



2016 ANNUAL REPORT

**SASKATOON, SK
JUNE 10, 2017**

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CANADIAN
Charolais
ASSOCIATION

MEETING MINUTES

2016 Annual General Meeting



**CANADIAN CHAROLAIS ASSOCIATION
ANNUAL GENERAL MEETING
JUNE 18, 2016 EDMONTON, AB**

President Brian Coughlin called the meeting to order at 1:59pm; Brian welcomed everyone and thanked the Alberta Charolais Association for hosting the AGM events.

Amendment to Agenda – Second Call for Nominations to follow Association Reports and Provincial Association Reports to follow Election of Directors

Approval of Agenda as Amended – Helge By
Seconded – Bob Jackson
All in favour. None opposed. Carried.

Approval of 2015 Meeting Minutes – Brent Saunders
Seconded – Rod McLeod
All in favour. None opposed. Carried.

Voting procedures: Ian Harvie, Parliamentarian and Scrutineers are Craig Scott and Doug Blair

Nominating Chair Rod McLeod announced that Alberta, Quebec and an At-Large director seats are open and asked for First Call of Nominations.

- Travis Foot nominated Allan Marshall for Alberta
- Stephen Cholak on behalf of ACA nominated Mike Panasiuk for Alberta
- Bernard Begin on behalf of the Quebec Association nominated Mathieu Palerme
- Brian Coughlin is allowing his name to stand for the At-Large seat

Brian Coughlin presented his **President's Report** as circulated reviewing the productive year the Association had with improvements being made with the Registry system, National and International events held in Canada, solid financial ground and acknowledging the efforts of the Board of Directors and CCA Office staff.

Brent Saunders made the motion to approve Association and Committee Reports at the conclusion of all.

Seconded - Wade Meakin
All in favour. None opposed. Carried.

Mel Reekie presented the **CCA Office Report** as circulated. Mel provided an overview of the Association and Whole Herd Enrollments – 720+ active members and a consistent 22,000 breeding females providing breakdowns by province, herdbooks and registration composition. Review of 2015 events, CCA Facebook and the website reach.

Coffee Break 2:43pm – 2:56pm

Second call for nominations – none came forth

Brent Saunders presented the **Finance Report** as circulated. The Association continues to be on solid financial ground. Revenues were up primarily due to an increase in female enrollments. A loss in the investment portfolio was directly related to market impacts and influenced the bottom line. Particulars are shown in the Kenway Mack Slusarchuk Stewart Review Engagement included in the Annual Report.

Wade Beck of Beck Farms was presented with their 25 Year Member Award before having to excuse himself from the meeting.

Ricky Milton presented the **Breed Improvement Report** as circulated. CCA continues to support the research at Kinsella Ranch and continues to work toward genomic EPDs.

Andre Steppler presented the **Ad and Promo Report** as circulated reviewing the ad campaigns, social media and auction barn sign design available to all.

Mike Elder presented the **Market Development Report** as circulated. National Charolais show was held in Regina, SK at Agribition and will be in Toronto, ON at The Royal coming in November 2016.

Darwin Rosso presented the **Education, Youth and Export Report** as circulated. The EYE gave out an additional \$1000 in 2015, there were a number of deserving candidates. The committee was able to raise additional funds with thanks to Ron Kletzel for donating a print that was dutch auctioned at Agribition.

Motion to approve all reports – Carman Jackson

Seconded Michael Hunter

All in favour. None opposed. Carried

Third and final call for nominations

Motion to cease nominations – Don Good

Seconded Bob Jackson

All in favour. None opposed. Carried.

Mathieu Palerme and Brian Coughlin both had no contest and are appointed Directors for Quebec and At-Large respectively.

Director Nominees Allan Marhsall and Mike Panasiuk introduced themselves and provided an overview of their operations.

Provincial Reports:

British Columbia/Alberta – Stephen Cholak as circulated

Saskatchewan – Greg Gilliland as circulated

Manitoba – Shawn Airey as circulated

Ontario – Jim Baker as circulated and invited everyone to attend the National Show in Toronto and the 2017 CCYA in Barrie, ON

Quebec – Bernard Begin as circulated

Maritime – Ricky Milton as circulated

Motion to accept all provincial reports – Jim Baker

Seconded Rod McLeod.

All in Favour. None opposed. Carried

Ballots collected for votes on Alberta Director – **Allan Marshall won the Alberta Director election with majority vote.**

Motion to destroy ballots – Carman Jackson

Seconded by Darwin Rosso

All in favour. None opposed. Carried.

Thank you to Bernard and Rod for their time and efforts with the CCA Board of Directors.

Motion to ratify the actions of the Board – Jeralyn Rasmussen

Seconded by Kyle O'Neill

All in favour. None opposed. Carried.

Any new business from the floor? None came forward.

Adjourn – Bob Jackson @ 4:19pm

ASSOCIATION REPORTS

**President
CCA Office**



PRESIDENT'S REPORT

There were visible changes through 2016 with the Association as we continued our ongoing projects. The Ad & Promo Committee was busy developing new ads throughout the year to keep an updated and unified brand for the breed. Graphics were developed for a standard BE IDENTIFIABLE auction barn sign that can be utilized by breeders and provincial associations.

The most notable change of 2016 was our update to the Registry System. We moved the platform of our Registry System to an online format that is more user friendly for our members. Met with some challenges at the start, we have been able to adjust where applicable to enhance the capabilities and keep it as simple as possible.

Financially, the Association continues to maintain a stable position. Enclosed in the Annual Report is a full detailed review of our finances. Financial stability is large in part to our Membership and Enrollment retention that has also been increasing the last few years. Our investment portfolio saw increased gains in 2016 over the previous year that added to our bottom line.

Our two showcase National events last year were great successes. Alberta hosted a memorable Annual Meeting with a high calibre herd tour around Edmonton area. Charolais breeders were in attendance from all parts of the country, British Columbia right through to Prince Edward Island. The Ontario Charolais Association hosted over 100 head and forty-six breeders for the National Show in Toronto, ON at the Royal Agricultural Winter Fair. Attendance was strong and enthusiasm electric for the National Sale that averaged over \$9400.

Thank you to all of the Committee Chairs, the Executive and Board members for their hard work and dedication. All our staff – General Manager, Mel Reekie, Manager of Registry and DNA, Lois Chivilo, Judy Cummer and Piper Whelan (hired January 2017) as well as our bookkeeper Rita Ricioppo deserve recognition for their continued enthusiasm and efforts for the Charolais Association.

We look forward to another successful year for the breed.

Brian Coughlin

CCA OFFICE REPORT

The Association remains in a solid position through 2016 with Whole Herd Enrollments exceeding 2015 and ending up at 22,574 breeding females. We have continued interest in the breed as realized not only through our stronghold of Active Members but also through spring bull sales. According to statistics, 2016 Spring Bull Sales had the highest overall average and total gross dollars in the 35 years that the Charolais Banner has been compiling results with over 3000 lots selling with an average of \$6631.

International travel in 2016 took us to Mexico for the World Charolais Congress in April. Congratulations is due to all our Canadian breeders; you've been exporting outcross genetics to Mexico that are sound, adaptable and yielding success in Mexican operations. We didn't have to look far to find connections to our Canadian herd. The animals themselves or the progeny they've produced; Canadian cattle are adding value. Within the Mexican herd's genetic evaluation, there is a strong presence of Canadian genetics amongst trait leaders. Attending the Congress strengthened our current relationships and broadened our network with not only delegates and breeders from Mexico but also across the globe.

