



2021 ANNUAL REPORT

Russell, MB
June 11th, 2022

MEETING MINUTES

2019 Annual General Meeting

**Canadian Charolais Association
Annual General Meeting
June 6, 2019- Moncton, NB**

Meeting Called to order at 8:12am by President Darwin Rosso

Opening remarks from CCA President, Darwin Rosso

- Minutes taken by Mike Craig
- Welcome to Craig Scott, New General Manager for the CCA

Approval of Agenda - Helge By

Seconded - Michael Hunter

All in favour. None opposed. Motion carried.

Approval of Minutes from 2018 AGM - Don Goode

Seconded - Tim Bullick

All in favour. None opposed. Motion carried.

Voting Procedures: Parliamentarian: Tim Bullick, Scrutineers: Candace By and Candace Wenzel.

First Call for Nominations

Brian Coughlin announced that three open positions include Quebec, Director at large, Alberta:
Allan Marshall nominated for Alberta by Tim Bullick.
Mathieu Palerme nominated for Quebec by Mark Frost
Ryan Nesbitt for Director at Large by Keith Black

2018 Association Reports

President's Message – Darwin Rosso

Highlighted travel through fall shows, thanked directors. Call for any questions – no questions.

Welcome message from Craig Scott as new AGM

Second Call for Nominations

Rod McLeod nominated for Alberta by Mike Panasiuk

Committee Reports

Financial Report

Darwin Rosso presented the financial report. Audit completed by KMS Chartered Professional Accounting. KMS Conclusion states that CCA financial position is in accordance with the Canadian accounting standard for not-for-profit organizations. Darwin Rosso outlined financial income and expenses in detail as per AGM report. WHE revenue was down. Government grant funding for DNA testing was no longer provided. Travel costs increased due to CBBC funding not being provided. Interest charges were down this year. Question raised regarding Genomic testing – is all DNA testing in office going in for genomic testing? Yes it will, DNA testing is now \$50 instead of \$35.

Motion to: Approve financial report
Made by: Darwin Rosso
Seconded by: Roger Maloney
All in favour. None opposed. Motion carried.

Motion to: appoint KMS as financial auditors for 2019
Made by: Keith Black
Seconded by: Ricky Milton
All in favour. None opposed. Motion carried.

Breed Improvement

Sean Aires presented report for Breed Improvement committee. GEPD on all animals. Option to do 50K testing on females now – fee is \$50. No new projects with kinsella herd at this time. Terminal Sire index score related to net productivity based on carcass size for sire profit potential. Video web series on proper data input may be coming. Sire hold program for \$500 to control calf registration by specific sires. No questions.

Ad and Promo

Mike Elder presented report. “No Tag Required” promotion continues to be a useful slogan for CCA. Tri-fold brochures have been taken to various events. Ads in Topstock magazine. Online advertising decreased, but used tried to show some live videos demonstrating higher market price for Charolais-cross calves. CCA promotional items available online on CCA website. Four CCA ads placed in Atlantic Beef Magazine throughout the year. Social Media has been slow, looking for someone to manage CCA Facebook page.

Market Development Report

Lorne Lakusta unavailable to deliver report. Report distributed in CCA 2018 Annual Report. 2019 National Charolais Show will be in Toronto, ON. Darwin Rosso asked for any questions, no questions.

Education, Youth & Export

Jim Olson delivered report. Streamlined CCYA funding for youth members. CCA developed a system to continue to provide funding while still maintaining budget requirements. No export in the last year. Three scholarships given out. Call for questions. No Questions.

Canadian Charolais Youth Association

Youth show in Weyburn, SK this year.

Motion to: approve committee reports
Made by: Allan Marshall
Seconded by: Ricky Milton
All in favour. None opposed. Motion carried.

Last Call for Nominations

No final nominations. Nominations now closed.
All nominees agree to have their names stand.

Motion to: have nominations cease at this time
Made by: Michael Hunter
Seconded by: Don Good
All in favour. None opposed. Motion carried.

Director Nominees

Allan Marshall introduced himself.
Mike Panasiuk introduced Rod McLeod in his absence.
Mathieu Palerme introduced himself.
Keith Black introduced Ryan Nesbitt in his absence.

Call for ballots for Alberta Director by Brian Coughlin.

2018 Provincial Association Reports

Alberta and British Columbia report presented by Allan Marshall for Stephen Cholak.
Saskatchewan report presented by Darwin Rosso.
Manitoba report presented by Michael Hunter.
Ontario report presented by Keith Black for Ryan Nesbitt.
Quebec report presented by Mathieu Palerme.
Maritimes report presented by Jason Ringuette.

Motion to: accept provincial reports
Made by: Kasey Phillips
Seconded by: Mark Frost
All in favour. None opposed. Motion carried.

Election of Nominees

Rod McLeod – Alberta director by majority vote.
Mathieu Palerme – Quebec director by acclamation.
Ryan Nesbit – Director at large by acclamation.

Motion to: destroy the ballots
Made by: Don Good
Seconded by: Michael Hunter
All in favour. None opposed. Motion carried.

Ratify Actions of the Board of Directors

Motion to: ratify the actions of the board
Made by: Keith Black
Seconded by: Ricky Milton
All in favour. None opposed. Motion carried.

New Business

Tim Bullick inquired about increased membership and increased membership fees but decreased in money coming into the association. Darwin Rosso explained that late enrollments for 2018 would not show up until the following year, so these fees will show up in the 2019 income. Tim Bullick challenged breeders to come up with new ideas to present board members in an attempt to further the breed and highlighted the service and time that board members volunteer. Time bullock also challenged board members to come up with ideas. Tim Bullick suggested that formatting for registration numbers on the Charolais website be changed to indicate whether an animal is an embryo calf or not. Tim Bullock suggested accounting charges from Charolais office not be indicated as a negative value on billing. Darwin Rosso stated that this is already in the process of being changed and will be reflected soon on future billing cycles. Tim Bullick suggested that embryo calves should be easier to register, feeling that there are sufficient checks and balances in place to preserve the integrity of the breeding.

No further questions or concerns raised by members.

Motion to: adjourn meeting

Made by: Brian Coughlin

Meeting adjourned at 9:46am

ASSOCIATION REPORTS

President

CCA Office

2021 PRESIDENT REPORT

Welcome to the 2022 Annual General Meeting.

