bay Region of our province. A big thank you goes to our members who opened their doors for tours and did the leg work that went into creating tour stops to keep the entire delegation engaged.

In conjunction with the National AGM coming to Ontario, the OCA was pleased with the uptake of our initiative of rolling out an updated Ontario Charolais Breeders Directory which was made available to every participant of the National AGM and mailed to all those who have participated in the Ontario Charolais scene in the past number of years. There is also a large quantity on hand to be distributed at industry events and trade shows.

Our advertising and promotion department has been busy creating fresh new ads that highlight the Identifiable Charolais advantage and keep perspective breeders and current members informed of upcoming Charolais events. The OCA still feels that this is a major initiative of our association to remain a consistent and prominent component of the Ontario beef industry advertising in the main provincial magazine specifically geared to all beef producers.

In addition to print advertising, social media continues to create some additional chatter from industry members and partners highlighting the Charolais advantage from the pasture to the feedlot. The OCA continues to use its social media accounts to promote any positive testimonials that we see from across the province to promote our breed.

Once again, our OCA Fieldman, John Milehousen, has been an integral part of our association, both provincially and nationally. John has been representing our breed at commercial sales. The demand for the Charolais herd sire has been emphasized at these sales where we have witnessed Charolais and Char X calves topping sales across the province. John represented the breed and association at the National Beef Industry Conference held in London Ontario in August as well as the National Cattle Feeders AGM in January. Further to that, John also focused on attending numerous stocker sales, as well as summer

BBQ's and field days to network with producers. John's influence in spreading his knowledge of sharing the advantage of the Charolais breed to the commercial cow\calf and feedlot sectors is an invaluable asset to our association.

Provincial Point and BOSS shows were held across the province with strong, and in some cases record, entries throughout the year. It is great to see so many breeders committed to promoting the Charolais breed in the showring. 2018 marked a historic moment when Charolais reigned supreme being both Supreme Champion Male and Female at the Royal Agriculture Winter Fair. Many Ontario raised Charolais continued their run to compete at the National Show in Edmonton and at the Canadian Western Agribition, where Ontario breeders were recognized with breeding the National Champion Bull, the Agribition Grand Champion Female and exhibiting a Top 10 Finalist in the RBC Supreme Championship at CWA. What great testaments to our association and our breeders!

The momentum build in 2018 will continue throughout 2019 for the OCA. With having being tasked with hosting the 2019 CCA National Show at the Royal Agriculture Winter Fair and plans are already underway to make the event a memorable one. In addition to the OCA's social booth on show day, plans have already been made to host a National Sale to be held on the Royal grounds featuring genetics from across the country. A CCYA junior show will also be held before the open portion of the show. Be sure to make November 1<sup>st</sup> on your calendar to come to Toronto and attend a great Charolais event.

On behalf of the OCA Board of directors I would like to thank the Maritime Charolais breeders for hosting our CCA AGM this year and we wish you health, prosperity and happiness for the upcoming 2019/2020 year.

Regards,

Ryan Nesbitt

Past President, Ontario Charolais Association





### **Rapport annuel 2018**

Bonjour à vous membres charolais,

Nous avons débuté l'année avec notre aga où il y a eu une bonne participation, ensuite a eu lieu la vente de la Station Génétique de la Beauce. C'est un taureau charolais qui a obtenu le plus haut pris de vente. Les ventes privées ainsi que les ventes à la ferme ont eu un bon succès.

Nous avons notre revue l'Avantage Charolais qui fut distribué à tous les acheteurs de taureaux charolais des 5 dernières années. Merci aux annonceurs.

Samantha Frost et Thiffany Frost nous ont représenté lors du CCYA à Brandon. Elles ont fait le voyage avec toute la famille et leurs animaux. Merci beaucoup pour votre participation et votre implication. Nous sommes fiers de notre relève!

En août se tenait le pique-nique au Ranch Ostiguy Charolais avec plus de 200 participants. Visite de la ferme, différents jeux pour adultes et enfants, jugement de jeunes ruraux ainsi qu'un souper méchoui et une soirée dansante était au programme. L'évènement fut un succès sur toute la ligne. Merci à l'équipe du Ranch Ostiguy.

Les veaux charolais ont toujours la cote dans les ventes de veaux d'embouche. Les femelles d'environ 700 livres obtiennent en moyenne 200\$ de plus que les autres veaux. Les veaux mâles ont aussi de bons prix. Les acheteurs ont droit à une vente spécialisée charolais à la fin septembre à Sawyerville et elle obtient un bon succès.

Le Charolais était présent aux expositions de Richmond et Victoriaville. Merci aux exposants et merci au bureau de direction de l'ACQ pour votre implication.