A special invitation lead us to Australia for their Youth Stampede and the 2016 National Show and Sale as well as breeder visits in New South Wales and Queensland. It was immediately clear why our Canadian genetics had a place in the market; our genetics compliment their herd and provide an outcross on the pedigree. The enthusiasm at the Australian National events was much like what we are seeing at home – Charolais are readily identifiable and yield profits. In addition to the National events I toured ranches along the way, including some of the largest Charolais herds in Australia, commercial cattlemen focusing on Charolais influence, young breeders, integrated operations, sales yards and butcher shops. Following CCA's visit to Australia, Colin Rex, Breed Manager for the Australian Charolais Society, reciprocated and was in attendance for our National Show & Sale at the Royal Agricultural Winter Fair in Toronto, ON.

The Alberta Juniors hosted the Beefin' It Up 2016 edition of the CCYA Conference and Show in Olds, AB in conjunction with Summer Synergy. The Conference was well attended and Charolais youth capitalized on an additional \$23,000 in scholarship funds through the collaboration with Synergy. Balzac Meats gave a presentation that was an eye-opener for youth and adults alike that demonstrated the added value that a Charolais cross steer can offer in terms of actual saleable pounds. We all walked away with a clearer understanding of just how much value our Charolais adds to the industry.

The 2016 National Charolais Show was a resounding success at the Royal Agricultural Winter Fair in Toronto, Ontario. The enthusiasm was electric as Charolais enthusiasts descended upon Toronto from all parts of the country to participate in the action. The Ontario Charolais Association hosted 46 breeders that exhibited 105+ animals, and cattle were sorted November 4 by Kasey Phillips, Waskatenau, AB. Sparks flew at the National Charolais Sale that averaged \$9400; compliments to the Ontario Charolais Association for filling the house and organizing a first-class video sale. The 2017 National Charolais Show is being hosted by the Manitoba Charolais Association at Ag Ex in Brandon, MB on October 25-28, 2017.

The Association is driven by our members, and we encourage you, if not already, to get involved – there's no better time than now! Continue to share the Canadian Charolais story – BE IDENTIFIABLE – USE CHAROLAIS!

COMMITTEE REPORTS

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



FINANCE COMMITTEE REPORT

The Canadian Charolais Association continues to be on solid financial ground. We saw increases to our 2016 revenues primarily through an increase of unrealized gain on investments. The Association had an increase on current year female enrollment and increased contributions from government funding opportunities. The CCA's investment portfolio outperformed 2015 which is directly related to market impacts and thus influencing our bottom line.

The Association realised a profit in 2016 and particulars are shown with the Kenway Mack Slusarchuk Stewart Review Engagement included in the Annual Report.

The CCA Board recognizes the need to be fiscally responsible and continues to invest the Association's finances wisely with the guidance and expertise of the ATB Investment Services. We must also acknowledge Rita for her continued efforts as bookkeeper for the Association.

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

Canadian Charolais Association

Consolidated Financial Statements

December 31, 2016



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



Review Engagement Report

To: The Members of Canadian Charolais Association

We have reviewed the consolidated statement of financial position of Canadian Charolais Association (the "Association") as at December 31, 2016 and the consolidated statements of operations, changes in net assets and cash flows for the year then ended. Our review was made in accordance with Canadian generally accepted standards for review engagements and accordingly consisted primarily of enquiry, analytical procedures and discussion related to information supplied to us by the Association.

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

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

Kenway Mack Slusarchuk Stewart LLP

May 5, 2017
Calgary, Alberta

Chartered Professional Accountants
Chartered Accountants

Canadian Charolais Association
Consolidated Statements of Financial Position
(unaudited)

As at December 31,	2016	2015
Assets		
Current assets		
Cash	\$ 27,966	\$ 68,461
Marketable investments (note 4)	1,275,156	1,177,054
Grants receivable	20,818	9,252
Accounts receivable	23,376	18,103
Prepaid expenses and deposits	12,266	9,838
	<u>1,359,582</u>	<u>1,282,708</u>
Restricted cash (note 5)	6,074	6,074
Restricted investments (note 5)	76,837	72,160
Property and equipment (note 6)	181,453	193,350
	<u>\$ 1,623,946</u>	<u>\$ 1,554,292</u>
Liabilities and Net Assets		
Current liabilities		
Accounts payable and accrued liabilities	\$ 82,978	\$ 76,443
Member deposits	12,841	50,542
Deferred revenue	-	2,000
	<u>95,819</u>	<u>128,985</u>
Deferred contributions (note 5)	79,411	78,234
	<u>175,230</u>	<u>207,219</u>
Net assets	<u>1,448,716</u>	<u>1,347,073</u>
	<u>\$ 1,623,946</u>	<u>\$ 1,554,292</u>

Approval on behalf of the Board:

Director

Director

See accompanying notes to financial statements

Canadian Charolais Association

Consolidated Statements of Operations (unaudited)

For the year ended December 31,	2016	2015
Revenue		
Female enrollment	\$ 569,434	\$ 580,314
DNA and miscellaneous	55,249	47,990
Contributions	32,581	18,273
Membership	32,279	30,151
Rental and other	29,100	29,100
Transfers and registrations	12,365	17,142
	<u>731,008</u>	<u>722,970</u>
Expenses		
Salaries and employee benefits	186,152	177,044
Office and computer	108,564	106,016
DNA	81,566	42,164
Travel	70,616	57,904
Advertising and promotion	58,899	76,652
Breed improvement	48,475	61,364
Building repairs and operations	35,309	35,565
Amortization and write-off of property and equipment	31,798	23,303
Postage	14,697	13,041
Property taxes	14,564	11,545
Membership fees and training	11,460	10,576
Contract service	11,358	7,985
Telephone	9,447	7,980
Consulting fees	8,438	7,133
Professional fees	8,128	7,704
Insurance	8,091	7,726
Bad debts (recoveries)	3,172	(1,032)
Bank charges	1,796	2,146
Write off of deposit	-	25,000
	<u>712,530</u>	<u>679,816</u>
Other income (loss)		
Unrealized gain (loss) on investments	44,163	(20,233)
Investment income	39,002	28,712
	<u>83,165</u>	<u>8,479</u>
Excess of revenues over expenses	<u>\$ 101,643</u>	<u>\$ 51,633</u>

See accompanying notes to financial statements

Canadian Charolais Association

Consolidated Statements of Changes in Net Assets
(unaudited)

Year ended December 31,	2016	2015
Balance, beginning of year	\$ 1,347,073	\$ 1,295,440
Excess of revenues over expenses	101,643	51,633
Balance, end of year	<u>\$ 1,448,716</u>	<u>\$ 1,347,073</u>

See accompanying notes to financial statements

Canadian Charolais Association

Statements of Cash Flow (unaudited)

