



## **2020 ANNUAL REPORT**

# USE CHAROLAIS

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# **ASSOCIATION REPORTS**

**President**

**CCA Office**



### **2020 PRESIDENT REPORT:**

When we started 2020 nobody could expect we would go into a pandemic with Covid-19 but unfortunately, we did!

I must give a huge thank you to Lois Chivilo and Haylea Jones for many hours working from home and never falling behind on any business or task that was presented in front of them. And what an asset having Craig Scott our General Manager at the helm! Always willing to do the very best for the membership and the Association.

It was disappointing the board had to postpone the 60th anniversary AGM in Manitoba and we hope to one day, get everyone back to an AGM and celebrate with whomever can attend.

I was in attendance for the much-anticipated Superstar sale in Saskatoon, which was held in conjunction with the SCA AGM. Congratulations not only to the consignors in this sale but thank you and congratulations to each and every member who participated in any Charolais event across the country!

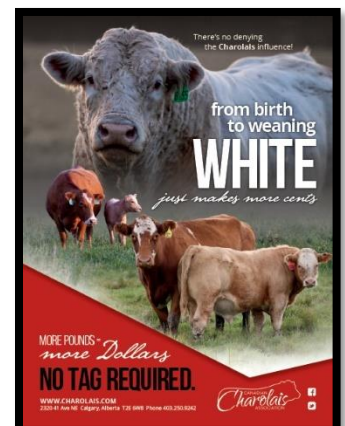
The Charolais breed as you all know is gaining popularity across the country at a record pace. A big congrats to each and every member who promotes through magazine, Facebook, Twitter, etc. You have all done a tremendous job representing the breed, whether it be a local fair, national show or just a post on social media.

Thank you to the Executive and the Board for your time and dedication as we strive to always push Charolais forward. Thank you to the Chairs of each committee as well as committee members for your time and effort in 2020!

Fall sales once again saw Charolais sired calves bringing a premium. What a great sign moving into the future. Visiting with members and commercial cattlemen there has never been a time like there is now to own Charolais cattle.

I look forward to the future of the Canadian Charolais Association as I believe we are in for an exciting future!

Kind regards  
Mike Elder – CCA President





## **2020 GENERAL MANAGER – OFFICE REPORT**

What a year 2020 was, I cannot help but to think of all the events and activities that were postponed or canceled completely. We all had to change the way we do business and the way we went about our day-to-day life. January and February of 2020 were the last time we saw a normal life without restrictions. The early bull sales were strong and were conducted as usual, but when March 15<sup>th</sup> hit and the restrictions were put in place, a lot of breeders were scrambling and uncertain of how they would hold their bull sales. There were a lot of sleepless nights plagued with worry, but breeders adapted and put together one of the best sale seasons that the Canadian Charolais breed has ever had. Congratulations to all breeders for showing just how resilient you are.

2020 was a very busy and productive year for the Board and staff of the CCA, implementing and completing several new programs and initiatives. In February, the first Residual Feed Intake trial on replacement heifers took place at Lakeland College in Vermillion, AB. The first intake consisted of 51 heifers from one producer. The second intake of heifers took place in the fall, and we had 35 heifers tested, from 7 producers belonging to 3 different provinces. Plans are underway for the next intake this fall, and for more information please contact the CCA office. The Breed Improvement Committee also implemented the "Dam of walking sire 50K test," which had a lower response than we had hoped, still provided us with valuable data, and was well worth the investment. The conversation continues with the American International Charolais Association (AICA) on the joint EPD evaluation, and we hope that the decision will be made soon. A beta run EPD test is also being conducted at International Genetic Solutions (IGS) to explore the possibility of more frequent EPD runs. We continue to make small changes to the registry system to help improve efficiency in the office and for the breeders.

The Ad and Promo committee continues to be aggressive in their advertising campaigns. We have a contract for the back cover of the Canadian Cattleman magazine, and we place seasonal ads in other breed publications. We have increased our presence on our social media platforms and Haylea has recently completed an online course in marketing and social media strategies to aid in further social media efforts. The committee is always looking for high-res photos for ads, so please send them in or if you have customers with those great Charolais influenced calves let me know and we can arrange to get out and get some pictures.

Our building remains in good condition with no major repairs required, the interior received a fresh coat of paint and a few minor maintenance repairs.

Like most, the CCA safe started working remotely on March 15<sup>th</sup> and I am proud to say that there was no interruption of services. We were able to conduct all of our duties from home with the exception of printing certificates which we were able to be in the office one day a week to complete.

I would like to thank the board of directors for all their dedicated service and support as we move this great breed forward. Lois and Haylea, thank you for everything that you two do for this organization and its members.

Thank You  
Craig Scott -General Manager.

# **COMMITTEE REPORTS**

Finance

Breed Improvement

Ad & Promo

Education, Youth & Export

CCYA





### **2020 FINANCIAL REPORT:**

As you look at the 2020 Financial statement you will see the Canadian Charolais Association (CCA) has had a very prosperous year due to Covid-19. As finance chairman I would like to take this opportunity to highlight a few points.

The financial statement shows that the CCA made an excess of \$313,529.00 in 2020.

It is important to understand that \$123,196.00 of that total is unrealized gain of our investments. What is unrealized gain? Unrealized gain is a potential profit that exists on paper, resulting from an investment. It is an increase in the value of an asset that is yet to be sold for cash. In this world of Covid times we qualified for an assistance program which amounted to \$57,905.00.

As our investment did very well, we had an excess of \$247,710.00 just from these 3 lines of the statement. But we cannot count on them every year in our budget as have no control over them.

Looking at the budget areas of the financial statement you will see that we had a \$65,819.00 excess from unused budgets due to Covid-19. Most of that was unused travel budget from the General Manager, travel to and from meetings for directors, and the absence of an Annual General Meeting.

Your Board of Directors were very close in their proposed budget for 2020, if you take away the four major excess lines.

In November, the board made the decision to invest up to \$120,000.00 of the major excess due to Covid-19. This investment is so each member could contribute to enhancing the EPD numbers for the improvement of the Charolais Breed.

Sincerely,

Darwin Rosso – Finance Chair



**Canadian Charolais  
Association**  
**Consolidated Financial Statements**  
*For the year ended  
December 31, 2020  
(Unaudited)*

## 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 statement of financial position as at December 31, 2020, and the consolidated statements of operations and 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 consolidated 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 consolidated financial statements that are free from material misstatement, whether due to fraud or error.

### Practitioner's Responsibility

Our responsibility is to express a conclusion on the accompanying consolidated 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 consolidated financial statements in accordance with Canadian generally accepted standards for review engagements is a limited assurance engagement. The practitioner performs procedures, primarily consisting of making inquiries of management and others within the entity, as appropriate, and applying analytical procedures, and evaluates 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 consolidated 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, 2020, 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.

### Other Matter

The consolidated financial statements of Canadian Charolais Association for the year ended December 31, 2019 were reviewed by another firm of Chartered Professional Accountants, who expressed an unmodified conclusion on those statements on June 29, 2020.