I must start with a huge thank you our office staff. General Manager Craig Scott has taken over the day-to-day operations of the office and the staff and is doing a great job of handling any task or situation brought forward. A huge thank you also to Louis Chivilo for her knowledge of the registry system and continued dedication to the membership. As many of you know we lost Haylea Jones as a member of the staff part way through the year. She was a very kind easy-going person and the entire CCA board and staff would like to thank you for time with us and wish you the very best in your new endeavor. Cassidy Mathews has joined the CCA staff, and she brings with her knowledge of the purebred industry and keen mind for promotional ideas. The Charolais membership is very lucky to have Cassidy become part of our team. Welcome Cassidy from the entire CCA board of directors.

The Charolais breed as you all know is gaining popularity right across the country. In most cases Charolais cross calves highlight sale barns and top the market week after week. Thank you to all the provincial associations and breeders for your help in promoting the breed. We all must do our part to keep the great white breed in the forefront of the industry.

The breed improvement committee continues to work hard with many new programs on the agenda. Data collection and Gepd's continue to be a major portion of this committee focus. A joint EPD evaluation with AICA is also still being worked on but is a slow process due to technicalities. The introduction of more frequent EPD runs has been a positive addition for the membership as well. The breed improvement committee has exciting new programs in the works so be sure to watch for those.

Both the Ad and Promo and EYE committees are busy as well. The show and sale seasons were back on track and very well attended right across the country. Sale averages were up in both the bull and female sales with many new breeders purchasing females.

Thank you to the Executive and the board members for your time and dedication as we strive to push the Charolais breed forward.

Kasey Phillips - CCA President

2021 GENERAL MANAGER – OFFICE REPORT

As we moved into 2021, we did not expect that the way we do business still being dictated by a pandemic. The producers within our industry have adapted very well and been able to conduct their business very successfully.

2021 once again was a very successful year in the Charolais breed as we continue to gain market share, bull and female sales set new records with 2021 being the highest on record for averages and total gross sales.

The board of directors continues to work hard for the membership to move this breed forward. One of the projects was the Genomic Producer Advancement (GPA) program, this free program was implemented to collect genomic data on the females that are in the breeding population. Every member could receive free genomic test on 10% of the females that the breeder had enrolled in 2020. There were 2475 females eligible for the program with 812 being used.

The board along with the Breed Improvement committee continue to be engaged in negotiations with the American International Charolais Association (AICA) towards a Joint evaluation EPD. This has been a long process, but as you can appreciate there are a lot of technical and logistical details that must be worked out. November of 2021 Doug Blair and myself traveled to Louisville to attend the AICA fall meeting and to give a presentation on the joint evaluation. The presentation from Doug was well received and accepted by the AICA which has helped the negotiation move forward. While Doug and I were in Louisville we also had the honor to attend the induction ceremony of J. Neil Orth, retired Executive Vice President of the AICA into the very prestigious Saddle & Sirloin Portrait Award Club.

The CCA continues to be aggressive with our Ad and promotions. 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.

The office building is in good shape with just regular maintenance and repair of a few minor problems that occur with the age of the building.

In 2021 the staff of Lois and Haylea did an outstanding job despite all the adversity, the members of the CCA are very fortunate to have such a dedicated and loyal team. I would like to thank them for all they do for not only me but the Association as well.

I would like to thank the board of directors for all their dedication and hard work they do for this Association. The board members volunteer many hours to see this breed have continued success.

To all the members, please remember that this is your Association and if you have ideas, suggestions questions, or concerns that can aid in the advancement of the Charolais Breed please contact the Director in your area or the office directly

Thank You
Craig Scott- General Manager

COMMITTEE REPORTS

Finance

Breed Improvement

Ad & Promo

CCYA / Education, Youth & Export

2021 FINANCIAL REPORT

As you look at the 2021 Financial Statement you will see the Canadian Charolais Association (CCA) has had a very good year; even during the Covid-19 pandemic. I would like to take this opportunity to highlight a few points.

The Financial statement shows that the CCA had an excess of \$132756.00 in 2021.

\$39171.00 is important to understand 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 or decrease in the value of an asset that is yet to be sold for cash.

Our investments also did well and returned \$77421.00 interest income. That accounts for 59% of the CCA excess.

That leaves the last \$16164.00 excess from the income over expenses of the CCA day to day operations.

Your Board of Directors were very close in their proposed budget for 2021.

Members ask about our investment portfolio. It is recommended that 2 years of operation expenses of an association is a nice place to be.

Thank you to the board members that had the foresight to start it!

In the years to come this should help to maintain and keep our association great!

Sincerely,

Darwin Rosso - Financial Chair

2021 BREED IMPROVEMENT REPORT

The 2021 Breed Improvement committee members include: Shawn Airey (Chairperson), Craig Scott, Kasey Phillips, Aaron Grant, Roger Maloney, Rod McLeod, Allan Marshall, & Dennis Serhienko

In February of 2021 the CCA launched the GPA program. The GPA program allowed any CCA member to 100K test, 10% of the females that they had enrolled in the 2020 whole herd enrollment, for free. The program was put in place to get more genomic data from a wide range pedigrees and herds from across the country. Out of a possible 2477 females eligible, 812 100K tests were performed which is approximately 33% engagement.

The CCA has been working with the AICA on a joint EPD evaluation for some time. The purpose of the joint evaluation is twofold. One being that the database would increase significantly which would improve EPD accuracies and the other is to make it easier to cross border shop from either direction. EPD ranking would remain in country only. This is a long process and no prediction at this time when or if this will become a reality. We have also been working on updating heritability's, genetic correlations, and the baseline.

The performance page tab went live in July of 2021 allowing anyone to search most other breeders' performance data. Previously you were only able to look up your own info on the performance tab. The purpose of this was to allow potential customers the ability to look up the performance data on animals without having to inquire individually to the producer every time they wanted to know these numbers.

The Breed Improvement Committee is always looking for member feedback with comments, concerns, or ideas.

Sincerely,
Shawn Airey - BIC Chairperson

2021 AD & PROMO REPORT

The 2021 Ad & Promo Committee includes: Lorne Lakusta (Chairperson), Co-Chair- Mathieu Palerme, Ryan Nesbitt, & Craig Scott

This past year was a challenging one with a pandemic and trying to get our story out to the public. I feel that our committee did an excellent job of achieving our goals.

We once again signed a contract extension with RFD TV/ The Rodeo Channel to air our promotional video of Charolais and Char cross cattle. We are unsure of the uptake and acceptance of this avenue of advertising. The committee would appreciate any feedback.

As well we signed another one-year advertising contract with the Canadian Cattleman reserving the CCA membership the outside back cover of the magazine.

The CCA ad/promo committee sponsored a brisket beef luncheon at Canadian Western Agribition between the Players Club Bull challenge and The Agribition sale. This gesture was well received and appreciated by all who attended.

