



## TABLE OF CONTENTS – 48<sup>TH</sup> ANNUAL GENERAL MEETING

---

<b>AGENDA.....</b>	<b>2</b>
<b>PRESIDENTS OF THE CANADIAN SIMMENTAL ASSOCIATION .....</b>	<b>3</b>
<b>CANADIAN SIMMENTAL ASSOCIATION 2016 BOARD OF DIRECTORS .....</b>	<b>3</b>
<b>SASKATCHEWAN SIMMENTAL ASSOC. 2016 BOARD OF DIRECTORS .....</b>	<b>4</b>
<b>CANADIAN SIMMENTAL ASSOCIATION STAFF &amp; CONSULTANTS .....</b>	<b>4</b>
<b>MINUTES OF THE 47<sup>TH</sup> ANNUAL GENERAL MEETING .....</b>	<b>5</b>
<b>VOTING PROCEDURES AND IDENTIFICATION OF MEMBERS.....</b>	<b>10</b>
<b>PRESIDENT'S REPORT.....</b>	<b>11</b>
<b>GENERAL MANAGER'S REPORT .....</b>	<b>12</b>
<b>AUDITED FINANCIAL STATEMENTS.....</b>	<b>13</b>
<b>COMMITTEE REPORTS:</b>	
<b>ADVERTISING/ PROMO &amp; SIMMENTAL COUNTRY REPORT .....</b>	<b>25</b>
<b>BREED IMPROVEMENT COMMITTEE REPORT .....</b>	<b>26</b>
<b>YOUNG CANADIAN SIMMENTAL ASSOCIATION REPORT.....</b>	<b>27</b>
<b>PROPOSED BY-LAW AMENDMENTS .....</b>	<b>28</b>
<b>PROVINCIAL ASSOCIATION REPORTS:</b>	
<b>BRITISH COLUMBIA SIMMENTAL ASSOCIATION .....</b>	<b>29</b>
<b>ALBERTA SIMMENTAL ASSOCIATION .....</b>	<b>29</b>
<b>SASKATCHEWAN SIMMENTAL ASSOCIATION.....</b>	<b>30</b>
<b>MANITOBA SIMMENTAL ASSOCIATION .....</b>	<b>31</b>
<b>ONTARIO SIMMENTAL ASSOCIATION .....</b>	<b>32</b>
<b>QUEBEC SIMMENTAL ASSOCIATION.....</b>	<b>33</b>
<b>MARITIME SIMMENTAL ASSOCIATION .....</b>	<b>34</b>
<b>STATISTICS .....</b>	<b>35</b>

# **AGENDA**

## **CANADIAN SIMMENTAL ASSOCIATION**

### **48<sup>TH</sup> ANNUAL MEETING**

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**Saturday, July 23, 2016**

**1:00 pm**

- President's Welcome, Call to Order – Lacey Fisher, President
- Moment of Silence
- Guest Introductions
- Approval of Agenda
- Approval of the 47<sup>th</sup> Annual General Meeting minutes
- Voting procedures, discussion procedures, etc.
- First Call for Nominations
- President's Report – Lacey Fisher
- General Manager's Report – Bruce Holmquist
- Audited Financial Statements – David Milliner
- Appointment of Auditors
- Second Call for Nominations
- Committee Reports:
  - Advertising/Promotion and Simmental Country – Maureen Mappin-Smith
  - Breed Improvement – Lee McMillen
- Young Canadian Simmental Association – Sophie Wotten
- Friends of Canadian Simmental Foundation – Ken Lewis
- Proposed By-Law Amendments
- Third Call for Nominations
- Election of Directors
- Provincial Simmental Association Reports
- New Business
- Motion to ratify the actions and proceedings of the CSA Board of Directors and Officers for 2015
- Adjournment

## PRESIDENTS OF THE CANADIAN SIMMENTAL ASSOCIATION

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1969 - 70	Travers Smith, Cardston, Alberta
1970 - 71	Dr. Allan Dixon, Calgary, Alberta
1971 - 72	LeRoy Barry, Carivale, Saskatchewan
1972 - 73	Ross Mitchell, Douglas, Manitoba
1973 - 74	Jack Ball, Brant, Alberta
1974 - 75	Dr. Allan Dixon, Calgary, Alberta
1975 - 75	Gerry Kaumeyer, Calgary, Alberta
1976 - 77	Stan Church, Calgary, Alberta
1977 - 78	Keith Sveinson, Calgary, Alberta
1978 - 80	Jim Shaw, Edmonton, Alberta
1980 - 82	Mel Wolfe, Douglas, Manitoba
1982 - 84	John Draper, Douglas, Manitoba
1984 - 86	Stan Church, Calgary, Alberta
1986 - 87	Dick Stoddard, Waterloo, Quebec
1987 - 88	Bill Small, Craven, Saskatchewan
1988 - 89	Ralph Whitfield, Souris, Manitoba
1989 - 91	Roger Deeg, Lyalta, Alberta
1991 - 93	Barry LaBatte, Gladmar, Saskatchewan
1993 - 94	Allan Preston, Hamiota, Manitoba
1994 - 96	Michael Burns, King City, Ontario
1996 - 97	Miles Glasman, Russell, Manitoba
1997 - 98	Ken Lewis, Spruce Grove, Alberta
1998 - 99	Yves Gagnon, Vinoy, Quebec
1999 - 00	Tracy Graf, Edmonton, Alberta
2000 - 01	Ron Wooddisse, Palmerston, Ontario
2001 - 02	Ian Mitchell, Barriere, British Columbia
2002 - 04	Brian McCarthy, Moosomin, Saskatchewan
2004 - 06	Bruce Holmquist, Kinistino, Saskatchewan
2006 - 08	Dr. Murray Jacobson, Shaughnessy, Alberta
2008 - 10	Dr. Everett Hall, Owen Sound, Ontario
2010 - 11	Rick McIntyre, Churchbridge, Saskatchewan
2011 - 13	Ron Nolan, Markdale, Ontario
2013 - 14	Fraser Redpath, Mather, Manitoba
2014 - 15	Kelly Ashworth, Oungre, Saskatchewan
2015 - 16	Lacey Fisher, Amherst, Nova Scotia