Lethbridge, Alberta  
June 1, 2021



Chartered Professional Accountants



## Consolidated Statement of Financial Position

As at December 31, 2020

(Unaudited)

	2020	2019
<b>Assets</b>		
<b>Current</b>		
Cash	178,608	21,452
Accounts receivable	13,481	32,596
Marketable securities (Note 3)	1,727,570	1,538,497
Prepaid expenses	9,390	8,108
<u>Goods and Services Tax receivable</u>	<u>2,894</u>	<u>4,375</u>
	1,931,943	1,605,028
<b>Capital assets (Note 4)</b>	162,908	160,807
<b>Restricted investments (Note 3), (Note 5)</b>	85,469	79,350
	2,180,320	1,845,185
<b>Liabilities</b>		
<b>Current</b>		
Accounts payable and accruals	95,858	96,171
Member deposits	27,993	9,705
<u>Deferred revenue</u>	<u>840</u>	<u>3,328</u>
	124,691	109,204
<b>Deferred contributions (Note 5)</b>	85,469	79,350
	210,160	188,554
<b><u>Net Assets</u></b>	<b><u>1,970,160</u></b>	<b><u>1,656,631</u></b>
	2,180,320	1,845,185
<b>Approved on behalf of the Board</b>		

The accompanying notes are an integral part of these consolidated financial statements

# Consolidated Statement of Operations and Changes in Net Assets

For the year ended December 31, 2020  
(Unaudited)

	2020	2019
<b>Revenue</b>		
Female enrollment	599,753	623,648
DNA and miscellaneous	118,343	87,096
Memberships	33,703	32,647
Transfers and registrations	15,962	20,554
Rental income	13,080	13,080
Grant revenue	693	-
	781,534	777,025
<b>Expenses</b>		
Salaries and benefits	210,409	190,607
DNA	115,280	86,203
Office and computer	76,444	83,138
Advertising and promotion	66,415	81,299
Breed improvement	61,000	75,409
Building repairs and operations	35,483	39,014
Contracted services	25,686	23,108
Property tax	19,391	21,223
Travel	17,144	67,547
Postage	15,358	17,269
Professional fees	11,462	13,296
Consulting	10,080	9,770
Insurance	9,948	8,824
Bad debts (recovery)	9,807	(103)
Membership fees	6,995	14,131
Telephone	5,290	4,210
Bank charges and interest	1,812	1,767
<u>Amortization</u>	<u>17,711</u>	<u>16,809</u>
	715,715	753,521
<b>Excess of revenue over expenses before other items</b>	<b>65,819</b>	<b>23,504</b>
<b>Other income</b>		
Unrealized gain on investments	123,196	93,771

The accompanying notes are an integral part of these consolidated financial statements

Investment income	66,609	32,928
Government assistance (Note 6)	57,905	-
	<b>247,710</b>	126,699
<b>Excess of revenue over expenses</b>	<b>313,529</b>	150,203
<b>Net assets, beginning of year</b>	<b>1,656,631</b>	1,506,428
<b>Net assets, end of year</b>	<b>1,970,160</b>	1,656,631

### Consolidated Statement of Cash Flows

For the year ended December 31, 2020  
(Unaudited)

	2020	2019
<b>Cash provided by (used for) the following activities</b>		
<b>Operating</b>		
Excess of revenue over expenses	313,529	150,203
Amortization	17,711	16,809
Bad debts	9,807	(670)
<u>Unrealized gain on investments</u>	<u>(123,196)</u>	<u>(93,771)</u>
	<b>217,851</b>	72,571
Changes in working capital accounts		
Accounts receivable	9,308	(8,219)
Grants receivable	-	7,849
Goods and Services Tax receivable	1,481	(4,375)
Prepaid expenses	(1,282)	1,975
Accounts payable and accruals	(312)	(28,895)
Member deposits	18,288	(7,430)
Deferred revenue	(2,488)	2,488
	<b>242,846</b>	35,964
<b>Investing</b>		
Purchase of capital assets	(19,813)	(2,054)
Proceeds on disposal of investments	-	10,580

The accompanying notes are an integral part of these consolidated financial statements

<u>Purchases of marketable securities</u>	<b><u>(65,877)</u></b>	<u>(43,053)</u>
	<b><u>(85,690)</u></b>	<u>(34,527)</u>
<hr/>		
<b>Increase in cash resources</b>	<b>157,156</b>	1,437
<b><u>Cash resources, beginning of year</u></b>	<b><u>21,452</u></b>	<u>20,015</u>
<b><u>Cash resources, end of year</u></b>	<b><u>178,608</u></b>	<u>21,452</u>
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*The accompanying notes are an integral part of these consolidated financial statements*

## 1. Nature of the organization

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 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. Significant accounting policies

The consolidated financial statements have been prepared in accordance with Canadian accounting standards for not-for profit organizations set out in Part III of the CPA Canada Handbook - Accounting, as issued by the Accounting Standards Board in Canada.

### Cash

Cash includes cash on hand and cash on deposit, net of cheque's issued and outstanding at report date. Cash subject to restrictions that prevent its use for current purposes is included in restricted cash.

### Capital assets

Purchased capital assets are recorded at cost. Contributed capital assets are recorded at fair value at the date of contribution plus all costs directly attributable to the acquisition.

Amortization is provided using the methods below at rates intended to amortize the cost of assets over their estimated useful lives.

	Method	Rate
Buildings	declining balance	4-20 %
Computer equipment	declining balance	20-45 %
Equipment	declining balance	20 %
Furniture and fixtures	declining balance	20 %
Computer software	straight-line	5 years

### Revenue recognition

The Association follows the deferral method of accounting for contributions. 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.

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.

Contributions to the scholarship fund and restricted investment income is recognized as revenue in the year in which the related expenses are incurred.

Unrestricted investment income is recognized as revenue when earned.

## **2. Significant accounting policies** *(Continued from previous page)*

### **Financial instruments**

The Association recognizes its financial instruments when the Association becomes party to the contractual provisions of the financial instrument. All financial instruments are initially recorded at their fair value, including financial assets and liabilities originated and issued in a related party transaction with management. Financial assets and liabilities originated and issued in all other related party transactions are initially measured at their carrying or exchange amount in accordance with Section 3840 Related Party Transactions.

At initial recognition, the Association may irrevocably elect to subsequently measure any financial instrument at fair value. The Association has not made such an election during the year.

The Association subsequently measures investments in equity instruments quoted in an active market and all derivative instruments, except those designated in a qualifying hedging relationship, at fair value. Fair value is determined by published price quotations. Investments in equity instruments not quoted in an active market, are subsequently measured at cost less impairment. All other financial assets and liabilities are subsequently measured at amortized cost.

Transaction costs and financing fees directly attributable to the origination, acquisition, issuance or assumption of financial instruments subsequently measured at fair value are immediately recognized in the excess of revenues over expenses for the current period. Conversely, transaction costs and financing fees are added to the carrying amount for those financial instruments subsequently measured at cost or amortized cost.