The committee is always looking for top quality pictures of Charolais cross cattle of any age to build our photo library, so if you could pass the word would be greatly appreciated.

Lorne Lakusta - Ad/ Promotions Chairperson

2021 CCYA / EDUCATION, YOUTH AND EXPORT (EYE) REPORT

The 2021 CCYA Conference and Show was a great success! It was hosted in Olds, Alberta in conjunction with Summer Synergy from July 13-16. We were very excited to be back and provide youth with an opportunity to participate in any way possible due to the COVID-19 limitations that presented in 2021. The National Board members welcomed a few new members including Wyatt Burgomaster, ON; Will Rosso, MB; Justin Harcourt, SK; Logan Jamieson, AB. The Executive Board remained the same: Haley Rosso (President); Evan Jamieson (Vice President); Tyson Black (Treasurer); Logan Jamieson (Secretary).

We have created a new position on the board as well. The Alumni Rep is to act as an advisor to the national board and will not get a vote. The yearly nomination will be up to two advisors, at the annual conference. The National Board will appoint the following people and if possible, they will make conference calls, winter meeting and the summer conference. The main job is to further develop our current programs. Currently we have elected Keegan Blehm and Dale Weinbender to fill this roll until the July conference.

Our fundraising this year was still somewhat limited however we did continue to host our Annual Semen Auction at the National Charolais Sale during Canadian Western Agribition November 25th, 2021. The auction continues to be a success as we raised \$4100.00 for the 2021 year. The Genetics program guidelines have been altered this year as we have decided to remove the deadline to apply.

Looking forward the CCYA will continue to run all programs as usual. The 2022 Conference and Show will be held in Renfrew Ontario. We look forward to seeing everyone and are excited to see what the future holds. 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.