For the year ended December 31,	2016	2015
Operating activities		
Excess of revenues over expenses	\$ 101,643	\$ 51,633
Items not affecting cash		
Amortization and write-off of property and equipment	31,798	23,303
Bad debts (recoveries)	3,172	(1,032)
Write off of deposit	-	25,000
Unrealized gain (loss) on investments	(44,163)	20,233
Realized gain (loss) on investments	546	1,146
Reinvested investment income	(39,485)	(29,789)
	<u>53,511</u>	<u>90,494</u>
 Change in non-cash working capital balances		
Grants receivable	(11,566)	(4,845)
Accounts receivable	(8,445)	(5,705)
Prepaid expenses	(2,428)	3,410
Accounts payable and accrued liabilities	3,034	(1,228)
Member deposits	(37,701)	17,864
Deferred revenue	(2,000)	1,425
	<u>(5,595)</u>	<u>101,415</u>
 Investing activities		
Purchase of property and equipment	(19,900)	(31,073)
Purchases of marketable investments	(175,000)	(150,000)
Proceeds on disposal of marketable investments	160,000	90,000
	<u>(34,900)</u>	<u>(91,073)</u>
 (Decrease) increase in cash	 (40,495)	 10,342
 Cash, beginning of year	 <u>68,461</u>	 <u>58,119</u>
Cash, end of year	<u>\$ 27,966</u>	<u>\$ 68,461</u>

See accompanying notes to financial statements

Canadian Charolais Association

Notes to Consolidated Financial Statements
(unaudited)

December 31, 2016

1. Nature of operations

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

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

The consolidated financial statements include the accounts of the Association, Canadian Charolais Holdings Ltd., a wholly owned subsidiary, and Canadian Charolais Youth Fund, a charity controlled by the Association. Canadian Charolais Holdings Ltd. is inactive.

2. Basis of presentation

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

3. Significant accounting policies

(a) Cash equivalents

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

(b) Measurement uncertainty

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

Canadian Charolais Association

Notes to Consolidated Financial Statements
(unaudited)

December 31, 2016

3. Significant accounting policies, continued

(c) Property and equipment

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

Building	4% declining balance
Furniture and equipment	20% declining balance
Property improvements	20% declining balance
Computer equipment	45% declining balance
Computer software	20% declining balance

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

(d) Revenue recognition

The Association follows the deferral method of accounting for contributions.

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

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

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

Restricted contributions are recognized as revenue in the year in which the related expenses are incurred.

Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

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

Investment income is recognized in the month it is earned.

Canadian Charolais Association

Notes to Consolidated Financial Statements
(unaudited)

December 31, 2016

3. Significant accounting policies, continued

(e) Measurement of financial instruments

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

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

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

(f) Contributed materials and services

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

4. Marketable investments

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

Canadian Charolais Association

Notes to Consolidated Financial Statements
(unaudited)

December 31, 2016

5. Restricted assets and deferred contributions

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

	2016	2015
Opening balance	\$ 78,234	\$ 75,686
Scholarships paid	(3,500)	(4,500)
Donations received	-	5,620
Investment income	2,079	1,788
Unrealized gain (loss)	2,598	(360)
	<u>\$ 79,411</u>	<u>\$ 78,234</u>

6. Property and equipment

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

	2015		
	Cost	Accumulated Amortization	Net Book Value
Land	\$ 59,892	\$ -	\$ 59,892
Building	256,554	200,046	56,508
Furniture and equipment	120,359	107,335	13,024
Property improvements	153,581	103,768	49,813
Computer equipment	110,270	107,363	2,907
Computer software	45,000	33,794	11,206
	\$ 745,656	\$ 552,306	\$ 193,350

Canadian Charolais Association

Notes to Consolidated Financial Statements
(unaudited)

December 31, 2016

7. Contractual obligations

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

2017	11,326
2018	5,663
	<u>\$16,989</u>

8. Financial instruments

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

Credit risk

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

Market risk

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

Liquidity risk

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

9. Financial instruments

Financial assets

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

	2016	2015
Measured at amortized cost	\$ 78,234	\$ 101,890
Measured at fair value	1,351,993	1,249,214
	<u>\$ 1,430,227</u>	<u>\$ 1,351,104</u>

Canadian Charolais Association

Notes to Consolidated Financial Statements
(unaudited)

December 31, 2016

10. Contributed materials and services

The Board of Directors volunteer their time to attend board meetings and represent the Association at events. Members also volunteer their time to organize and operate the provincial associations and represent the Association at events. Due to the difficulty of determining the fair value of volunteer hours, contributed services are not recognized in the financial statements.

AD & PROMO COMMITTEE REPORT

Committee- Mike Elder, Mel Reekie, Craig Scott, Shawn Airey

The ad and promo committee has had another busy year in 2016. The committee is responsible for the print advertising, online advertising, the website, social media through Facebook and Twitter, and promo items.

Adds we have created this year are the No Tag Required add which generated some really good feedback. Be Identifiable is one of our go to slogans as the char cross calves are just that IDENTIFIABLE! Heading onto spring bull sale season our goal was to capture the attention of the cow/calf producer and remind them of what they might be missing out on. INCREASE YOUR BOTTOM LINE was used in these adds to remind producers that yes maybe I should use a Charolais bull as last fall the char cross calves brought a premium.

The online advertising is done through DLMS and TEAM where we have a tab set up on the home page which directs you right to our website.

Social media is becoming a way of letting people know what is happening with upcoming events as well as what's going on in the industry as a whole either by retweeting or forwarding various tweets or Facebook posts. This is being done through the office.

We have some new pop up stands that we made up that will be at the events that we take part in as well as new hats. We have made up some new bumper stickers that can be used on bumpers, tack boxes, blowers, trailers, etc. We felt that we needed a little more Charolais around and feel these could be a travelling billboard.

The ads and promo committee wants to promote the Charolais breed as best we can so if anyone has pictures we can utilize or any ideas that would help the breed going forward please don't hesitate to talk to one of us.

I would like to thank my committee members for a great year and look forward to working with you in the future.

Mike Elder

MARKET DEVELOPMENT

The National Show was held at The Royal Agricultural Winter Fair in Toronto, ON. A resounding success and electric enthusiasm, forty-six breeders exhibited 105+ animals from all parts of the country. Compliments to the Ontario Charolais Association for hosting and organizing a first class event.

The 2017 National Charolais Show is being hosted by the Manitoba Charolais Association at Ag Ex in Brandon, MB October 26 and 27 with the continued support of the Market Development Committee.

The Market Development Committee also continued its support at the Calgary Stampede Steer Show, as well as the Agribition Commercial Show and the commercial shows at both FarmFair and Brandon Ag Ex.

EYE COMMITTEE

For the year 2016, the EYE committee agenda remained the same as previous years . The CCYA remains a strong entity managed by their Board of Directors with help from the EYE Committee when needed.

Last years CCYA conference was held in conjunction with Summer Syngery in Olds, AB.

2017 CCYA Conference and Show will be held in Barrie, ON from August 2 to 5 at the Essa Township Fairgrounds.

This years scholarship program had 20 strong applicants. The winner of the Dale Norheim award valued at \$1500 was Jack Oates from ON and the two \$1000 scholarships were awarded to Megan McLeod of Alberta and Shelby Evans of Saskatchewan.

For the up coming year there has been a proposal for more youth involvement at events such the AICA Junior Nationals which will be partially supported by the EYE Committee.

Kasey Phillips

Canadian Charolais Youth Association

We started our 2016 CCYA year off with our annual conference and show in Olds, Alberta. This show was ran in conjunction with Summer Synergy, which is an all breeds junior show that gives youth the opportunity to apply for a large sum of scholarship money, in conjunction with the Calgary Stampede. Out of 55 potential scholarships for youth of all ages totaling \$70 000, Charolais youth took home 15 scholarships worth \$23 000. The CCYA portion of the show was extremely well ran by the Alberta committee, and we were very fortunate to run our show in conjunction with Summer Synergy. They were very accommodating to the requests of our organizers and the show was ran seamlessly.