### **Financial asset impairment:**

The Association assesses impairment of all of its financial assets measured at cost or amortized cost. The Association groups assets for impairment testing when there are indicators of impairment. When there is an indication of impairment, the Association determines whether it has resulted in a significant adverse change in the expected timing or amount of future cash flows during the year. If so, the Association reduces the carrying amount of any impaired financial assets to the highest of: the present value of cash flows expected to be generated by



holding the assets; the amount that could be realized by selling the assets; and the amount expected to be realized by exercising any rights to collateral held against those assets. Any impairment, which is not considered temporary, is included in current year excess of revenues over expenses.

The Association reverses impairment losses on financial assets when there is a decrease in impairment and the decrease can be objectively related to an event occurring after the impairment loss was recognized. The amount of the reversal is recognized in the excess of excess in the year the reversal occurs.

#### **Government assistance**

Claims for assistance under various government grant programs are recorded either as revenue, or a reduction in the related expense account in the year in which eligible expenditures are incurred.

#### **Contributed materials**

Contributions of materials are recognized both as contributions and expenses in the statement of operations when a fair value can be reasonably estimated and when the materials are used in the normal course of the Association's operations and would otherwise have been purchased.

Due to the difficulty of determining the fair value of volunteer hours, contributed services are not recognized in the financial statements.

## **2. Significant accounting policies** *(Continued from previous page)*

#### **Measurement uncertainty**

The preparation of consolidated 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 assets and liabilities at the date of the consolidated financial statements, and the reported amounts of revenues and expenses during the reporting period.

Accounts receivable are stated after evaluation as to their collectability and an appropriate allowance for doubtful accounts is provided where considered necessary. Amortization is based on the estimated useful lives of capital assets.

By their nature, these judgments are subject to measurement uncertainty, and the effect on the consolidated financial statements of changes in such estimates and assumptions in future years could be material. These estimates and assumptions are reviewed periodically and, as adjustments become necessary they are reported in excess of revenues over expenses in the years in which they become known. Amortization is based on the estimated useful life's of property, plant and equipment.

### 3. Investments

		<b>2020</b>	<b>2019</b>
<b>Measured at fair value</b>			
Cash equivalents, including restricted cash balances		<b>9,864</b>	1,869
Fixed income		<b>1,278,275</b>	1,150,665
<u>Publicly traded equities</u>		<b><u>524,900</u></b>	<u>465,313</u>
		<b>1,813,039</b>	1,617,847
<hr/>			
<b>Representing</b>			
Marketable securities		<b>1,727,570</b>	1,538,497
<u>Restricted investments</u>		<b><u>85,469</u></b>	<u>79,350</u>
		<b>1,813,039</b>	1,617,847

### Capital assets

			<b>2020</b>	<b>2019</b>
	<b>Cost</b>	<b>Accumulated amortization</b>	<b>Net book value</b>	<b>Net book value</b>
Land	<b>59,892</b>	-	<b>59,892</b>	59,892
Buildings	<b>457,417</b>	<b>367,303</b>	<b>90,114</b>	85,428
Computer equipment	<b>121,897</b>	<b>119,160</b>	<b>2,737</b>	2,779
Equipment	<b>111,878</b>	<b>109,716</b>	<b>2,162</b>	2,703
Furniture and fixtures	<b>8,481</b>	<b>6,376</b>	<b>2,105</b>	2,632
<u>Computer software</u>	<b><u>18,000</u></b>	<b><u>12,102</u></b>	<b><u>5,898</u></b>	<u>7,373</u>
	<b>777,565</b>	<b>614,657</b>	<b>162,908</b>	160,807

### 4.

	<b>2020</b>	<b>2019</b>
Opening balance	<b>79,350</b>	75,585
Scholarships paid	<b>(3,500)</b>	(3,500)
Investment income	<b>4,147</b>	2,516
Bank charges paid	<b>(634)</b>	(565)
Realized gain	<b>195</b>	39
<u>Unrealized gain</u>	<b><u>5,911</u></b>	<u>5,275</u>
<b><u>Total</u></b>	<b><u>85,469</u></b>	<u>79,350</u>

#### **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 marketable securities. The deferred contributions are externally restricted and held by the Association for scholarships for members of the Canadian Charolais Association.

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#### **6. Government Assistance**

During the year, the Company recognized \$57,905 in Canada Emergency Wage Subsidy ("CEWS") and Temporary Wage Subsidy ("TWS") as other income. introduced in response to the COVID-19 (a.k.a. coronavirus) pandemic, provide eligible employers with a subsidy to cover a portion of wage costs paid to eligible employees during prescribed claim periods. There are no unfulfilled conditions related to amounts recognized. However, amounts claimed under these programs are subject to validation and detailed verification by the Federal Government.

#### **7. Financial instruments**

The Association, as part of its operations, carries a number of financial instruments. It is management's opinion that the Association is not exposed to significant interest, currency,

credit, liquidity or other price risks arising from these financial instruments except as otherwise disclosed.

#### **Credit concentration**

Financial instruments that potentially subject the Association to concentrations of credit risk consist primarily of trade accounts receivable. Accounts receivable from three customers (2019 - two customers) represents 43% (2019 - 46%) of the total accounts receivable. The Association believes that there is no unusual exposure associated with the collection of these receivables. The Association performs regular credit assessments of its customers and provides allowances for potentially uncollectible accounts receivable.

#### **Market risk**

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

### **8. Significant event**

The recent outbreak of the coronavirus, also known as "COVID-19", has spread across the globe and is impacting worldwide economic activity. Conditions surrounding the coronavirus continue to rapidly evolve and government authorities have implemented emergency measures to mitigate the spread of the virus. The outbreak and the related mitigation measures may have an adverse impact on the global economic conditions as well as on the Association's business activities. The extent to which the coronavirus may impact the Association's business activities will depend on future developments, such as the ultimate geographic spread of the disease, the duration of the outbreak, and the effectiveness of actions taken in Canada and other countries to contain and treat the disease. These events are highly uncertain and as such, the Association cannot determine if there will be any financial impact at this time.



### **2020 BREED IMPROVEMENT REPORT:**

The 2020 Breed Improvement committee members include: Kasey Phillips (Chairperson) Shawn Airey, (Co-Chairperson) Allan Marshall, Jim Olson, Roger Maloney, Rod Mcleod, Aaron Grant, Doug Blair, Denis Serhienko.

We completed two Feed Efficiency trials in 2020 at Lakeland College in Vermilion AB. A total of 86 heifers were tested in 2020 with both a spring and fall intake. Both groups were successful in reaching their target weights, and these trials have provided valuable data for the association. We would like to thank the breeders for their participation in this trial.