Jeff Cavers – EYE Committee Chairperson

CCA STATISTICS

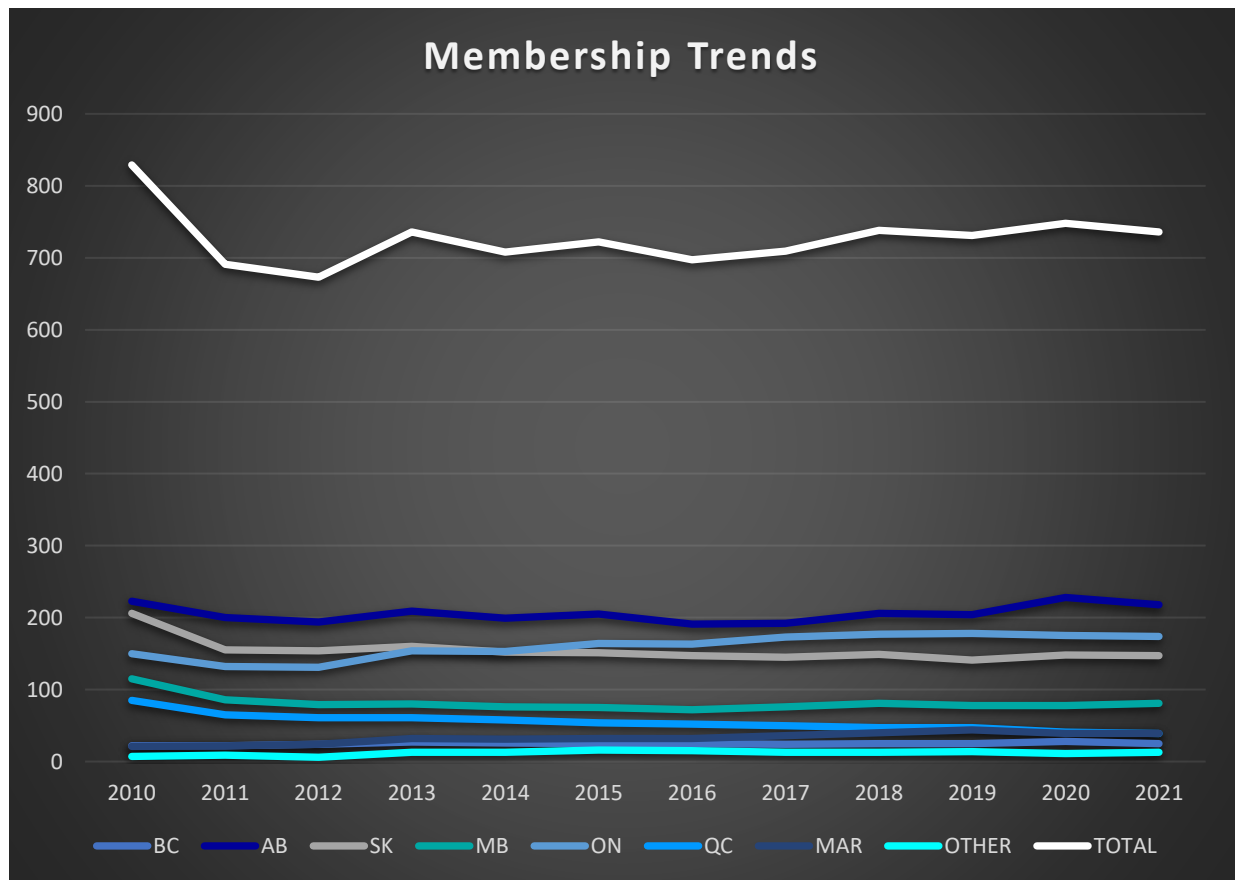
Membership

Whole Herd Enrollment



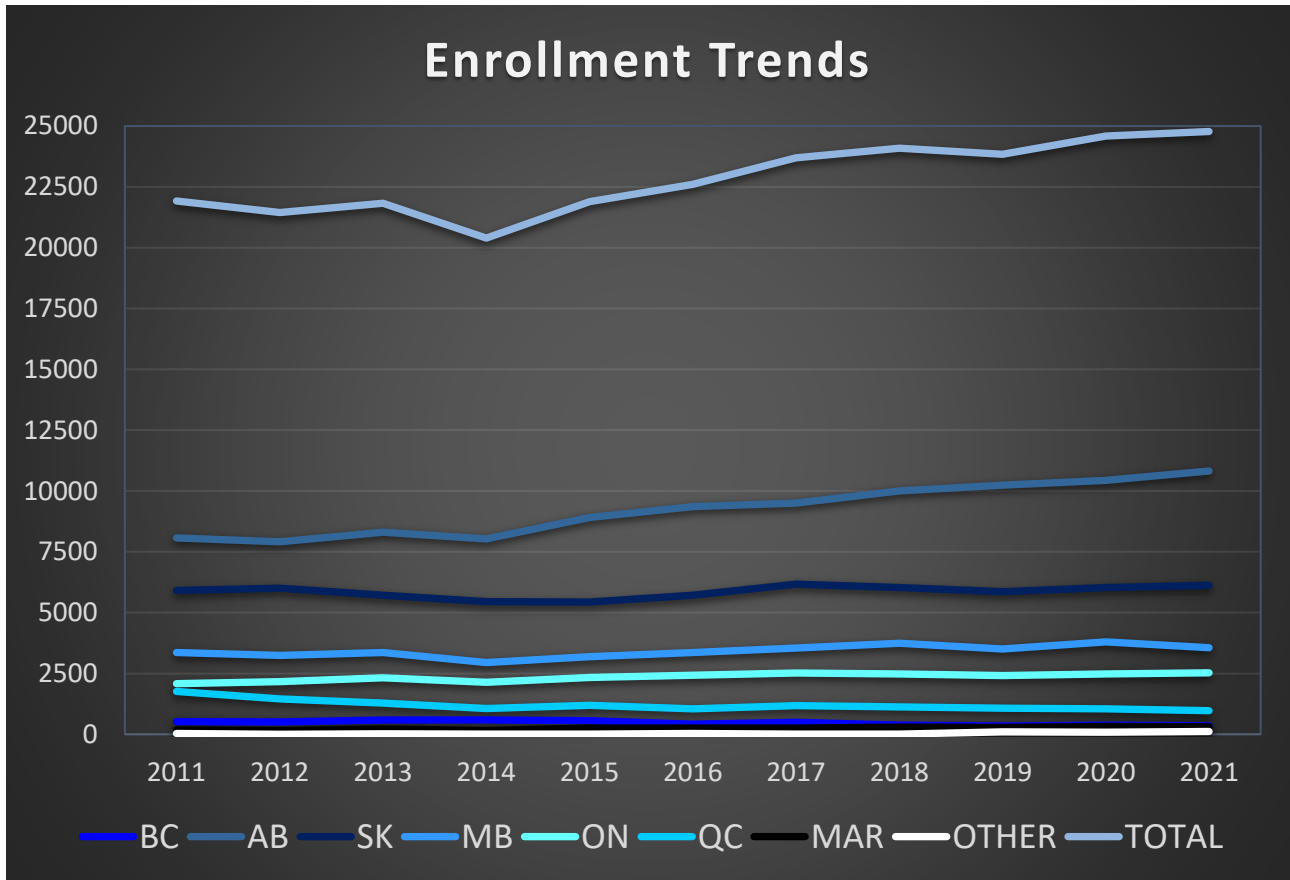
MEMBERSHIP STATISTICS

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
2021	25	218	147	81	174	39	39	13	736



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
2021	345	10,823	6118	3564	2527	971	313	116	24,777



PROVINCIAL ASSOCIATION REPORTS

Alberta/British Columbia

Saskatchewan

Ontario

Quebec

2021 ALBERTA & BRITISH COLUMBIA PROVINCIAL ASSOCIATION REPORT

Alberta and BC experienced a dry season which put strain on feed reserves and led to historically high feed prices. Some herds were culled or culled back to match feed availability. However, purebred sales in the fall were strong for Charolais genetics and several new breeders entered the purebred business. The AB/BC Board includes 12 Directors and 3 CCA Directors in 2021 representing Alberta and British Columbia.

The Board reconvened in early 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. We had hoped Covid was behind us, but soon learned that was not the case.

We had hoped to promote the Charolais breed at more Bull Congresses and Auction Marts throughout the two provinces in 2021, however only a scaled down version of the Stettler Bull Congress occurred in January. Bull sales started strong early in February. After dealing with Covid the previous year, sellers were prepared and focused on the online and video presentations of their offerings.

Unfortunately, we had come to the realization that a summer tour was impossible for the ACA to host in the summer of 2021. With the public health restrictions in place, uncertainty, and liability risk to the association we decided to postpone the tour until 2022. As the summer progressed, the CCYA show was held with Summer Synergy with minimal restrictions. It was great to see youth from across Canada be able to gather once again! Although attendance numbers were down from previous events, the event was a huge success given the circumstances. Olds Fall Classic and FarmFair International were given the go ahead in July. Both events were under the Alberta Restriction Exemption Program which meant a proof of vaccination, or a recent negative test was necessary to attend the event. Although, this did hurt attendance of the events, the organizers of both events had options for producers to attend and head numbers were relatively stable from previous years. 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 2022 and hopefully a return to normalcy where we can support and promote our breed at all events.

Our signature event, "The AB Select Bull Show and Sale" along with our Annual Meeting was held in December under the Restriction Exemption program. 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 our team worked closely with Alberta Health Services and the Westerner in Red Deer and held an event very similar to ones we have hosted in the past. We had a tremendous turn out and were able to honor our Award recipients from the past 2 years and acknowledged our first group of 5 – 50-year Charolais Breeder Awards. Our bull show entries were solid, and the quality was tremendous. We allowed any 4-H AB or BC member exhibiting a Char influenced animal in 4-H in 2021 the opportunity to utilize a \$1000 sale credit for online purchases as well as in person at the event. We had an astounding 16 credits used during the sale! The ACA was very proud of the event we put on given the circumstances and looks

forward to 2022 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 – Rawes Ranches, Booster of the Year – Hi – Hog Farm and Ranching Equipment, Commercial Breeder of the Year – Dave and Arlee Shand, Pioneer Award – Radke Brothers, our 50 Year Breeder Awards – Rudiger Ranch, Acadia Ranching, Maple Leaf Charolais, Valanjou Charolais and Snake Valley Farms and our scholarship winners Lexi Wirsta (Red Deer College).

The continued utilization of social media and our website helped us drive our message and engage those interested. Over 1300 members currently are subscribed to our Facebook account. Nominations for our 5 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 if you haven't already. I wish to thank the entire Board for their hard work, dedication, and creativity throughout this challenging year. The ACA looks forward to 2022 as we enter our 63rd year and continuing to grow and strengthen the Charolais breed!

Stephen Cholak - President - ACA



2021 SASKATCHEWAN PROVINCIAL ASSOCIATION REPORT

Once again, this year we gave out gift cards to 4-H youth who exhibited a Charolais influenced project animal and choice of a jacket or wind pants to regional show winners. There were close to 80 gift cards given out to 4-H members and 6 regional show winners. There were also more Youth shows that were able to go ahead. We were proud to sponsor the following, CCYA, Kennedy Jr. Jackpot show, Young Ranchman's, Junior Stockman's, Ag in Motion Livestock Days, and BMO Canadian Junior Beef Extreme.