We had one new member elected to our National Board at the conference: Aidan Jaimieson was elected as our new Alberta director.

We held our annual Semen Auction at the CWA Charolais sale, and it was once again, very successful! We made approximately \$6675 in funds from semen donated on five bulls in the breed. These funds go directly toward the leadership scholarships at the following year's conference and show. We are proud to have been increasing the scholarship amounts we offer to our members because of breeders' generous donations.

We received \$2700 from T-Bar's 2015 Golf Tournament. The board uses this money directly towards membership. T Bar allocates their funds according to membership numbers in each of the youth associations. Last year, the National Board decided to change the CCYA membership year to run from January to January (instead of June to June) so that membership could be completed at the same time as CCA memberships, in hopes of increasing the donation amount from the T Bar Invitational by increasing membership numbers. This year we are happy to say that we have indeed seen a fairly significant increase in youth memberships. We hope to see this trend continue.

Our 2017 Conference and Show will be held in Barrie, ON from August 2-6. We are very excited about the opportunity to host our conference in Barrie's new facilities, and are very honored that the Ag committee will be providing a scholarship for Charolais youth members at the conference. We hope to have a great turn out for the upcoming show.

We will continue to work closely with the CCA, and truly appreciate your support throughout the year.

Shae-Lynn Evans
President, National Board

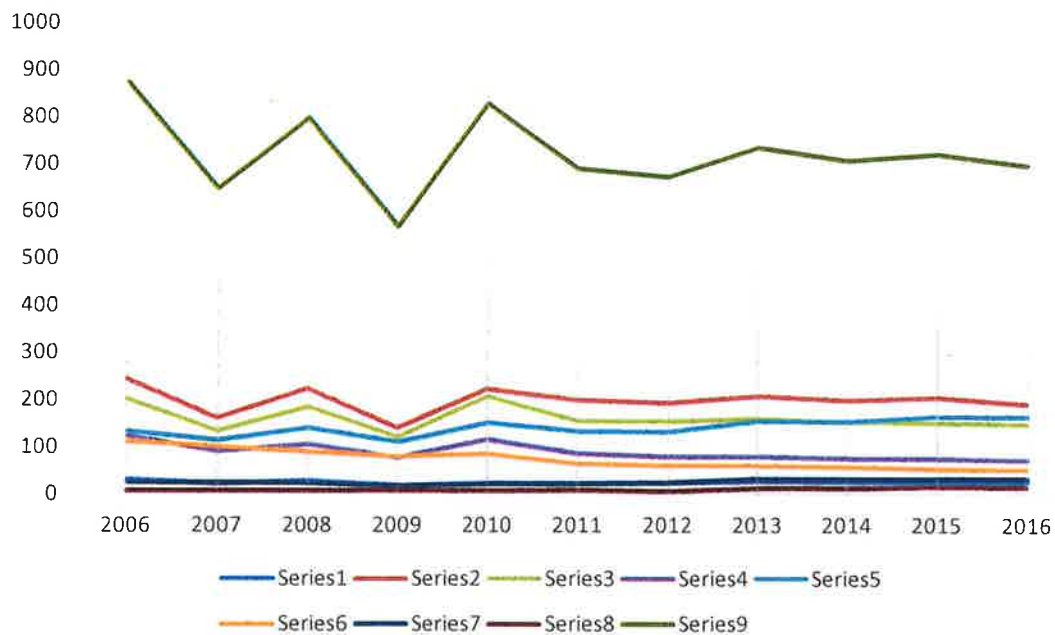
CCA STATISTICS



MEMBERSHIP STATISTICS

YEAR	BC	AB	SK	MB	ON	QC	MAR	OTHER	TOTAL
2006	30	244	201	123	132	112	25	7	874
2007	21	161	133	90	113	100	23	7	648
2008	27	224	184	105	139	89	23	7	798
2009	17	140	120	77	109	79	17	8	567
2010	22	223	206	115	150	85	21	7	829
2011	22	200	155	86	132	65	22	9	691
2012	24	194	154	79	131	61	24	6	673
2013	27	209	160	80	154	61	32	13	736
2014	26	199	152	76	153	58	31	13	708
2015	25	205	151	75	164	54	32	16	722
2016	25	191	147	72	163	52	32	15	697

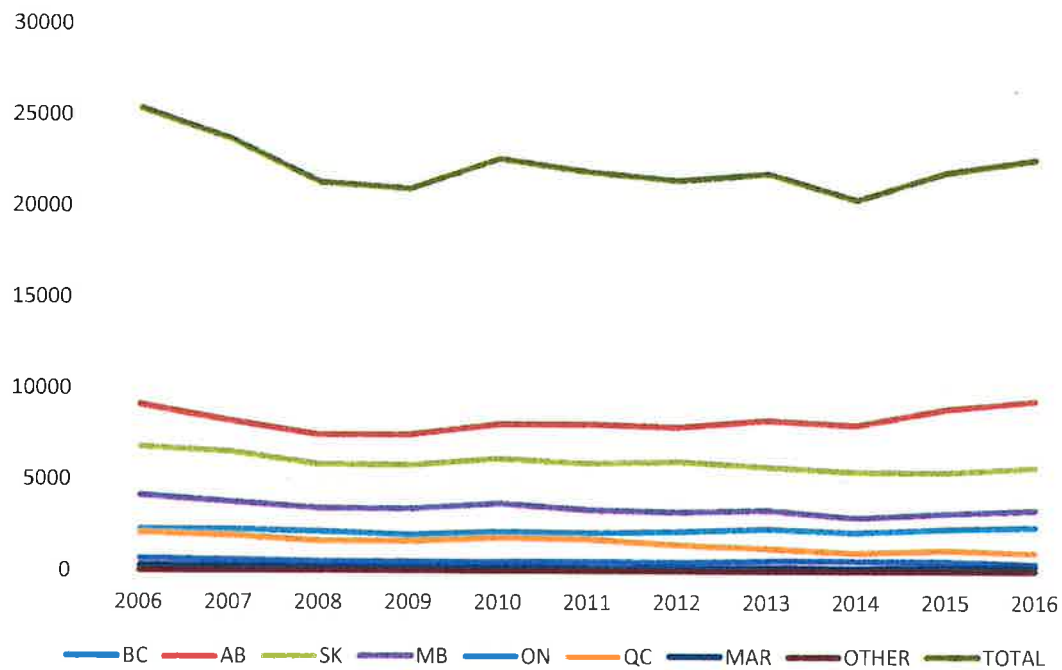
Membership Trends



FEMALE ENROLLMENT STATISTICS

YEAR	BC	AB	SK	MB	ON	QC	MAR	OTHER	TOTAL
2006	665	9120	6792	4145	2255	2106	279	16	25378
2007	612	8250	6531	3780	2278	1954	284	16	23705
2008	537	7463	5830	3438	2142	1662	227	9	21308
2009	494	7469	5799	3406	1971	1635	183	0	20957
2010	512	8051	6152	3696	2143	1839	220	9	22622
2011	522	8070	5909	3358	2081	1761	180	40	21921
2012	503	7914	6000	3241	2170	1460	158	0	21446
2013	588	8304	5720	3358	2329	1283	220	27	21829
2014	591	8030	5458	2950	2138	1062	157	10	20396
2015	560	8909	5437	3191	2334	1196	257	13	21897
2016	411	9363	5711	3359	2429	1047	254	28	22602

WHE Trends



PROVINCIAL ASSOCIATION REPORTS





ALBERTA & BRITISH COLUMBIA PROVINCIAL REPORT

2016 was a year of decline for cow – calf producers however Charolais genetics continued to prove their worth in the sales ring this fall. It seems like individuals are starting to really notice the contribution of Charolais genetics and more individuals look to utilize them in their herd. The AB Board consisted of 11 members in 2016 representing Alberta and British Columbia.