Chantal Raymond sec / Mathieu Palerme prés.

## MARITIME REPORT

It has been a good year for Charolais in the Maritimes, we have very strong demand for good Charolais cross feeders, many topping the sale barns. Feedlots want and are willing to pay for the good Charolais cross feeders. Markets in the east can vary week to week but generally good calve prices compare to the Quebec, Ontario markets. We would like to congratulate Don and Beth Sheppard for our Maritime Producer of the year Award

The MCA has been active this past year, our summer Picnic was hosted by Ken and Bonnie Langille. It was a great day with tons of food, good cattle and was very well attended. we would like to thank ken and Bonnie for being great hosts and mark your calendars for this July, the picnic will be held up in northern New Brunswick at the Macafees.

The Charolais breed was well represented over the summer and fall exhibitions and fairs, highlighting was having our own breed show at the Heritage Classic Beef Show were we had approximately 30 head. Congratulations to Balamore farms for taking home Champion Bull and Congratulations to Hidden Meadow Farm for Champion Female.

The MCA hosted our second annual Atlantic Elite sale in November, with numbers up our average was slightly down but a strong sale throughout. Comparing our sale to the other breeds in the region we sold more numbers and average approximately \$1000 more per head. Look for our sale this November!

Our AGM was held in December, we had a few changes in our Executive, our new secretary/treasurer is Nancy Milton. Departing is Jennifer MacDonald we would like to acknowledge and thank her for her dedication to the breed over the years.

The Maritime beef council conference was held in Moncton this year. The MCA partnered with CCA to have a booth at this event which was well attended. We would like to thank Jay Cee Mcinnis for looking after the booth at this 2-day event and look forward to continued support from the National Board.

Bull sales were strong this Spring and prices were off the national average but taking with most producers the pens were empty.

On behalf of the MCA we would like to Congratulate Craig Scott as the new General Manager, we look forward to working with him and wish him the best of luck.