On the social media/website side we had launched a new website in 2020. Unfortunately, shortly after launching it was giving a deceptive site warning and we were unable to resolve the issue with Google. We made the decision to relaunch the site under a new domain, www.skcharolais.ca We strive to keep our website current and actively post new information to it and our Facebook page.

Ad & Promo had a busier year than last with more events happening this year. We were able to sponsor the LFCE Field Day at Clavet, and again were able to be part of the Edam Fall Fair with the sponsorship of a SCA fire pit. We also started a bull buyers' credit, working with the CCA they were able to provide us a list of all the registered bulls that had papers transferred before September and then picked a number at random from the list to get our winner. The winner will be paid \$2000 from the SCA when they provide us with a proof of transfer from their bull purchase in 2022.

Canadian Western Agribition was able to happen last year, and we had a great turnout of cattle and spectators. We hosted the Players club bull show and the National Charolais show. The players club bull show seen a very good turnout and support by breeders across Canada. We would like to Thank everyone who to part and of course our show sponsors Bow Valley Genetics, MNP and Ranchland Vet. The winning bull was MVY Backdraft 35J exhibited by McAvoy Charolais, Arlee. Following the Players club show we had partnered with the CCA and sponsored a smoked brisket lunch before the sale. The lunch went over very well. The sale seen a lot of top end cattle sell all over Canada and the USA. The National Charolais show took place on Friday November 26 Judged by Cole & Jill Harvie, Olds AB. National Grand Champion Female was BRCHC Berkly Ann 8507 PLD ET with heifer calf Miss Prairie Cove Cays 159J exhibited by Prairie Cove Charolais, Cays Cattle & Longview Cattle. Reserve Champion Female was SVY Starstruck 910G with bull calf SVY Profound 145J exhibited by Serhienko Cattle Co, Nextgen Cattle & Rogers Cattle. National Grand Champion bull was HRJ Holy Water 55H exhibited by Johnson Charolais and Reserve Champion Bull was CML Raindance 996G exhibited by McLeod Livestock, White Lake Colony & Elders Charolais. This year the SCA board decide to partner up with Hi Hog Farm and Ranch Supply to give both the Grand Champion Bull and Female a \$4000 credit towards product. Our Reserve champion bull and Female received a \$1000 credit to service from Davis Rairdan. On Saturday afternoon BRCHC Berkly Ann 8507 PLD et with heifer calf Miss Prairie Cove Cays 159J was selected the Agribition Beef Extreme Champion Female.

During the Charolais show at Agribition we present a few awards to some very deserving families. Congratulation to the following, 2021 Purebred breeder of the year Howe Coulee Charolais, Kelly, Julie-Ann Howe & Family, Moose Jaw, Commercial breeder of the year S.K.J Land & Cattle Co. LTD Steven &

Kathy Grant, Honour scroll recipients Dwein & Brenda Trask as well as Carey & LeAnn Weinbender & Family. Your hard work and dedication to the Charolais breed does not go unnoticed.

Our 58th annual general meeting was held on December 3, 2021, the evening before the Sterling Collection sale in Saskatoon. There are a total of 9 breeders that make up the SCA board they included the following, the executive: Jordan Moore (Redvers) - President, Justin Cay (Kinistino) - 1st Vice president, Kurtis Philips (Estevan) - 2nd vice president. Our board of directors include: Raymond Paschke (Love), Doug Harcourt (Quill Lake), Kody Meier (Kerobert), Duncan Spenst (Waldeck), as well as our two new directors Dale Weinbender (Canora) and Nigel Oram (Central Butte). Additionally, we work with the Saskatchewan Livestock association to fill the secretary/treasurer position. I would like to thank our retiring directors Kelly Howe and Tyler Smyth for their service to the board, the breed, and the province.

In closing I would like to take this time to invite all fellow Charolais enthusiast out to our AGM and Sask Royal sale June 18th at the beautiful Dakota Dunn's Resort White Cap, SK. There will be a Texas Scramble golf tournament in the morning our AGM Meeting followed by the Banquet and highly anticipated Sask Royal Sale.

Sincerely,
Jordan Moore - President
Saskatchewan Charolais Association.



2021 ONTARIO PROVINCIAL ASSOCIATION REPORT

Welcome to 2022, a year where hopefully we will be able to gather at local shows, sales, and breeder gatherings. For two years now, we weathered different obstacles and barriers in many forms, all the while supporting each other and the breed to the best of our abilities. I want to thank all of you for your continued support, patience, and feedback throughout the year which enabled us to continue to progress as an Association. We have attached a copy of the OCA financials; this acknowledges that memberships are up from the previous year and the number of cattle on the registry has increased by 82 head, which shows a positive future for the breed. Fall female sales in 2021 were exciting and this year's 2022 bull sale schedule is promising. The ad and promotional committee have continued to work hard at promoting the Charolais Breed on multiple media platforms, given that many events/sales have moved online. Please continue to share any events or sales that you would like promoted with Kurtis Black, Ryan Nesbitt, or myself. Looking into the future, hopefully when numbers decline, and restrictions are lowered we will plan to have a quick social meeting during the CCYA Conference and Show held July 27-30 in Renfrew, Ontario. More information to follow.

Likewise, I want to express my gratitude for the tremendous support you have provided the OCA and the Charolais breed. Technology and media platforms continue to allow for daily updates and promotion of Charolais breeders and association members. These outlets continue to provide connections with other breeders, provide updates on herds, and a forum for tools of the trade. Please feel free to reach out to any of our board members if you have any questions or concerns, this will help us ensure we are meeting your expectations this year.

Here is to 2022.

Your President,
Josh Taylor



2021 QUEBEC PROVINCIAL ASSOCIATION REPORT

We started off the year with the publishing of the L'Avantage Charolais Revue which advertises the Charolais breeders of Quebec, the bull, and female sales, as well as the show results. This year we added a photo contest to be more visible to the commercial breeders. This year we held our Annual General Meeting on the 8th of August at the farm of Eric Manningham in Laurierville. This was a change in format from our past meetings. A more casual, outdoor event where breeders got a chance to visit and talk about their daily routines and, of course, Charolais cattle. The QCA Board is as follows:

President - Mark Frost

1st Vice-President - Armand Roy

2nd Vice-President - Eric Manningham

National Director - Mathieu Palerme

Directors - Janick Bouffard and Karine Dubuc

Junior Director - Samantha Frost

Secretary & Treasurer - Chantal Raymond

We promote the Charolais breed by starting with the bull sales in the spring such as St Martin Bull Test Station, the Select Bull Sale, the Louber Bull Sale, and the multiple bulls sold privately from our Charolais Breeders. We were present in the Victoriaville Expo-Boeuf exhibition show in the fall. Charolais breeders also marketed their calves through the special Charolais feeder sale in Sawyerville which continues to be a success year after year. The Select Bull Female Sale was also held and offers great opportunities to select new genetics.