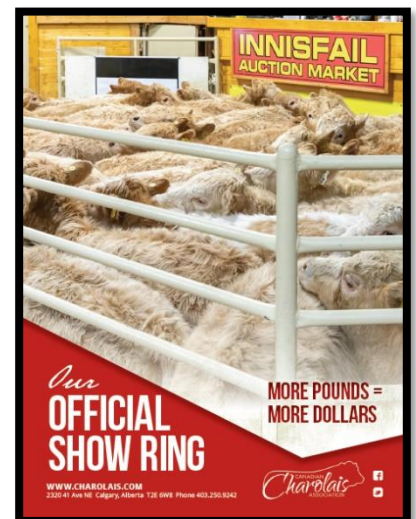
Each time the committee meets, we discuss possible programs that will benefit, the breed, the members, and the association. One of the discussions included providing 50K's (now 100K) on the dams of walking sires. We implemented a program where members get a free 50K test on their walking sires' dam, when they 50K that walking sire. This program was pertinent to all membership and provided the association with significant genetic data.

We introduced more EPD evaluations this year, increasing the number of evaluations from two per year, to six. This allows producers to have the most up to date genomic information on their animals come sale time and allows for more opportunity to be a part of the evaluation. We now have over 8000 genomic records that go into our evaluations. We are still in discussion with the American International Charolais Association (AICA) regarding a joint evaluation. We continue to keep the conversation rolling and hope to have new information soon. We are currently using AGI as our EPD evaluation provider, and we were able to secure a better rate with the additional EPD runs. Our cost is now in line with the AICA and will be similar if the joint evaluation materializes.

100K testing and genomic data continue to be an important part of the Breed Improvement committee's focus, as we know more genomic records give the breed more tools and opportunity to lead in the industry. We encourage everyone to test as many animals as possible. We are looking forward to 2021 and seeing some of the new programs we have discussed be introduced.

Any requests or new ideas from the membership are always appreciated and welcomed.

Sincerely,  
Kasey Phillips- Breed Improvement Committee Chair





### 2020 AD & PROMO REPORT:

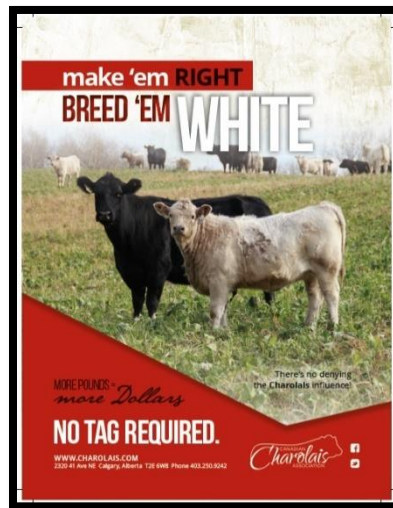
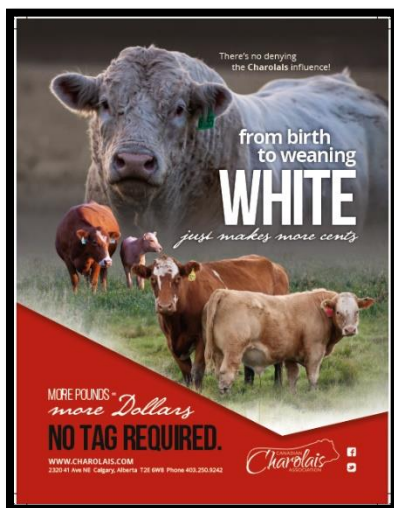
The 2020 Ad & Promo Committee includes: Lorne Lakusta (Chairman), Mike Elder, Ryan Nesbitt, Mathieu Palerme, Craig Scott.

2020 was a year where the Ad and Promo committee really needed to change up and think of alternate methods of reaching out to farmers, ranchers, and the public to tell our story and share the breeds achievements and improvements.

With less public interaction the committee chose to increase the use of social media, unique beef publication ads, as well as signing a contract with RFD TV to air on Frontline Farming Canada which promotes the benefits of using Charolais through video.

The committee changed up our media photos and created new unique captions to grab commercial cow folk's attention as well as other beef breeds. I must say that Charolais was the talk by many ranchers and breeders in a positive way.

Lorne Lakusta- Ad & Promo Chair







**2020 EDUCATION, YOUTH AND EXPORT (EYE) REPORT:**

The 2020 recipient of the Dale Norheim Memorial Scholarship is Justin Harcourt of Quill Lake, SK. Justin is enrolled in his first year at the University of Saskatoon, where he is taking Bachelor of Science in Agriculture. Congratulations!

Tyson Black of Forester Falls, ON. Is the Recipient of the Canadian Charolais Association Scholarship. Tyson is in his second year at Lakeland College, studying Animal Science technology. Congratulations!

The final recipient of a CCA scholarship is Madison Johnston of Rathwell, MB. Madison is in her first year at Lakeland College, studying Animal Science technology. Congratulations!

The EYE committee is proud to present scholarship awards to these individuals. They were selected from 17 applicants. The decision was made by a panel made up of several members of the EYE committee. Congratulations to all those who won scholarships as well as those who applied.

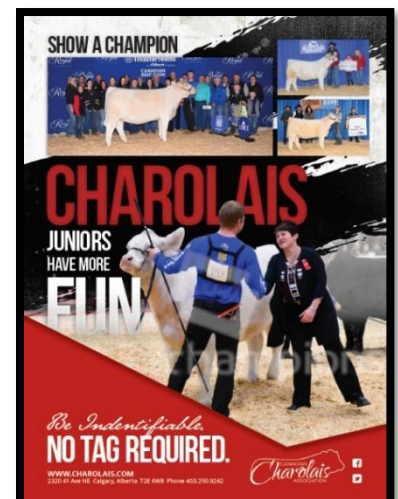
The EYE committee also sponsored an event that was held at McLeod livestock facility that was a junior show event similar to the CCYA show. Juniors from across the west were invited to attend even though many could not due to pandemic travel restrictions. Attendance was good, with many juniors getting their first taste of Beef show competition.

Thank you for the commitment to the Charolais youth all members of the EYE committee.

2020 was a pretty quiet year for the EYE Committee due to Covid 19 restrictions and we hope this pandemic passes soon so life can return to a more relaxed state.

Sincerely,

Jim Olson, Chair.





### **2020 CANADIAN CHAROLAIS YOUTH ASSOCIATION REPORT:**

The CCYA has very little to report this year, as we did not hold our annual conference and show in Olds, Alberta as was planned, due to the global pandemic. The National Board and the 2020 CCYA planning committee decided that it was the responsible decision to postpone the conference until 2021. The National Board members remained unchanged this year and we decided to allow members in their final year of eligibility the opportunity to participate for one more year in the 2021 conference.

The 2021 CCYA Conference and Show will be held in Olds, Alberta in conjunction with Summer Synergy from July 13-16. The show will be run under the most current COVID-19 guidelines provided by the AHA to ensure the safest outcomes for all participants and guests. As of right now, we are not expecting to have to limit the number of participants able to participate in the show, however there will be several changes made to some of the events and general happenings of the week to ensure everyone's safety and abide by the most up to date rules. We are very excited to be going ahead with the 2021 conference in some capacity and providing an opportunity for Charolais Youth to learn and do what they love. The National Board decided not to carry over 2020 memberships to 2021, however this year's membership fee will be \$20 for the year and will not increase to \$40 after January 1<sup>st</sup> as per usual.