The Board reconvened in January and re-evaluated its focus and direction for the upcoming year. It was decided that the ACA needed to bring back committees to help spread out the workload and be more effective. 4 committees were formed (Show and Sale, Youth and 4-H, Awards and Sponsorship, and Promotion) with tasks and roles defined.

In June 2016, the ACA was pleased to host a field day as part of the CCA Annual Meeting in Edmonton, AB. The event was a huge success, attracting breeders from across Canada. The ACA chartered 2 buses which toured 4 breeders herds from the region just north of Edmonton. The buses left Edmonton bright and early on June 18th and headed to Johnson Charolais at Barrhead where over 100 breeders toured the herd after breakfast. From Barrhead the group headed to Westlock where they toured Wrangler Charolais pastures and enjoyed various refreshments and lunch. Then it was off to Waskatenau and the herd of Kay-R Charolais which was a highlight for many. The day ended at Circle Cee at Lamont where over 200 joined the group for supper and a tour of their small herd. K-Cow Ranch also brought 2 bred heifers to showcase. Special thanks to the Johnson Family, The Meakin family, the Phillips family and the Cholak family for your hospitality and hard work preparing for the event. Every comment I heard was extremely positive and will be an event others will try to replicate when the CCA meeting is hosted by their respective province. The next day the CCA Annual Meeting and banquet was held in the Hilton West Edmonton at the Conference headquarters. Highlights of the meeting included Allan Marshall being elected as the representative for Alberta to replace the retiring Director Rod McLeod. The Board looks forward to working with Allan as we move forward. It was nice to see a good turnout at the meeting and banquet. Everyone who attended the weekend certainly made some new contacts and friends.

‘Synergy’ was held once again as it is every year in Olds. This year the CCYA show was held in conjunction with Synergy and it was a great success. Charolais youth from across the country were again strongly represented in this premier youth event. Although the Charolais were stalled separately, the CCYA youth members participated in the Synergy program and were eligible for scholarships and other benefits of the program while still keeping the integrity of the CCYA events. We commend the juniors for the success of this event in Alberta in 2016. Our 4-H program continues to be successful as we send a token to each 4-H member exhibiting a Char x calf in 4-H. In addition we have undertaken to attempt to drive traffic and interest to the Select Sale by offering lucrative sale credits and prizes from our sponsors.

Olds played host to the Fall Classic show which is the kick off to the fall show season in early October. Despite being held when many were still busy harvesting crops, numbers were flat year over year and the Charolais division had a strong representation. Farmfair International in Edmonton had incredible weather this year which contributed to lower commercial traffic in the barns due to the fact some were busy harvesting. Many International guests attended the show and added genetics to their respective countries. Our continued support of the Composite Steer and Heifer show saw us attract more youth to the event and some exceptional Char influenced cattle. Alberta bred bulls (PCC Rome, HRJ Crowd Favorite and SOS Chuckwagon) dominated the fall show season, winning at major shows including the National Show at the Royal, FarmFair and Agribition. Our signature event "The AB Select Bull Show and Sale" was held in Red Deer Dec. 8th and 9th along with our Annual meeting. The ACA grew by two directors for 2017 and continues to be in a strong financial position. Congratulations to all our award recipients this year – Purebred Breeder of the Year – Valanjou Charolais, Booster of the Year – Balzac Meats, Commercial Breeder of the Year – C&M Ranching, Pioneer Award – Altwasser Charolais and our scholarship winner Luke Marshall.

The Select bull show was highlighted by a new format which was well received. The quality from top to bottom at this event makes it a must attend for both Purebred and Commercial breeders. The Select Sale featured select females from across Alberta and British Columbia and was second in average to only the National Sale.

The continued utilization of Social Media helped us drive our message and engage those interested. Over 370 members currently are subscribed to our Facebook account. In addition, the Promotion Committee also relaunched our website. We added several features which allows our members to nominate individuals for our 4 awards and students to easily apply for scholarships online. We had a very good response from members and received several applications for the various awards. Check out the website at www.albertacharolais.com if you haven't already. In addition, the committee decided to purchase a new display, renew our coffee cup program at selected Auction Marts, and purchased steak knives for giveaways at various Bull Congresses.

The executive will remain the same for 2017 and the Board looks forward to implementing some new ideas and begin planning for the return of the National Show to FarmFair International in 2018.

Respectfully Submitted,

Stephen Cholak
President

SASKATCHEWAN PROVINCIAL REPORT

This past year has been a very active time for the Saskatchewan Charolais Association.

The 53rd Annual General Meeting was held on July 24th, 2016 at Saskatoon Livestock Sales. Guest Speaker Mel Reekie, General Manager of the Canadian Charolais Association, was present to give the members a National update as well as an overview of her trip to Australia where she attended the Australian National Show and the Youth Stampede. Retiring directors Greg Gilliland and Glen Mangels were recognized for their years of dedication to the board. The board welcomed new members Raymond Pashke of Love, SK. and Mike Neilson of Willowbrook, SK. for 3 year terms. In conjunction with our AGM the association hosted the "Summer Showcase" Pen Show and Calcutta. There were 25 head entered for the show judged by Bryan Willms and Clark Ward. Following the silent auction approximately 55 people enjoyed a wonderful steak supper which gave everyone an opportunity to socialize.

Our Ad and Promo committee has our largest portfolio. In 2016, radio ads were aired from the end February to beginning of April in conjunction with the bull sale run across the province. We worked along with the Manitoba Charolais Association to cost share an ad which covered eastern Saskatchewan and western Manitoba. In spring, the committee was excited to release the new Breeder Directory which provides a convenient way for cattlemen to locate Charolais Breeders within our province. Copies were distributed to auction barns throughout Saskatchewan and can be viewed on the Saskatchewan Charolais Association's website. The Commercial Breeder of the Year replaced our Charolais Booster award. A total of 16 auction facilities from across the province each put forward a nominee. The board members then voted for this year's recipient. For 2017, the committee has designed a new ad campaign to further enhance the presence of the Charolais breed in the province. Also, our Association currently has a website and active Facebook page.

The 4-H/Youth Committee continues to work with the Saskatchewan 4-H Council to recognize our 4-H youth. Gifts were distributed to all members who exhibit a Charolais sired animal at their Achievement Days. A presentation was made at CWA to our 2016 Regional 4-H Charolais Champions. The Association proudly sponsored the Yorkton Spring Steer & Heifer Show, and the Prairieland Junior Ag Showcase as well as our Canadian Charolais Youth Associations annual conference which was held in conjunction with Summer Synergy in Olds, AB.

Our Association currently has an active Fieldman, Bob Jackson from Sylvania, SK. He has been present at many auction barns during the fall sale run as well as he attends industry events promoting our breed and its benefits in today's marketplace. Bob and his wife Janet were one of the recipients of the Saskatchewan Livestock Association Honour Scrolls which was presented at the SBIC awards banquet in Regina on January 25th, 2017.