A few of our members took the opportunity to visit the Western Agribition and visited with the breeders. There were many good Charolais cattle in this show.

In conclusion, we would like to Thank the Canadian Charolais Association for their continued support and thank all the Quebec breeders for their great job of promoting the Charolais breed.

Sincerely,

Mark Frost - President - Quebec Charolais Association



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!

2021 GOLD STAR DAMS OF EXCELLENCE

TATTOO	NAME	BREEDER	OWNER
WLMR 47W	CHARROW WAKECHAI MISS47W	CHARROW CHAROLAIS, MARSHALL, SK	CHARROW CHAROLAIS, MARSHALL, SK

2021 GOLD STAR DAMS OF DISTINCTION

TATTOO	NAME	BREEDER	OWNER
<i>GIB 512C</i>	GOLD IN BOULDERS 512C	GOLD IN BOULDERS FARMS	GOLD IN BOULDERS FARMS
<i>JIL 36C</i>	JIL FOCAL POINT 36C	FUTURE FARMS	FUTURE FARMS
<i>ELH 662B</i>	BHD MS EQUITY B662	BRETT DE BRUYCKER	HARVIE RANCHING CO
<i>KJW 20W</i>	K-COW MISTY 20W	K-COW RANCH	K-COW RANCH
<i>JLP 77W</i>	JLP PATRY NIGER 77W	LA FERME PATRY DE WEEDON	LA FERME PATRY DE WEEDON
<i>JLP 79W</i>	JLP PATRY NIBIS 79W	LA FERME PATRY DE WEEDON	LA FERME PATRY DE WEEDON
<i>CTP 196X</i>	CTP MISS LOOKING GOOD196X	WILLOWBROOK CHAROLAIS	TURNBULL CHAROLAIS
<i>CTP 191X</i>	CTP MISS WHITE HERA 191X	WILLOWBROOK CHAROLAIS	TURNBULL CHAROLAIS
<i>TLJ 21X</i>	PLEASANT DAWN MARSHA 21X	PLEASANT DAWN FARM	PLEASANT DAWN FARM
<i>WLMR 17X</i>	CHARROW XTREME MISS 17X	CHARROW CHAROLAIS	CHARROW CHAROLAIS

<i>CEE 125Y</i>	CIRCLE CEE STUNNING 125Y	CIRCLE CEE CHAROLAIS	SADDLERIDGE FARMING CO
<i>GGD 48X</i>	DUBUC XANTIA 48X	DUBUC CHAROLAIS SENC	DUBUC CHAROLAIS SENC
<i>GDSF 15X</i>	GDSF MISS FARGO 15X	DEFOORT STOCK FARM	CLINE CATTLE COMPANY
<i>GDSF 23X</i>	GDSF MS SUPER SPICE 23X	DEFOORT STOCK FARM	CLINE CATTLE COMPANY
<i>WLMR 15X</i>	CHARROW XONA MISS 15X	CHARROW CHAROLAIS	CHARROW CHAROLAIS
<i>BCN 8Y</i>	CORNERVIEW YANCY 8Y	CORNERVIEW CHAROLAIS	CORNERVIEW CHAROLAIS
<i>RSK 137Y</i>	BERICH BRETT LADY 137Y	BE-RICH FARMS	BE-RICH FARMS
<i>WWW 4Y</i>	WWW4Y	BRICNEY STOCK FARM LTD.	BRICNEY STOCK FARM LTD.
<i>CEE 144Y</i>	CIRCLE CEE RIO CARNIVAL 144Y	CIRCLE CEE CHAROLAIS	CIRCLE CEE CHAROLAIS
<i>GGD 190Y</i>	DUBUC YALLY 190Y	DUBUC CHAROLAIS SENC	DUBUC CHAROLAIS SENC
<i>CBT 1056Y</i>	THRR PRISCILLA 1056Y	ALLEN MCLEOD	THISTLE RIDGE RANCH
<i>JIL 2Y</i>	JIL MYSTICAL 2Y	FUTURE FARMS	FUTURE FARMS
<i>JIL 31Y</i>	JIL CHEYENE 31Y	FUTURE FARMS	FUTURE FARMS
<i>HTA 163Y</i>	HTA SONJA 163Y	HTA CHAROLAIS	HTA CHAROLAIS
<i>LEJ 154Y</i>	LEJ YULIA 154Y	L E J CHAROLAIS	L E J CHAROLAIS
<i>CTP 346Z</i>	CTP MISS IMPECCABLE 346Z	TURNBULL CHAROLAIS	PETER HEINS & SONS LTD
<i>ELH 80Z</i>	HARVIE ANASTASIA 80Z	HARVIE RANCHING CO	HARVIE RANCHING CO
<i>JSR 61Z</i>	JSR SHIMMER 61Z	SAUNDERS CHAROLAIS	SAUNDERS CHAROLAIS
<i>GLM 56A</i>	GLM ALASKA 56A	JORDAN RIVER CHAROLAIS	K-COW RANCH
<i>JOR 41B</i>	JOR MISS RAPTOR 41B	DALE JORGENSEN FARMS	COYOTE FLATS CHAROLAIS
<i>JOR 46B</i>	JOR MISS RAPTOR 46B	DALE JORGENSEN FARMS	COYOTE FLATS CHAROLAIS
<i>LEO 19C</i>	CEDARLEA WINTER 19C	CEDARLEA FARMS	CEDARLEA FARMS
<i>LEO 25C</i>	CEDARLEA TINSEL 25C	CEDARLEA FARMS	CEDARLEA FARMS
<i>LEO 47C</i>	CEDARLEA SARATOGA 47C	CEDARLEA FARMS	CEDARLEA FARMS