# **AWARDS**

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



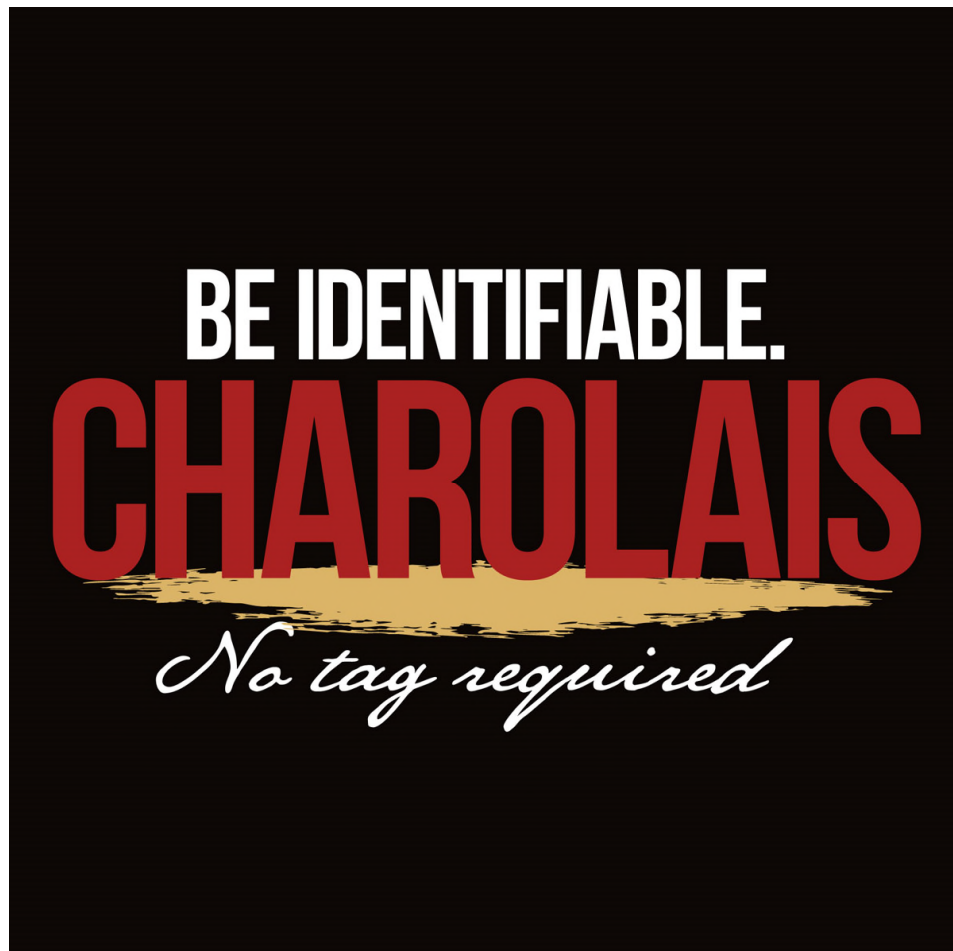
## 2018 GOLD STAR DAMS OF DISTINCTION

<b>Tattoo</b>	<b>Name</b>	<b>Breeder</b>	<b>Owner</b>
RSK 137Y	BERICH BRETT LADY 137Y	BE-RICH FARMS	BE-RICH FARMS
RSK 215Z	BERICH FARGO LADY 215Z	BE-RICH FARMS	BE-RICH FARMS
WWW 152Y	WWW 152Y	BRICNEY STOCK FARM LTD.	BRICNEY STOCK FARM LTD.
LEO 102Z	CEDARLEA UPROAR 102Z	CEDARLEA FARMS	CEDARLEA FARMS
CEE 144Y	CIRCLE CEE RIO CARNIVAL 144Y	CIRCLE CEE CHAROLAIS	CIRCLE CEE CHAROLAIS
WLMR 17X	CHARROW XTREME MISS 17X	CHARROW CHAROLAIS	CHARROW CHAROLAIS
WLMR 36X	CHARROW XALENT MISS 36X	CHARROW CHAROLAIS	CHARROW CHAROLAIS
SB 243Y	SPARROWS PUFF BALL 243Y	CK SPARROW FARMS LTD	CK SPARROW FARMS LTD
SB 250S	SPARROWS SIMONE 250S	CK SPARROW FARMS LTD	CK SPARROW FARMS LTD
GDSF 36X	GDSF MISS SUPER WIND 36X	DEFOORT STOCK FARM	CLINE CATTLE COMPANY
GDSF 21U	GDSF MISS SUPER RIO 21U	DEFOORT STOCK FARM	DEFOORT STOCK FARM
GDSF 35T	GDSF MISS VICTORY RED 35T	DEFOORT STOCK FARM	DEFOORT STOCK FARM
GGD 843U	DUBUC URIANA 843U	DUBUC CHAROLAIS SENC	DUBUC CHAROLAIS SENC
JIL 88U	JIL SUPREME QUEEN 88U	FUTURE FARMS	FUTURE FARMS
JIL 69X	JIL SWEETHEART 69X	FUTURE FARMS	FUTURE FARMS
WGJ 13R	HARBOUR HILL RAINBOW 13R	HARBOUR HILL CHAROLAIS	HARBOUR HILL CHAROLAIS
TLJ 873Z	PLEASANTDAWN ROSE 873Z	TRENT HATCH	TRENT HATCH
HBSF 95T	HIGH BLUFF NATASSIA 95T	HIGH BLUFF STOCK FARM	HIGH BLUFF STOCK FARM
LDM 247Z	LEEMAR MS ZESTFULL 247Z	LEEMAR CHAROLAIS	SVEN JENSEN
MAC 212Z	MAC 212Z	MACMILLAN CHAROLAIS	MACMILLAN CHAROLAIS
MVX 814U	MVX MADEMOISELLE 814U	COUGAR HILL RANCH	JORDAN MOORE
HVA 241Y	HVA COUNTESS 241Y	PALMER CHAROLAIS LAND & CATTLE CO. LTD	PALMER CHAROLAIS LAND & CATTLE CO. LTD
FPC 225Z	FPC ZIZI 225Z	PENO VALLEY CHAROLAIS	PENO VALLEY CHAROLAIS
FPC 31X	FPC LUCY 31X	PENO VALLEY CHAROLAIS	PENO VALLEY CHAROLAIS
JWX 32Z	JWX MISS PATTY 32Z	WILGENBUSCH CHAROLAIS	PHILLIPS FARMS
DZS 26X	CHARWORTH MS VANILLA 26X	DARRYL SHUTTLEWORTH	DARRYL SHUTTLEWORTH
TMJF 194U	TMJF UNDAZZLED 194U	TEE M JAY FARMS	TEE M JAY FARMS
TMJF 118R	TMJF RACHELLE 118R	TEE M JAY FARMS	TEE M JAY FARMS
CBT 2110Z	THRR TRISHA 2110Z	P BAR 3 RANCH	THISTLE RIDGE RANCH
CEE215Z	CEE'S COOL WATER 215Z	CIRCLE CEE CHAROLAIS	GORDON & LEONE THURSTON
CTP 341Z	CTP MISS BEAUTIFUL 341Z	TURNBULL CHAROLAIS	TURNBULL CHAROLAIS
MRSC 796X	MRSC MISS 796X	UNIVERSITY OF ALBERTA	University of Alberta and Agriculture and Agri-Food Canada