Canadian Western Agribition Charolais Sale held November 24, 2016. The Association sold tickets for sale credits and the three lucky recipients were drawn prior to the sale. The Canadian Charolais Youth Association also held their annual semen auction in conjunction with the sale. A large crowd was in attendance for the sale which saw a lot of active bidding. The consignors presented a great set of cattle which resulted in 19 lots averaging \$8571.00 which was auctioned by Chris Poley of T Bar C Cattle Company. Following the sale, the Association hosted a supper for all exhibitors and guests to round out the day. On Friday, November 25, 2016, 119 entries competed in the Charolais show judged by Dave and Krista Erixon of Erixon Simmentals, Clavet, SK. At the end of the day, Serhienko Cattle Company of Maymont, SK. was awarded Grand Champion Female, with Reserve Champion Female going to Rollin' Acres Charolais of Mulmar, ON. Grand Champion Bull was awarded to Prairie Cove Charolais of Bowden, AB and Cedarlea Farms of Hodgeville, SK., with Reserve Champion Bull presented to Johnson Charolais of Barrhead, AB. During our show intermission the Association was honoured to present the following awards:

Breeder of the Year- Cedarlea Farms, Hodgeville, SK.

Commercial Breeder of the Year- Calvin and Sandra Knoss, Rockglen, SK

Honour Scroll Recipients

Murray and Nicole Blake, McCord, SK.

John and Rosemarie Perrot, Naicam, SK.

Ron and Donna Elder, Cornach, SK.

Herdsmen Award- Kody Meier

Regional 4-H Champions- Will Banford, Justin Cay, Danielle Meier

Our CCA AGM committee has done a tremendous job to put forward an agenda for this years 58th CCA AGM for all attending to enjoy. As this year's host province, we are honoured to work with the CCA National Board to present this event. We are excited to bring together breeders from across Canada to share in the enthusiasm of the Charolais breed. It has been a privilege to work with our tour hosts, Norheim Ranching, Buffalo Plains Livestock, and Palmer Charolais. We also appreciate the involvement of our generous sponsors as these events could not be possible without their support.

Best Regards,
Carey Weinbender
President
Saskatchewan Charolais Association

MANITOBA PROVINCIAL REPORT

Spring 2016 to spring 2017 was another busy 12 months for the Charolais breeders of Manitoba.

In August 2016, the pen show and supper were hosted by High Bluff Stock Farms and Hunter Charolais. Attendance was good with commercial and purebred entries in the pen show.

Approximately 70 4-H members showing Charolais or Charolais influenced animals received fluffer show combs in 2016 as a token of our appreciation. The MCA sponsored \$1000 towards the MB Youth Beef Roundup 2016 which is held each summer in Neepawa, MB. MB Beef Producers 2017 AGM in Brandon was also sponsored again this February. Two candidates applied for and will receive a MCA scholarship of \$750.00 each. A bowling and pizza get together for Manitoba Charolais Juniors was held in December 2016 and sponsored by the MCA. 2018 is once again Manitoba's turn to host the CCYA.

Charolais breeders were in attendance to display a sampling of their bulls at the Bull Congress held in conjunction with Manitoba Ag Days in January, 2017. MCA also had a display booth at Ag Days.

Charolais breeders were in attendance at the Manitoba Ag-Ex in Brandon, MB the last week of October, 2016. A very successful event with 16 exhibitors was the final result. The MCA looks forward to hosting the 2017 Charolais National Show and Sale at Ag-Ex in Brandon, again on the last week of October, 2017. We hope to see you all there.

After many years of having the MCA annual meeting in January at the same time as other beef breeds in Manitoba, the MCA has decided to change things for the next few years. The AGM will be held in conjunction with the Summer Pen Show and Supper to be hosted by Myhre Land and Cattle on July 22, 2017. Purebred and Commercial Breeder awards will be presented at this event.

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

The MCA Board of Directors are: Shawn Airey (President), Hans Myhre (1st Vice), Jeff Cavers (2nd Vice), Rae Trimble-Olson (secretary/treasurer), Rob Gilliland, Kevin Stebeleski, Jim Olson, Michael Hunter, Trent Hatch, Brad Cline, Scott Johnston, Ron McDonald and Matthew Ramsey. Thanks to Andre Steppler for representing Manitoba on the National Board and for his work on our behalf. Shawn Airey is our representative on the CCA board until the next CCA AGM elections.

Respectfully submitted,

Rae Trimble-Olson
Secretary/Treasurer

ONTARIO PROVINCIAL REPORT

As I begin to write this report it's hard to believe it's been 12 months since the last time I sat here doing this. As I'm sure it is with all of you, my time passes far too quickly, but how worthwhile to take a few moments now to reflect on the many events, the new connections, the friendships and our contribution to the overall advancement of the Charolais Breed over the past year. The annual meeting last March was very well attended and quite possibly that initial enthusiasm was the impetus for what was to become a year of building anticipation and momentum leading up to the National Show and Sale.

As your 2016 OCA board, we met as a group initially around a table in Orillia the first part of April. Along with the important tasks of appointing committees, assessing the balance sheet and setting out a calendar for the year, we also had a time of brainstorming in regard to what we could do further enhance the profile of the Charolais breed in Ontario. Two very practical ideas from that discussion are in the process of being implemented and are being received with much excitement.

First are the posters, the "be identifiable" idea coming from the Canadian Charolais team. We contacted sale barns all across Ontario about putting a large format Charolais sign above the sale ring and in most cases, were received with open arms. The second idea was to make aluminum mailbox posts signs and then work on having them featured on every mailbox post across rural Ontario. To this end, each member in Ontario was given one at no charge and now as a second phase, we are offering them at a sponsored rate and suggesting they be given to all bull buyers this spring. We are also encouraging everyone to post pictures of their installed sign on Facebook and other forms of social media.

We are very fortunate to have John Mielhausen working on a contract basis for us and representing the Ontario Charolais Association at many sales and key functions across the province. John puts a face to the OCA and serves as a first contact point between Ontario beef producers and the Charolais breed. Along with giving out promotional items including coffee at several fall sales, he is there to answer questions and connect people. We greatly appreciate all that he does on our behalf.

The National show and sale in Toronto, the grand finale of the 2016, was incredibly well supported with great numbers in both the show and sale rings. Well over 100 head, significantly more than we've had for several years, stood in the Ring of Excellence. As for the National Sale, with over 300 people in attendance and a sale average pushing \$10,000.00, I continue to hear people even from other breeds talking about it. It was so rewarding to watch it all unfold after countless volunteer hours spent organizing and overcoming obstacles. Thanks to all of those who went above and beyond to literally make it happen. It was definitely a "Charolais showcase" event.

As we look forward to 2017 it's exciting to see many things happening across Ontario. Bull and female sales are being planned, shows are being organized, the details of the CCYA Conference in Barrie are being finalized and the Charolais breed continues to work. May I encourage you, if you're not already, now is the time to get involved. A breed is only ever as strong as the breeders who build and support it.



2016 activity report

Our provincial association counted 50 members in 2016, representing 1047 enrolments. We proudly displayed Charolais cattle at St-Hyacinthe and Richmond fairs, and had a show at Expo-Boeuf in Victoriaville. Board members were present at the main calf sales in Sawyerville and Saint-Isidore, at the Beauce and Outaouais bull sales as well as the two private sales hosted by Louber and the Select group.

Unfortunately, we were not able to find a host for a field day. However, our board of directors met twice and we published the Advantage Charolais newsletter that was distributed to 2000 purebred and commercial breeders.