<i>RKJ 25C</i>	PLEASANT DAWN KATE 25C	PLEASANT DAWN FARM	MCTAVISH FARMS LTD
<i>DPS 13C</i>	DPS FRENCH FRY 13C	DONNIE SWISTUN	DONNIE SWISTUN
<i>LEO 86C</i>	CEDARLEA WHITBY 86C	CEDARLEA FARMS	CEDARLEA FARMS
<i>RGP 1100C</i>	RGP SUNDANCE 1100C	ROBERT G PALMER	HUNTER HERBACK
<i>CFC 93C</i>	CFC 52Z POUND MAKER 93C	COYOTE FLATS CHAROLAIS	COYOTE FLATS CHAROLAIS
<i>BCN 34C</i>	CORNERVIEW CONFETTI 34C	CORNERVIEW CHAROLAIS	CORNERVIEW CHAROLAIS
<i>BCN 58C</i>	CORNERVIEW CAUGHTYA LOOKIN 58C	CORNERVIEW CHAROLAIS	CORNERVIEW CHAROLAIS
<i>CBT 5253C</i>	THRR HALLE 5253C	THISTLE RIDGE RANCH	THISTLE RIDGE RANCH
<i>HTA 5114C</i>	HTA BOBBY JO 5114C	HTA CHAROLAIS	HTA CHAROLAIS
<i>SOS 28C</i>	SOS CHASTITY 28C	SPRINGSIDE FARMS	ROBERT MARK BURLA (BOB)
<i>SOS 53C</i>	SOS CUP CAKE 53C	SPRINGSIDE FARMS	ROBERT MARK BURLA (BOB)
<i>JIL 223C</i>	JIL LILLY 223C	FUTURE FARMS	FUTURE FARMS
<i>JIL 116C</i>	JIL MS JAZZ 116C	FUTURE FARMS	FUTURE FARMS
<i>RSK 553C</i>	BERICH SPITFIRE LADY 553C	BE-RICH FARMS	BE-RICH FARMS
<i>CTP 666C</i>	CTP MISS ROBIN 666C	TURNBULL CHAROLAIS	TURNBULL CHAROLAIS
<i>GLT 20A</i>	GLT MISS BLUEGRASS 20A	GORDON & LEONE THURSTON	GORDON & LEONE THURSTON
<i>CBT 3228A</i>	THRR JANESEA 3228A	THISTLE RIDGE RANCH	THISTLE RIDGE RANCH
<i>HBSF 142A</i>	HIGH BLUFF ESPERENZA 142A	HIGH BLUFF STOCK FARM	HIGH BLUFF STOCK FARM
<i>JLP 810A</i>	JLP PATRY ROSA 810A	LA FERME PATRY DE WEEDON	LA FERME PATRY DE WEEDON
<i>CFC 65A</i>	CFC YIELD GRADE 65A	COYOTE FLATS CHAROLAIS	COYOTE FLATS CHAROLAIS
<i>JSR 31A</i>	JSR APHRODITE 31A	SAUNDERS CHAROLAIS	SAUNDERS CHAROLAIS
<i>JOR 25A</i>	JOR MISS WAHKAMO 25A	DALE JORGENSEN FARMS	COYOTE FLATS CHAROLAIS
<i>WWMM 29A</i>	WWMM TWENTY NINE A 29A	WENDT & MURRAY FARMS LTD.	WENDT & MURRAY FARMS LTD.

<i>BMA 22B</i>	BRIDOR BUBBA 22B	BRIDOR	BRIDOR
<i>PFC 409B</i>	PFC MISS BRIANNA 409B	WILGENBUSCH CHAROLAIS	PHILLIPS FARMS
<i>RGP 33B</i>	RGP ROSE BUD 33B	ROBERT G PALMER	HUNTER HERBACK
<i>TMJF 468B</i>	TMJF BEVERLY 468B	TEE M JAY FARMS	JARED PRESTON
<i>LEO 38B</i>	CEDARLEA WINOLA 38B	CEDARLEA FARMS	CEDARLEA FARMS
<i>RKJ 4B</i>	PLEASANT DAWN LANNA 4B	PLEASANT DAWN FARM	TURNBULL CHAROLAIS
<i>CWC 28B</i>	BORDERLANDS BAILEY 28B	BORDERLAND CATTLE COMPANY	BORDERLAND CATTLE COMPANY
<i>WLMR 20B</i>	CHARROW BEAM MISS 20B	CHARROW CHAROLAIS	CHARROW CHAROLAIS
<i>CFC 72B</i>	CFC POUND MAKER 72B	COYOTE FLATS CHAROLAIS	COYOTE FLATS CHAROLAIS
<i>HKS 130B</i>	HKS MS BLUFF 130B	HOWE COULEE CHAROLAIS	HOWE COULEE CHAROLAIS
<i>CTP 517B</i>	CTP MISS MISTRESS 517B	TURNBULL CHAROLAIS	PETER HEINS & SONS LTD
<i>CTP 558B</i>	CTP MISS CHLOE 558B	TURNBULL CHAROLAIS	TURNBULL CHAROLAIS
<i>RSK 455B</i>	BERICH NUEVO LADY 455B	BE-RICH FARMS	BE-RICH FARMS
<i>NCC 63B</i>	NCC XPANDREA 63B	NEILSON CATTLE COMPANY	DOUBLE C RANCH
<i>GLT 425B</i>	GLT MISS BONANZA 425B	CIRCLE CEE CHAROLAIS	GORDON & LEONE THURSTON
<i>HTA 487B</i>	HTA DELIGHT 487B	HTA CHAROLAIS	HTA CHAROLAIS
<i>SB 585B</i>	SPARROWS BLANCHE 585B	CK SPARROW FARMS LTD	CK SPARROW FARMS LTD
<i>BLC 13C</i>	BLC RAQUEL13C	BUFFALO LAKE CHAROLAIS	BUFFALO LAKE CHAROLAIS
<i>BLC 19C</i>	BLC SASHA 19C	BUFFALO LAKE CHAROLAIS	BUFFALO LAKE CHAROLAIS



TWENTY-FIVE YEAR MEMBERS

LADY FANE CHAROLAIS
FERME A. R. F. CHAMPAGNE
JOHNSTON CHAROLAIS
LAUE CHAROLAIS
JS RANCH
FERME BERNIER/FRERES ENR
MATTHEW ORMISTON
CHARVALE CHAROLAIS LTD
RRTS CHAROLAIS
LA FERME PATRY DE WEEDON
SOUTHLAND CHAROLAIS
REMPEL FARMS LTD
KEY FARMS
PAUL RASMUSSEN
HARCOURT CHAROLAIS
LITTLE VALLEY VIEW RANCH
CASBAR FARMS
FERME CARDIN CHAROLAIS INC

CRAPAUD, PE
ST-SYLVESTRE, QC
RATHWELL, MB
HANOVER, KS
WARREN, MB
ST-EUGENE, QC
OMEMEE, ON
WOLFVILLE, NS
WESTWOLD, BC
WEEDON, QC
SHAUNAVON, SK
GROUNDBIRCH, BC
OLDS, AB
EDMONTON, AB
QUILL LAKE, SK
FORESTBURG, AB
BLAINE LAKE, SK
ST BONAVENTURE, QC