Our fundraising this year was somewhat less than usual, as our expenses were significantly less without a conference. We did host our Annual Semen Auction at the Super Star Sale in Saskatoon in November 2020, which was a great success, raising \$8425. We decided to cancel our Facebook Fundraising Auction, which was scheduled for February 2021, as we felt it was unnecessary without our usual expenses in 2020.

Although the CCYA did not hold a Conference and Show in 2020, we did run all of our other programs as usual. Youth submitted essays in our annual essay competition, and applied for semen from the Genetics Program, as well as rebates from the Purchase Incentive program. As expected, our Buy and Show program was less utilized this year due to the very few numbers of shows being held, but it was great to see youth taking advantage of the other great programs offered by the CCYA.

In closing, we would like to extend our gratitude to the CCA for their continued support of Charolais youth through their sponsorship of our conference and programs. The annual \$5000 sponsorship goes a long way in helping with conference and program expenses throughout the year, and in return, the CCA is recognized as the highest level of sponsorship at each conference. Thank you for your continued support of the CCYA and Charolais Youth.

# **CCA STATISTICS**

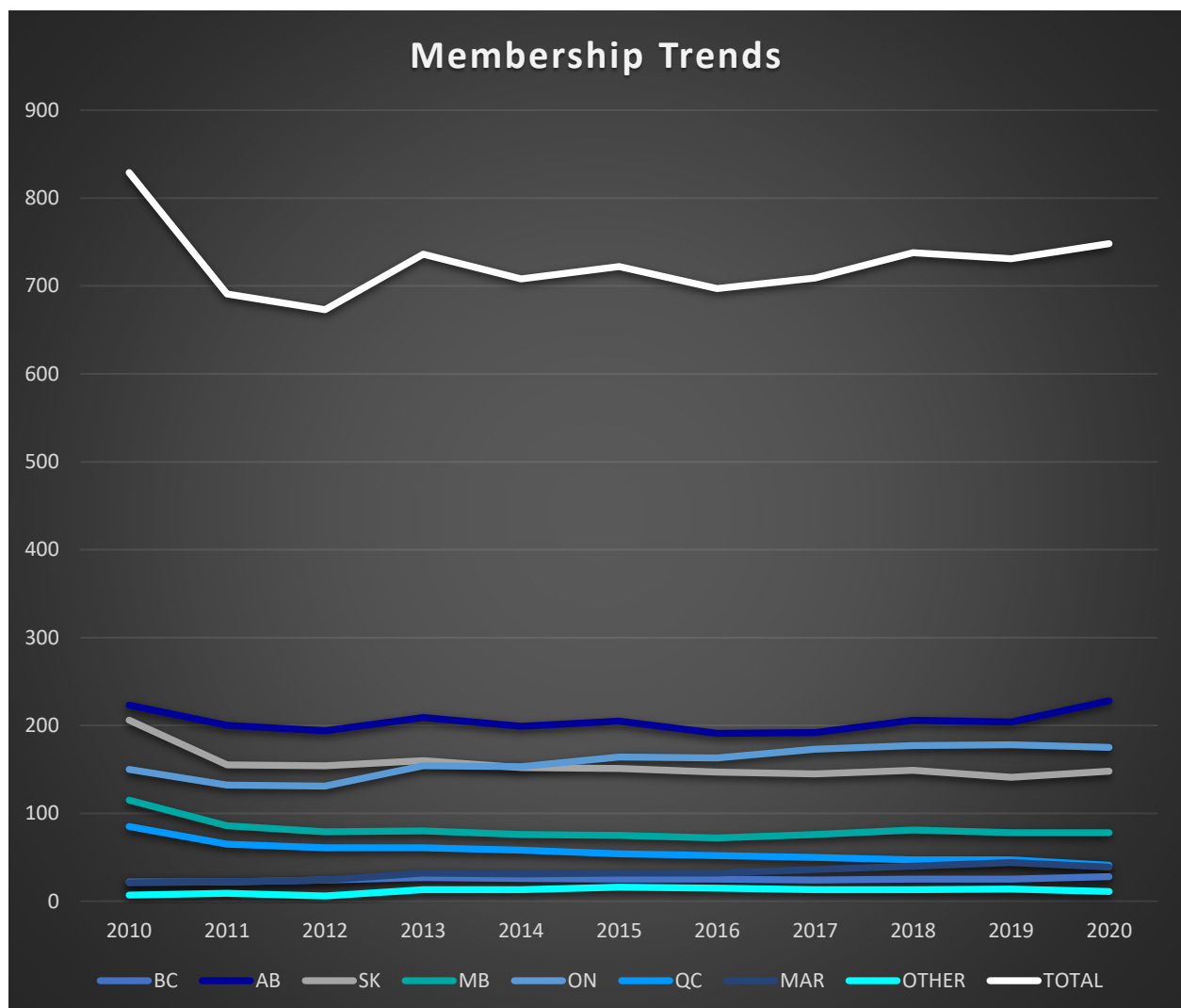
**Membership**

**Whole Herd Enrollment**



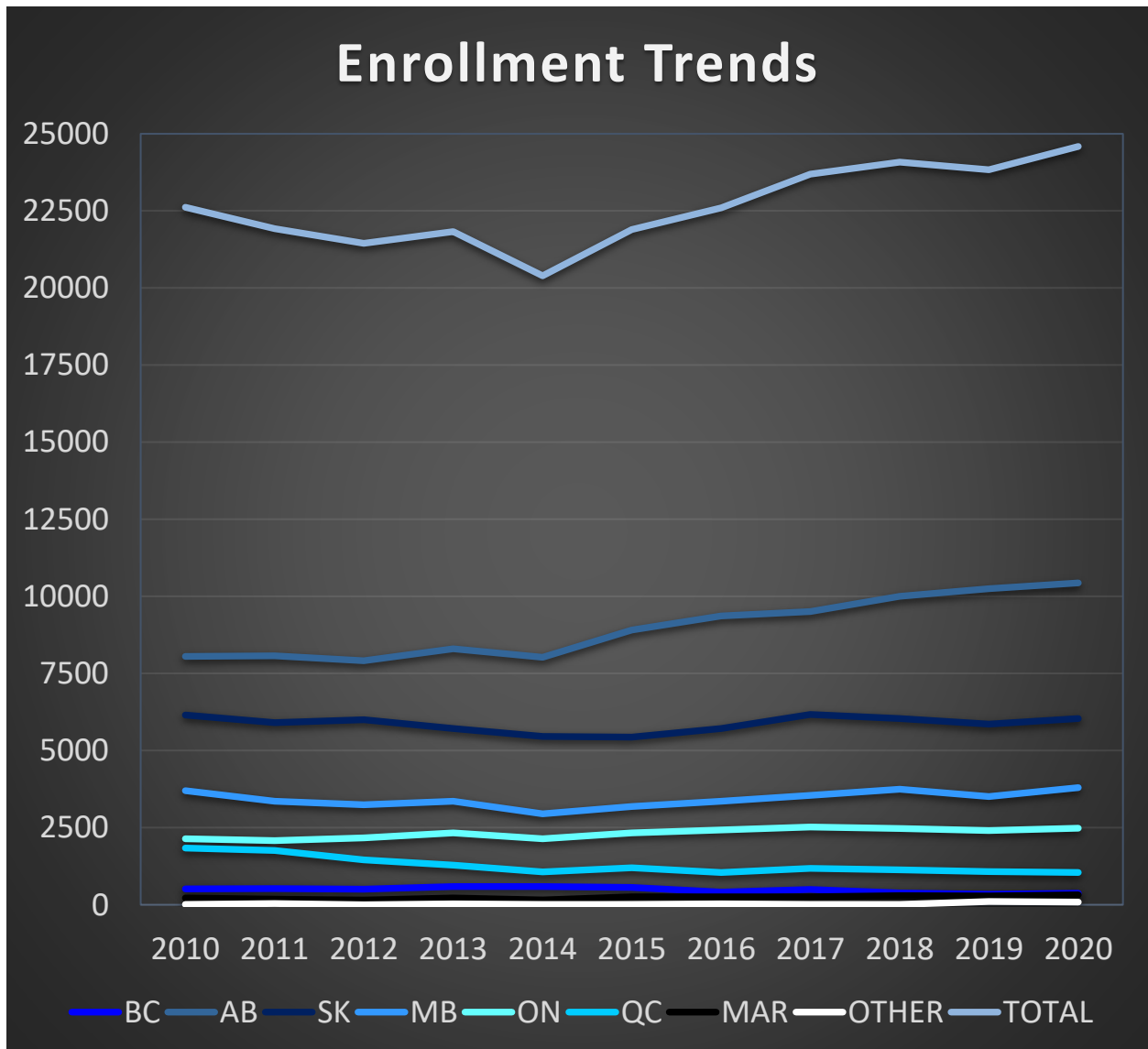
## **MEMBERSHIP STATISTICS**

YEAR	BC	AB	SK	MB	ON	QC	MAR	OTHER	TOTAL
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
2019	25	204	141	78	178	47	44	14	731
2020	28	228	148	78	175	41	39	11	748



## **FEMALE ENROLLMENT STATISTICS**

YEAR	BC	AB	SK	MB	ON	QC	MAR	OTHER	TOTAL
2010	512	8051	6152	3696	2143	1839	220	9	22,622
2011	522	8070	5909	3358	2081	1761	180	40	21,921
2012	503	7914	6000	3241	2170	1460	158	0	21,446
2013	588	8304	5720	3358	2329	1283	220	27	21,829
2014	591	8030	5458	2950	2138	1062	157	10	20,396
2015	560	8909	5437	3191	2334	1196	257	13	21,897
2016	411	9363	5711	3359	2429	1047	254	28	22,602
2017	496	9510	6171	3544	2522	1179	263	9	23,694
2018	380	10,002	6037	3748	2475	1132	301	11	24,086
2019	341	10,247	5859	3509	2410	1076	287	106	23,835
2020	377	10,437	6034	3799	2482	1052	325	84	24,590



# **PROVINCIAL ASSOCIATION REPORTS**

**Alberta/British Columbia**

**Saskatchewan**

**Manitoba**

**Ontario**

**Quebec**





### **2020 ALBERTA & BRITISH COLUMBIA PROVINCIAL ASSOCIATION REPORT:**

Demand for Charolais genetics in 2020 soared and helped seedstock producers deal with the challenges they faced in the year no one will soon forget. The AB/BC Board grew to include 13 Directors and 3 CCA Directors in 2020 representing Alberta and British Columbia.

The Board reconvened in early February and re-evaluated its focus and direction for the upcoming year. Committees were formed and budgets set for the upcoming year. Little did we know in February that 2020 was going to be a year like no other anyone had experienced.