We welcomed over 20 members at our annual general meeting. A veterinarian was our guest speaker and presented information on Salmonella Dublin. At the same time, a new board of directors was selected:

Mathieu Plalermé; president and national director
Éric Mannigham; 1st vice-president
François Couture; 2nd vice-president
Chantal Raymond; director, secretary and treasurer
Mark Frost; director
Claude Lemay; director
Janick Bouffard; director
Jean-François Cardin; director

Chantal Raymond, secrétaire
Association Charolais du Québec
184 rang des Cèdres
Sainte-Eulalie (Québec) G0Z 1E0
Téléphone : (819) 350-7763
info@charolaisquebec.qc.ca

MARITIMES CHAROLAIS ASSOCIATION AGM REPORT

2016 has been a good year for Charolais breeders and cattle producers in the Maritimes despite a decline in prices from the previous year. The demand for good quality breeding stock both male and female was steady. We are very pleased to see new enthusiastic people stepping forward and choosing to be charolais breeders.

We had a great turnout to our annual summer picnic graciously hosted by Lady Fane Charolais (David and Brett Francis and families) of Lady Fane, P.E.I. in late July. This event has turned out to be a great platform for breeder interaction and provides the opportunity to see other breeders cow herds. We are looking forward to this year's event to be held this summer at the Milton's (Cornerstone Charolais) in Nine Mile Creek, P.E.I. with a herd tour at Grant McCaffery's (Hunter Acres Charolais) on July 30th, 2017.

Our AGM was held in Amherst, N.S. in November with a great turnout including a number of breeders attending for the first time. There was a lot of enthusiasm which lent itself to a very productive meeting generating a lot of positive discussion by the members.

It was decided to have a female sale at the sale barn in Truro, N.S. on November 11th, 2017. This will be the first organized purebred Charolais sale in the maritimes in over a decade with the intention of making it an annual event.

Sincerely,
Ricky Milton

AWARDS

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



2016 GOLD STAR DAMS OF DISTINCTION

Reg. No.	Tattoo	Name	Breeder	Owner
FC384373	DRG 4X	DRG XAVIER 4X	Alta Pride Charolais	Alta Pride Charolais
FC382418	RSK 28X	BERICH ADONIS LADY 28X	Be-Rich Farms	Be-Rich Farms
FC382397	RSK 71X	BERICH GMC LADY 71X	Be-Rich Farms	Be-Rich Farms
FC369502	RSK 825U CWC	BERICH LARIOT LADY 825U	Be-Rich Farms	Be-Rich Farms
FC361461	131T	BORDERLANDS AURORA 131T	Borderland Cattle Company	Borderland Cattle Company
FC388566	JCAV 28X	C2 MS 28X	C-2 Charolais	C-2 Charolais
FC381428	WLMR 47W	CHARROW WAKECHAI MISS47W	Charrow Charolais	Charrow Charolais
FC364818	GDSF 23T	GDSF MISS HOT RIO 23T	Defoort Stock Farm	Defoort Stock Farm
FC380739	GGD 21X	DUBUC XAMBIE 21X	Dubuc Charolais Senc	Dubuc Charolais Senc
FC382701	GGD 29X	DUBUC XANNIE 29X	Dubuc Charolais Senc	Dubuc Charolais Senc
FC352954	JIL 61S	JIL FANTASY 61S	Future Farms	Future Farms
FC360257	JIL 2T	JIL IMAGINATION 2T	Future Farms	Bill Swenson
FC377704	JIL 121W	JIL MISS FANCY 121W	Future Farms	Future Farms
FC384273	JIL 17X	JIL SHEZA CUTIE 17X	Future Farms	Future Farms
FC384345	JIL 152X	JIL MARIGOLDS 152X	Future Farms	Future Farms
FC376193	GLT 1W	GLT MISS WRANGLER 1W	Gordon & Leone Thurston	Gordon & Leone Thurston
FC393277	HEJ 59X	HEJ OLEANDER 59X	HEJ Charolais	HEJ Charolais
FC367589	HTA 714T	HTA BRIDGET 714T	HTA Charolais	HTA Charolais
FC339461	GLM 11P	GLM LADY MAC 11P	Jordan River Charolais	Flat Valley Cattle Co.
FC371492	JLP 57U	JLP PATRY MERCEDES 57U	Le Ferme Patry de Weedon	Le Ferme Patry de Weedon
FC376582	JLP 72W	JLP PATRY NICOLE 72W	Le Ferme Patry de Weedon	Le Ferme Patry de Weedon
FC387635	KCM 16X	KCM REBA 16X	Martin Charolais	Thistle Ridge Ranch
FC384499	BBMT 1X	MCTAVISH SAGE 1X	McTavish Charolais	McTavish Charolais
FC384502	BBMT 3X	MCTAVISH OASIS 3X	McTavish Charolais	McTavish Charolais
FC352427	PH 20S	PH COWGIRL 20S	P&H Ranching Co. Ltd.	P&H Ranching Co. Ltd.
FC378844	PH 12W	PH SMOKIN LACE 12W	P&H Ranching Co. Ltd.	P&H Ranching Co. Ltd.
FC378880	PH 78W	PH LIBBY 78W	P&H Ranching Co. Ltd.	P&H Ranching Co. Ltd.
FC382710	RKJ 415X BBCC	PLEASANT DAWN DANIA 415X	Pleasant Dawn Farm	Pleasant Dawn Farm
FC377012	31W	RED DIAMOND BLUE 31W	Red Diamond Charolais	Red Diamond Charolais
FC344721	SOS 155R TMJF	SOS PRINCESS PERFECT 155R	Springside Farms	Vikse Family Farm
FC384423	286X TMJF	TMJF XELLIE 286X	Tee M Jay Farms	Tee M Jay Farms
FC384426	289X	TMJF XUZZETTE 289X	Tee M Jay Farms	Tee M Jay Farms
FC359546	TLJ 317T	PLEASANT DAWN LADY 317T	Trent Hatch	Trent Hatch
FC346450	HXL 530R	ANJOU RELIGION 530R	Valanjou Charolais Ranch	Valanjou Charolais Ranch

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

2016 GOLD STAR DAMS OF EXCELLENCE

Reg. No.	Tattoo	Name	Breeder	Owner
FC348423	GGD 518R	GGD ROMANY 518R	Dubuc Charolais Senc	Dubuc Charolais Senc
FC347668	HMG 25R	WOOD RIVER BLUSH 25R	Wood River Charolais	Wood River Charolais



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

TWENTY-FIVE YEAR MEMBERS

MACMILLAN CHAROLAIS

Saskatoon, SK

RED DIAMOND CHAROLAIS

Whitemouth, MB

LEO RABY

Thurso, QC

REJEAN PONTBRIAND

Roxton Falls, QC

BAR EW CHAROLAIS

Macrorie, SK

FORTY YEAR MEMBERS

GRANT SHUTTLEWORTH

Rocky View County, AB

VOEGELI BROS CHAROLAIS

Maymont, SK

DOUG HOWE - MOOSE JAW, SASKATCHEWAN

The Saskatchewan Charolais Association is pleased to nominate Doug Howe to the Canadian Charolais Association for his contribution as a leader in promoting Charolais, the SCA and CAA. Doug has also been instrumental in promoting Charolais educational and performance programs and innovation to promote Charolais in the Country and outside its borders.

Doug was born in 1950 in Moose Jaw, SK. He was involved in 4-H for several years and in 1967, along with his parents, Elgin and Lottie, and brother, Dale, began the journey in the Charolais business when they purchased their first Charolais bull. This was a significant decision as Charolais cattle were not popular to the area or the province, however through perseverance and being a great stockmen they developed Charolais genetics that would impact the business for years to come and still continue today.