FORTY YEAR MEMBERS

PRAIRIE GOLD CHAROLAIS LTD
HOWE COULEE CHAROLAIS
POPLAR BLUFF STOCK FARM
JEROME TREMBLAY
DARRYL G SHUTTLEWORTH
CEDARLEA FARMS
MEDONTE CHAROLAIS
ROYAL T FARM
HUNTER CHAROLAIS
JAY DAWN FARMS
CORNERVIEW CHAROLAIS

ROSETOWN, SK
MOOSE JAW, SK
CHAUVIN, AB
COURVAL, SK
AIRDRIE, AB
HODGEVILLE, SK
HILLSDALE, ON
UXBRIDGE, ON
ROBLIN, MB
SEXSMITH, AB
HAYLEY STATION, ON

FIFTY YEAR MEMBERS

BLACKBERN FARM
LAZY P STOCK FARM
SHARODON
CHARMARK RANCHES
FUNDY CHAROLAIS FARM
LEEMAR CHAROLAIS
BE-RICH FARMS
CK SPARROW FARMS LTD
WHITE CAP CHAROLAIS
HELGE G BY
VALANJOU CHAROLAIS RANCH
SILVER SHADOW CHAROLAIS

FORESTERS FALLS, ON
VULCAN, AB
OMEMEE, ON
GEM, AB
FENWICK, NS
PARKLAND COUNTY, AB
KITSCOTY, AB
VANSCOY, SK
MOOSE JAW, SK
REGINA, SK
CLYDE, AB
VERMILION, AB



Canadian Beef Breeds Council Report

Respectfully submitted by Sandy Russell, CEO, Canadian Beef Breeds Council

Like so many organizations, the past year has been one of considerable transition for the Canadian Beef Breeds Council (CBBC). With those transitions have come new opportunities and substantial advancements as we have continued to work on behalf of our members and the entire Canadian beef cattle seedstock sector. In our first full year as an incorporated division of the Canadian Cattlemen's Association (CCA), considerable energy was placed on streamlining administrative processes, capturing management efficiencies and strengthening cross-sector relationships. As part of this progression, CBBC underwent a significant transition in leadership. All of these changes have been undertaken in an effort to further strengthen the organization and elevate our engagement and collaboration within the Canadian beef industry.

In addition to these considerable organizational advancements, CBBC has continued to represent the seedstock sector both domestically and internationally to maintain and build market opportunities as well as drive transformational change as it relates to the utilization of beef cattle genetic data and adoption of innovative technologies through unprecedented cross-sector collaboration.

Canadian Beef Improvement Network

The Canadian Beef Improvement Network (CBIN) is a collaborative network being led by CBBC with the mandate to increase the utilization of genetic data in an effort to validate genetic influence and drive market signals to create additional value and improve environmental sustainability across the Canadian beef production chain. CBIN is a key outcome identified in the National Beef Strategy and will be transformational for all segments of the beef industry. Over the past year, CBBC has proactively engaged industry stakeholders in the development of CBIN and this has resulted in an unparalleled level of collaborative support and has built substantial momentum behind this important initiative.

Over the past year, the previously created CBIN Advisory Working Group has evolved into the CBIN Advisory Panel, a subcommittee of the CBBC Board of Directors. The CBIN Advisory Panel continues to be tasked with providing recommendations to CBBC's Board on how to clearly define and capture the value proposition from bidirectional genetic data flow within the beef production system and assisting in the critical progression of CBIN throughout its development.

Advancing CBIN from the idea stage to full operations is the primary goal of the four-step development plan outlined below. Expectations are for this plan to be fully implemented over the next five years with several activities in progress as we advance the development of CBIN.

Step 1 - Construct the Data Foundation: Build a data registry portal to unify and standardize genetic data capture at the seedstock level.

Step 2 - Facilitate Data Linkages: Develop a genetic data platform that will link genetic data to other economically important metrics across all sectors

Step 3 - Translate Data into Value: Coordinate and create analytical resources and tools to translate data into value for commercial beef producers and beyond.

Step 4 - Drive Integration and Adoption: Implement a targeted knowledge transfer plan that fosters data incorporation and utilization from conception to consumption.

Securing the necessary resources to advance the development of CBIN was a necessary priority throughout 2021 and critical to moving forward. By leveraging financial and in-kind contributions from our members and partners we were able to secure crucial funding from both the Beef Cattle Research Council (BCRC) and Results Driven Agriculture Research (RDAR). As a result of these combined financial resources, two projects are underway which will improve existing genetic tools and resources for commercial cattle producers and construct a 'Made in Canada' unified data registry portal for genetic data capture. As we to date, ten national beef breed associations have signed on to participate in the later project with interest be expressed by several other organizations.

The coming year will once again be an extremely busy one in the development of CBIN with continued focus on strengthening member collaboration, communications and industry stakeholder engagement; securing further critical long-term resources; and delivering on the data strategy, registry portal and data platform.

Market Development for Beef Cattle Genetics

It is well known that Canada is recognized as a leader in top quality beef cattle genetics and advocacy work, both domestically and internationally, for our seedstock breeders and genetic providers continue to be a top priority for CBBC. Maintaining and strengthening our market opportunities, both in Canada and around the world, has been difficult during the COVID-19 pandemic however CBBC and its members have worked tirelessly to strengthen our online resources and presence and successfully pivot to the virtual world.

The challenges to advance international market activities were sizeable throughout 2021 however these challenges proved to not be insurmountable. CBBC used this opportunity to re-evaluate how we deliver programming and efficiently utilize our resources. With the support of Agriculture and Agri-Food Canada (AAFC), we have been able to continue to assist our members and advance our market development goals in key countries around the globe with funding provided through the AgriMarketing Program (AMP). Market development activities are on target to continue through to March 2023 with aggressive plans in place to build upon the current opportunities.

In a testament to breeders and producers, resiliency and fortitude, the business of marketing Canadian beef cattle genetics, both domestically and internationally, carried on through the global pandemic. With everyone's health and safety front of mind, our members and beef cattle breeders utilized every tool available to successfully conduct events and complete sales throughout the year in an environment of ever-changing COVID-19 guidelines. While the ability to adapt and continue business was a positive, there is a clear recognition of the true value of being able to share a laugh and shake a hand in order to build business relationships and grow market opportunities. CBBC and its members look forward to returning to more traditional market development activities in the coming year.

Throughout 2022, CBBC will be focused on elevating the role of genetic advancement and the seedstock sector within the Canadian beef industry, growing our membership and advancing the value of our organization for our members, and driving the development of CBIN forward to capture increased value for Canadian beef cattle genetics both domestically and internationally.