We continued to showcase the breed at Bull Congresses in Camrose, Stettler, Oyen, Dawson, and Czar in early 2020. Momentum for the breed was evident with strong demand for Charolais bulls and information at our booth. Bull sales started strong early in February. Covid made for some very scary and unprecedented measures for sales in March as breeders were faced with crowd limits, health restrictions and uncertainty. Many relied heavily on technology and adapted by marketing via videos and internet sales versus more traditional in-person events.

Unfortunately, we had come to the realization that a summer tour was impossible for the ACA to host in the summer of 2020. With the public health restrictions in place, uncertainty and liability risk to the association we decided to postpone the tour until 2021. As the summer progressed, the CCYA show which was to be held with Summer Synergy, Olds Fall Classic and FarmFair International were all postponed as well until 2021. This was a disappointment for many breeders as marketing opportunities were limited. Restrictions at Auction Marts also meant special "Charolais influenced calf sales" and other related breed supported events were also postponed until the Covid situation improved and public health orders adjusted. We look forward to 2021 and hopefully a return to normalcy where we can support and promote our breed at these events.

As the summer progressed, it looked as if our signature event “The AB Select Bull Show and Select Female Sale” along with our Annual Meeting would be able to be held in December. The Board worked very hard and partnered with a company called Crowd Design to help us sort through the restrictions and ensure we hosted a safe event for everyone. After several changes to health protocols and restrictions leading up to the event including a time where we were unsure if we could even host the event, our team worked closely with Alberta Health Services and the Westerner in Red Deer and received an exemption to host a scaled down version of the event. The Annual Meeting, group meals and the Bull Show was not considered ‘essential’ and therefore could not be included in the 2020 version of the AB Select. To help our breeders promote their bull calves, we enhanced our video coverage and hosted a “parade” of bull calves that was streamed via the internet and was very well received. We allowed any 4-H AB or BC member exhibiting a Char influenced animal in 4-H in 2020 the opportunity to utilize their \$1000 sale credit for both online purchases and/or in person at the event. The sale continued to be one of the highest averaging sales in the country! Our partner Crowd Design registered everyone coming into the event, temperature checked everyone entering, disbursed ACA face coverings and ensured everyone entering the facility signed a waiver to protect the association from liability. The ACA was very proud of the event we put on given the circumstances and looks forward to 2021 where we can incorporate some of our new ideas to continue to grow the event even further!

Congratulations to all our award recipients this year –Purebred Breeder of the Year – Turnbull Charolais, Booster of the Year – Innisfail Auction Mart, Commercial Breeder of the Year – Sunderland Farms, Pioneer Award – Harold and Tish Fieldberg and our scholarship winners Kailey Wirsta (Lakeland College), Kendall Prokuda (SAIT) and Reegan McLeod (University of Saskatchewan). We look forward to officially presenting these awards when the Covid restrictions are eased.