***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**

**PETER PETERS**

Souris, PE

**DOWELL CHAROLAIS**

Didsbury, AB

**BELLHAVEN FARMS**

Coldwater, ON

**GOLDEN MEADOW FARMS**

Earlton, ON

**ACADIA COLONY FARMING CO. LTD**

Oyen, AB

**MACKS CHAROLAIS**

Cambellford, ON

**CHOMIAK CHAROLAIS**

Mundare, AB

**MCKEARY CHAROLAIS**

Compeer, AB

**BRIAR RIDGE CHAROLAIS**

Bay Tree, AB

**ANGLE H STOCK FARM**

Debden, SK

**ALLEN MCLEOD**

Claresholm, AB

**N3 STOCK FARMS**

Admiral, SK

**BEL-CHAR**

Godfrey, ON

**FORTY YEAR MEMBERS**

**GRANT SHUTTLEWORTH**

Rocky View County, AB

**CIRCLE J CHAROLAIS**

Raymond, AB

**BOX J RANCH**

Cochin, SK

**FIFTY YEAR MEMBERS**

**DONMOORE FARMS**

Neudorf, SK

**GIDDING BROS**

Telkwa, BC

## **Louis & Benoit Leblanc – LXL Charolais - Martimes**

The Maritime Charolais association would like to nominate LXL Charolais Louis and Benoit Leblanc for 2019 CCA Honor Role.

Louis and Benoit bought their first Charolais cow from Roger Mcnnis (Fundy Charolais) in 1979. They both worked off the farm so slowly grew their herd to 40 cows. They sourced cattle from across Canada with the majority coming from Quebec. Their focus was always maternal and calving ease traits. LXL marketed their bulls threw the Maritime Beef Test Society, doing so for over 30 years.

Some of their show highlights was in 94 when they took 2 heifer calves up to Fredericton Exhibition and LXL daisy 12D was Reserve Grand Champion, in 2004 they went to Halifax to the Maritime's Fall Fair and was awarded with Grand Champion Female and Supreme Champion Bull. Their biggest highlight was the year all 9 grandchildren showed in the junior show.

In 2008 Benoit along with Nancy Milton created a prestigious little show at the Halifax fair called the it the Cinderella Classic, it was big success and brought a lot of excitement to the barns. An achievement that Benoit is very proud of.

Both Benoit and Louis spent many years as directors on the MCA and held numerous positions on the board. They are great supporters of the breed and due to health reasons are forced to retire. The LXL prefix was always highly sought after by purebred and commercial producers alike.

We Thank them for their dedicated years!



# My Journey with Charolais

Jack McAfee

I started out with the Charolais breed by crossing with Holstein in the early 1970's. I was crossing with a Charolais bull named Baldy ABE from our NB AI unit. His calves were moderate easy fleshing and polled.

In 1974, I decided to start a purebred herd. That year I purchased my first two cows from Paul Lagaais in Levi, Quebec. These cows were bred at the time of purchase in June 1974. They calved out in August. I didn't have very good luck with these first calves – one got sick and died, the other had bad front legs.

I was a bit discouraged but decided to keep with the breed.

Gradually, the herd was built up with AI sires.

In the mid to late 1990's, my son, Jeffrey and I decided to have a bull and heifer sale at our local Co-op auction barn. The sale was a great success. We sold cattle to buyers from NB, NS, Quebec and Maine. We held this sale for seven years. It was nice to see our cattle going into other herds and promoting the Charolais breed.

Jeffrey also wanted to do some showing in the 1990's. He thought it would be a good way to promote our cattle. We attended shows in NB, PEI, NS and Quebec. We had some success in the show ring but the best part of showing cattle is the people you meet and the lasting friendships.

After having our sales and showing cattle in the 1990's and early 2000's, we were also expanding our potato operation and found we just didn't have the time to do justice to these endeavours. We have in the past sold bulls at Nappan Test Station and the Charolais sale in Truro, NS.

I am very lucky my son Jeffrey and his wife Sharron have a son, Jacob, who is very interested in the Charolais breed. Jacob is now showing and has attended shows in NB, NS and at the Toronto Royal Fair. Jacob, with the help of new technology, is selling cattle all over the Maritimes. Jacob has grown up with our herd and knows our cattle very well.

I still go to work every day and enjoy seeing new calves being born.

We all know there will be new challenges in the beef industry but if we hang in there it will always work out.

I have enjoyed my 45 plus years raising Charolais cattle and by God's grace hope to have a few more.

Yours truly  
Jack McAfee  
J & J McAfee Charolais