As time went, the Howe family expanded with Dale and Lois getting married and having three children, Tanya, Mike and Kelly. They gained a vested interest in the cattle and the farm began to grow. Today, they calve out 310 breeding females with 125 being Charolais and the remainder Red Angus and Commercial cows and 10 quarters of effluent irrigation. White Cap Charolais/Howe Family Farm held their 27th Annual Bull Sale in April of 2017. This was the 11th year in selling the bulls by video/DVD and was one of the first several breeders in Canada to adopt the technology.

Doug took an active role in the marketing and promoting of the cattle. He became involved with the Charolais breed association provincially and nationally. He was a Saskatchewan Charolais director from 1976 to 1982 and he served three terms on the Canadian Charolais board. In 1984 he became the first national president from Saskatchewan, serving a two year term. During his time the CCA, they made major accomplishments in the purebred industry. It was the first to computerize its registry system and the first to build and own its own office building, burning the mortgage in 1985 only seven years after moving into the building.

In addition to his time with the SCA and the CCA, Doug served 14 years on the Board of Directors for Canadian Western Agribition and has been recognized for 30 year of volunteering. On the local level, Doug served on the Moose Jaw Exhibition Association Board, and served as president of that board.

In 1984 White Cap Charolais was named Charolais Breeder of the Year. In 2003 Doug was presented with the Saskatchewan Charolais Honour Scroll and in 2009 White Cap Charolais received the Canadian Charolais Association 40 year plaque acknowledging their commitment and dedication to the Charolais breed. Another most prestigious award was presented to Doug in 1995 when he received the Canadian Cattleman of the Year by the Record Stockman and the Greene family. This award is given during the National Western livestock show in Denver, Colorado and acknowledges the contribution that a Canadian stockman makes to the cattle industry. In 2011 Doug was awarded the Saskatchewan Livestock Association Honor Scroll for

his contribution to the community and livestock industry. And in 2013, Whitecap Charolais was honored as one of the "Foundation Families" of the breed.

In 1988 Doug decided to expand their operation and purchased some Red Angus females that developed into Howe Red Angus/Howe Family Farm. Again, Doug became involved in the associations to promote and further the breed and he served two terms on the Canadian Red Angus Promotion Society board. Howe Red Angus became a name recognized in both the seedstock and commercial sectors with live cattle, embryos and semen marketed throughout Canada, the United States and Australia.

Doug's passion for the cattle industry and his genuine interest in people in the business, as well as the respect of breeders lead to him becoming a sales consultant. He was instrumental in organizing and facilitating the successful Angus Pride sale and at present still works with many people in many different breeds, selecting, purchasing and selling cattle. Doug has also judged and shown cattle at many provincial and national shows across Canada.

Over the past few years Doug has also become very active in the horse industry. He actively races and trains his own horses and in 2010 was recognized for Outstanding Achievement in Equine Welfare for Leadership. He was a director on the Horse Benevolent Protection Society and was Past President for the Canadian Thoroughbred Horse Society. He has served on the board for the Saskatchewan Horse Federation and is currently President for that association.

2009 marked the year for semi-retirement for Doug. His nephews Mike(Lisa) and Kelly(Julie-Anne) wanted to play a greater role in the family farm and Doug felt it was time to step aside. He still helps with the day to day functions of the farm but has the freedom to travel and experience the horse racing business.

Doug's passion for quality cattle, marketing expertise and commitment to the Canadian cattle industry is unparalleled. Doug has been a constant champion for the Charolais breed for 50 years, being instrumental in building the breed to the highly sought after performance herd it is today.



BOB AND MONETTE PALMER

Robert (Bob) Palmer grew up in the Bladworth area. Monette, on the other hand was the daughter of a Canadian WW2 soldier and a young war bride and came across the Atlantic. As fate would have it, she met up with Bob sometime in the late 1950s while she was attending high school in Girvin. Upon graduation, Monette left for the bright lights of Calgary where she was employed with Manix Construction. Bob followed her to the big city and began working at Burns Meat Packing.

June is a special month for Bob and Monette, as they were married 55 years ago on June 16th. Monette, an 18 year-old bride, threw herself into farm life. She had a huge market size garden, magnificent flower garden, abundant fruit trees, and became an outstanding cook. She was also an active livestock-field partner working beside Bob feeding cattle, driving grain trucks, and hauling meals to the field. She always said, "If you don't work, you don't eat!" Bob always loved animals, particularly horses – as he rode horses to school for many years and became an accomplished rider. Two horses stand out in his memory, Dart, a Dartmore Pony who was excellent with cattle and Goldie, a Palomino. Bob and Dart were often called upon by family and neighbours to round up and move cattle. Their relationship obviously worked, Bob and Monette both have very strong personalities, love farm life, worked hard and complemented each other's skills.

In 1971, Bob and Monette purchased their first Charolais bull to put on their commercial cows. They were convinced that the end result was worth pursuing and then purchased some E and F 7/8 females a couple years later. They registered their first females in 1974. They bought a bull calf in 1975 at the second Canadian Western Agribition from Don Pochylko, he was a Cobotin son. In 1977, they purchased a 1/8th semen interest in Poker King Jr along with Jim and Marg Crab, Jim Cruikshank, Bill and Joe Wagner, Ken and Lorraine Qualman, and Marvin McDonald from Don Pochylko. In 1979, they sold a Poker King Jr heifer calf, RGP Perfection 1 125L, at the SanDan sale. She sold for \$9000 to Don Phillips of Stone Del Farms, Hartville, Ohio. She then went on to be U.S. National Champion. Miss RGP Kay 65M was purchased inside a female and turned into a great success story for the Palmers. She was the 1984 World Charolais Show Grand Champion Female, with her two Knockout twin heifer calves at side.

In 1978, they joined the HUB Breeders club, and sold in the sale for many years. They also sold in the Sterling Collection sale, as well as the Copper Classic sale held in conjunction with Canadian Western Agribition. Whenever they sold a female in a sale, she always came with breeding rights to anything in their semen tank. Bob and Monette bought into many top

quality bulls over the years with E-CEE Katmandu 200B being one of the best. He was purchased out of the Sterling Collection sale from Emil Carles.

In 1983, Bob and Monette were named the Saskatchewan Charolais Association Breeder of the Year at the Saskatchewan Royal. This was an annual event that included the AGM, a very strong sale and an awards banquet. In 1990, they hosted an on farm sale called "Palmer and Friends," which was very successful.

Monette served as a director on the Saskatchewan Charolais Association board. They supported the work of the association by making sure fundraisers always went well. They are the proud owners of many quilts auctioned at the Saskatchewan Royal over the years.

Bob and Monette did their share of judging over the years, including the PNE show in Vancouver, and Ag Ex in Brandon. Bob also selected cattle for the Canadian Western Agribition sale and the Sask Royal. In 2001, Bob and Monette were presented with the Saskatchewan Charolais Association Honour Scroll for their dedication to the Charolais breed.

Bob and Monette travelled a lot throughout Canada and the United States promoting Charolais and always believed that the people were the best part of the business. Congratulations to this couple on their contributions and leadership they have made to both their large extended family and to their large Charolais family. And now, Bob and Monette are sharing their knowledge with the next generations.



- BE IDENTIFIABLE -

- NO TAG REQUIRED -