The continued utilization of social media and our website helped us drive our message and engage those interested. Over 1100 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 have not already. I wish to thank the entire Board for their hard work, dedication, and creativity throughout this challenging year. The ACA looks forward to 2021 as we enter our 62<sup>nd</sup> year and continuing to grow and strengthen the Charolais breed!

Stephen Cholak  
President - ACA





### **2020 SASKATCHEWAN PROVINCIAL ASSOCIATION REPORT:**

As I write this report, I find myself looking back on 2020 and the challenges it brought. I would like to take the time to congratulate all the great Saskatchewan Charolais members that adapted to new formats of sales and marketing of bulls. We had a great sales season! Our social media platforms saw some major changes this past year: we launched a new website, [www.saskcharolais.ca](http://www.saskcharolais.ca) and we had a new logo for the Saskatchewan Charolais Association created. This new logo features the silhouette of a cow and a bull on green grass with the silhouette of the province of Saskatchewan in the background.

With the cancellation of many 4-H and Youth Shows we were down on the number of kids who reported exhibiting a Charolais influenced project. The final number of gift cards that were given out was just under 50. This past year we decided that due to the number of shows that did not take place (therefore giving out less gift cards) we would up the value of the gift card a go a different route. We decided to give out \$40 Flat Top Cattle Co. gift cards that the kids could use to purchase show supplies.

Advertising and Promotion is another big focus of the SCA. Unfortunately, a lot of the shows and events that we normally attend and sponsor were cancelled. However, the Edam Fall Fair still took place and had a very successful show. We were able to sponsor a fire pit for a prize and it was very well received. Work on the new breeder directory was postponed as we had planned to sell three pages at the 2020 Agribition Sale but, due to its cancellation we decided to put this project off till 2021. Here's to hoping Agribition 2021 goes ahead!

Congratulations to our Purebred Breeder of the Year, Beck Farms from Lang, SK and our Commercial Breeder of the Year, McKenzie Ranch, Delisle, SK. Their hard work and dedication to the Charolais breed does not go unnoticed. Usually, these awards and the farm signs would be presented at Agribition but this year they were delivered directly to the breeders farms and recognition was given with a page in the Charolais Connection as well as on our Facebook page.

Our 57th Annual General Meeting was held on November 28, 2020 in conjunction with the Superstar Charolais Sale in Saskatoon. There are a total of nine breeders that make up the SCA board and they are: President - Jordan Moore, Redvers, 1<sup>st</sup> Vice President - Kurtis Philips, Estevan, 2<sup>nd</sup> Vice President - Justin Cay, Kinistino, Past President - Kelly Howe, Moose Jaw and directors: Tyler Smyth, Swift Current, Raymond Paschke, Love, Doug Harcourt, Quill Lake, Kody Meier, Kerrobert and Duncan Spenst, Waldeck. Additionally we work with the Saskatchewan Livestock Association to fill the secretary/treasurer position. I would like to thank our retiring directors Stephen Wielgosz, Yellow Creek and Matt Jones, Gull Lake for their service to the board, the breed and the province.

I would like to take this time to thank all the board members as well as Belinda and Ruth with SLA for all the time, hard work and dedication to the SCA. With the recent announcement that Agribition is planning their 50<sup>th</sup> Anniversary Show we are pleased to be hosting the National Charolais Show as well as the Players Club Bull Calf Jackpot show there. We look forward to catching up with everyone at Agribition in November!

Respectfully Submitted,  
Jordan Moore - President  
Saskatchewan Charolais Association.





### **2020 MANITOBA PROVINCIAL ASSOCIATION REPORT:**

As with everyone else, activities this past season have been greatly curtailed due to COVID-19. The MCA had planned to host the 2020 CCA AGM and again in 2021, but both were cancelled. The Ag-Ex show held in October in Brandon and the AgDays displays in January in Brandon were cancelled. Summer shows including 4H were for the most part cancelled. A bit depressing overall for those looking forward to showcasing their cattle and networking with other producers and customers.

In July, 2020, C2 Charolais (Jeff and Jackie Cavers) was our host for the MCA Annual Meeting and supper. Our MCA Purebred Ambassador Award for 2020 was C2 Charolais La Riviere, MB. and our commercial producers of the year were Darcy, Val and Parker Watson (Rossendale, MB). Our 2021 AGM is tentatively planned for June in Carberry (dependent upon COVID gathering rules).

67 4-H members showing Charolais or Charolais influenced animals received feed tubs as a token of our appreciation. Our MCA scholarships of \$750 each were given out to Kendra Cline and Megan Perih. The Manitoba Juniors continued with their third year of fundraising during the 2021 spring bull sales and received lots of support.

The Manitoba Charolais Breeders' Map and Directory was published and circulated in the summer of 2020. It had been a number of years since the previous map had been published and there have been many retirements and new entrants since that time. There are still a few copies left if anyone is needing one.

The MCA maintains a website for our membership plus our publication of the Bulletin magazine with spring and fall circulations (circulation is approximately 1060).



The MCA Board of Directors are: Jeff Cavers (President), Hans Myhre (1st Vice), Michael Hunter (2nd Vice), Rae Trimble-Olson (secretary/treasurer), Jared Preston, Matthew Ramsey, Merv Nykoliation, Scott Johnston, Ron McDonald, Tyler Stewart, Erin Jackson, Kevin Stebeleski and Bert McDonald. 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





### **2020 ONTARIO PROVINCIAL ASSOCIATION REPORT:**

It has been quite a year for all of us in the cattle industry in Ontario. The challenges faced by families and breeders alike have been numerous and frequent. I want to thank all of you for your continued support and patience as the board navigated through 2020. We have attached a copy of the OCA financials and I am happy to report that we are in good financial standing. With the lack of shows, gatherings and events our sponsorships for 2020 were down, as compared to prior years. We did however sponsor the Youth Forum in Lindsay that was a great success. The ad and promotional committee have been working hard to promote the Charolais Breed on all media outlets (Twitter, Facebook). If you have any events or sales that you would like posted please do not hesitate to contact Kurtis Black, Dave Cockburn, Ryan Nesbitt or myself. At this time with many areas in different zones, the planning of the AGM has been changed to a conference call, decided on by board members. All OCA members will be able to call in to ask questions and voice their concerns. The date, time, phone number, and code will be attached.

Again, I want to express my gratitude for the tremendous support you have provided the OCA and the Charolais breed as we have navigated our way this past year. Technology and media platforms continue to allow for online events, sales and daily updates among many Charolais breeders and association members. These outlets provide each of us an opportunity to connect with other breeders, provide updates on herds, tools of the trade and promote the Charolais breed during unprecedented times. I hope that each member will have the chance to join us on our AGM Conference Call, to assure that we are meeting your expectations this coming year.

Looking forward to 2021.  
Your President,  
Josh Taylor





### **2020 QUEBEC PROVINCIAL ASSOCIATION REPORT**

We started 2020 with our annual meeting in February and had to pause our activities. Two private bull sales took place virtually and in person with health rules. We had to cancel our biggest activity which is the picnic with farm visits and meeting with commercial breeders and Charolais members. In the fall, there was a very good female sale by a private group. It was a success. The demand stays good for Charolais heads.

In those two years, we published our Advantage magazine. To promote, we give an ACQ cap to Charolais bull buyers and they like that. We hope to have our 2020 General Meeting and Expo-Boeuf can come back this fall.

Sincere thanks to Mr. Bernard Doré and the CCA for their support to our members and to all Charolais buyers.



# **AWARDS**

***Dams of Distinction***

***Dams of Excellence***

***Twenty-Five Year Members***

***Forty Year Members***

***Honor Roll Members***

**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!**

### **2020 GOLD STAR DAMS OF DISTINCTION**

Reg. No.	Tattoo	Name	Breeder	Owner
FC406628	BMA22B	BRIDOR BUBBA 22B	BRIDOR	BRIDOR
FC411710	LEO108B	CEDARLEA TWISTER 108B	CEDARLEA FARMS	CEDARLEA FARMS
FC411688	LEO38B	CEDARLEA WINOLA 38B	CEDARLEA FARMS	CEDARLEA FARMS
FC411397	WLMR20B	CHARROW BEAM MISS 20B	CHARROW CHAROLAIS	CHARROW CHAROLAIS
FC417249	SB68B	SPARROWS MAGMA LAFA 68B	CK SPARROW FARMS LTD	CK SPARROW FARMS LTD
FC387927	BCN8Y	CORNERVIEW YANCY 8Y	CORNERVIEW CHAROLAIS	CORNERVIEW CHAROLAIS
FC417944	CFC72B	CFC POUND MAKER 72B	COYOTE FLATS CHAROLAIS	COYOTE FLATS CHAROLAIS
FC417943	CFC67B	CFC POUND MAKER 67B	COYOTE FLATS CHAROLAIS	COYOTE FLATS CHAROLAIS
FC404839	CFC65A	CFC YIELD GRADE 65A	COYOTE FLATS CHAROLAIS	COYOTE FLATS CHAROLAIS
FC411441	JOR41B	JOR MISS RAPTOR 41B	DALE JORGENSEN FARMS	COYOTE FLATS CHAROLAIS
FC401941	GLT20A	GLT MISS BLUEGRASS 20A	GORDON & LEONE THURSTON	GORDON & LEONE THURSTON
FC409494	GLT89B	GLT MISS REVY 89B	GORDON & LEONE THURSTON	GORDON & LEONE THURSTON
FC406544	ESH4B	ESH MS RIPPER 4B	DIAMOND ZEE RANCHES LTD	HIGH RIVER COLONY FARMING CO
FC413014	HTA487B	HTA DELIGHT 487B	HTA CHAROLAIS	HTA CHAROLAIS
FC411601	HTA330A	HTA PURITY 330A	HTA CHAROLAIS	HTA CHAROLAIS
FC390834	FFBB110Y	FFBB SABLE PLD 110Y	FORSYTH BROS CHAROLAIS	JARED PRESTON
FC375375	KJW20W	K-COW MISTY 20W	K-COW RANCH	K-COW RANCH
FC412027	GLM56A	GLM ALASKA 56A	JORDAN RIVER CHAROLAIS	K-COW RANCH
FC376585	JLP77W	JLP PATRY NIGER 77W	LA FERME PATRY DE WEEDON	LA FERME PATRY DE WEEDON

FC399733	LCY10Z	LEGACYS ZINA 10Z	NEW COUNTRY LIVESTOCK	LEGACY CHAROLAIS
FC378304	MAC811U	MAC BARNEY 811U	MACMILLAN CHAROLAIS	MACMILLAN CHAROLAIS
FC391741	FVSF34X	FVSF MS PERFECT 34X	FOAT VALLEY STOCK FARM	PARSONS CATTLE COMPANY
FC402506	RPH38A	PINEBLUFF FOXY 38A	PINE BLUFF FARM	PINE BLUFF FARM
FC407317	TLJ201B	PLEASANT DAWN LADY 201B	KEVIN HATCH	PLEASANT DAWN FARM
FC716884	JSR26B	JSR MYSTIQUE 26B	SAUNDERS CHAROLAIS	SAUNDERS CHAROLAIS
FC407359	RKJ64B	PLEASANT DAWN MAGGIE 64B	PLEASANT DAWN FARM	SUNSHINE OAK CHAROLAIS
FC381280	RPJ9123W	RPJ VENUS 9123W	JOHN V & ROSEMARIE PERROT	THISTLE RIDGE RANCH
FC407350	RKJ4B	PLEASANT DAWN LANNA 4B	PLEASANT DAWN FARM	TURNBULL CHAROLAIS
FC410034	CTP503B	MISS CTP DYNAMITE 503B	TURNBULL CHAROLAIS	TURNBULL CHAROLAIS
FC410081	CTP558B	CTP MISS CHLOE 558B	TURNBULL CHAROLAIS	TURNBULL 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***

- |  |  |
|--|--|
| ♦ <b>DIAMOND R STOCK FARMS</b><br>WAWOTA, SK           | ♦ <b>TEE M JAY FARMS</b><br>ASHERN, MB             |
| ♦ <b>PRESTON ACORN</b><br>CARDIGAN, PE                 | ♦ <b>BORDERLAND CATTLE COMPANY</b><br>ROCKGLEN, SK |
| ♦ <b>MILLER LAND &amp; LIVESTOCK LTD</b><br>JARVIS, ON | ♦ <b>DOGPATCH ACRES</b><br>LEROY, SK               |
|  | ♦ <b>RAMMER CHAROLAIS</b><br>HAMIOTA, MB           |

### ***FORTY YEAR MEMBERS***

- |  |   |
|--|---|
| ♦ <b>SYL-DON FARMS</b><br>STETTLER, AB | ♦ <b>PRAIRIE GOLD CHAROLAIS</b><br>ROSETOWN, SK |
|--|---|

### ***FIFTY YEAR MEMBERS***

- |   |   |
|---|---|
| ♦ <b>CIRCLE CEE CHAROLAIS</b><br>LAMONT, AB                     | ♦ <b>CHARMARK RANCHES</b><br>GEM, AB              |
| ♦ <b>SILVER SHADOW CHAROLAIS</b><br>VERMILION, AB               | ♦ <b>BEE &amp; LARRY PALMER</b><br>BURNS LAKE, BC |
| ♦ <b>L.J. CROOKER FOREST &amp; FARM</b><br>SOUTH BROOKFIELD, NS | ♦ <b>DON &amp; WANDA WILKIE</b><br>BIG VALLEY, AB |
| ♦ <b>SAUNDERS CHAROLAIS</b><br>MARKDALE, ON                     | ♦ <b>HTA CHAROLAIS</b><br>RIVERS, MB              |
| ♦ <b>DONALD &amp; SHARON BURGOMASTER</b><br>OMEMEE, ON          | ♦ <b>SNAKE VALLEY FARMS</b><br>CHAMPION, AB       |