## CSA BOARD OF DIRECTORS / 2015 - 2016

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Lacey Fisher  
President  
*Amherst, NS*

David Milliner  
1<sup>st</sup> Vice-President  
Chair of Finance  
*Dundalk, ON*

Lee McMillen  
2<sup>nd</sup> Vice-President  
*Carievale, SK*

Maureen Mappin-Smith  
*Byemoor, AB*

Kelly Ashworth  
*Oungre, SK*

Blair McRae  
*Brandon, MB*

Garth Rancier  
*Killam, AB*

Dan Skeels  
*Rimbey, AB*

Francis Gagnon  
*Cheneville, QC*

## HOST PROVINCE – SASKATCHEWAN SIMMENTAL ASSOCIATION BOARD OF DIRECTORS / 2015 - 2016

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Ryan Lundberg  
President  
*Eastend, SK*

Tyler Libke  
Vice-President  
*Hanley, SK*

Lyle Forden  
Director  
*Raymore, SK*

Trevor Kuntz  
Director  
*Battleford, SK*

Blair McIntosh  
Director  
*Maymont, SK*

Donna Asher  
Director  
*Grandora, SK*

Sarah Delorme  
Director  
*Robsart, SK*

Dave Erixon  
Director  
*Clavet, SK*

Kirsten Fornwald  
Director  
*Lampman, SK*

Carolyn McCormack  
Secretary/Treasurer  
*Grenfell, SK*

## CSA STAFF & CONSULTANTS

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Bruce Holmquist  
*General Manager*

Barb Judd  
*Office Manager*

Meghan Black  
*Programs Coordinator*

Devra Leavitt  
*Reception & Member Services*

Beth Rankin  
*Registry & Member Services*

Perry Welygan  
*Registry & Member Services*

Ryan Cook  
*Simmental Country Sales Representative*

Jane Crawford  
*Eastern Canada Simmental Country Sales*

Kelsey Dust  
*YCSA Coordinator*

Absolute Business Solutions  
Rita Riccioppo  
*Bookkeeping Services*

iSmart Consulting Inc.  
Ian Yin  
*IT Consultant*

CREO Episteme Ltd.  
*BRPS Software*

**CANADIAN SIMMENTAL ASSOCIATION**  
DRAFT MINUTES OF THE 47<sup>th</sup> ANNUAL GENERAL MEETING  
August 1, 2015, 1 pm  
Lindsay, Ontario

**CALL TO ORDER**

President Kelly Ashworth called the meeting to order at 1:35 pm

**PRESIDENT'S WELCOME – Kelly Ashworth**

Thank you to the Ontario Simmental Association for hosting our 2015 Annual General Meeting, it's been a great event. A special thank you to Tina Hiddink and Dave Milliner for all your hard work.

**MOMENT OF SILENCE**

**GUEST INTRODUCTIONS**

- Past Presidents Ron Nolan, Ken Lewis, Bruce Holmquist
- New Holland Claude Lesperance, Kathy Thompson

**APPROVAL OF AGENDA**

*MOTION: by Keitha Harris-Donovan, to approve the agenda.  
Second, Deanne Young  
CARRIED*

**APPROVAL OF THE 46<sup>TH</sup> ANNUAL GENERAL MEETING MINUTES**

*MOTION: by Ron Nolan, to approve the 46<sup>th</sup> AGM minutes.  
Second, Dan Skeels  
CARRIED*

**INTRODUCTION OF HEAD TABLE**

CSA Board of Directors – Kelly Ashworth, Lacey Fisher, Dave Milliner, Randy Mader, Maureen Mappin-Smith, Wes Mack, Blair McRae, Lee McMillen, John Sullivan  
Staff – Bruce Holmquist, General Manager; Barb Judd, Office Manager

**BOARD ELECTION - FIRST CALL FOR NOMINATIONS**

Kelly Ashworth asked for first call for nominations

- There are three (3) director terms expiring; Randy Mader, John Sullivan and Wes Mack.
- The following have been nominated for the position of CSA director:
  - Garth Rancier, nominated by Alberta Simmental Association
  - Dan Skeels, nominated by Alberta Simmental Association
  - Wayne Libke, nominated by Saskatchewan Simmental Association
  - Francis Gagnon, nominated by Quebec Simmental Association
- Kelly called for nominations from the floor, there were none

**VOTING PROCEDURES**

President Kelly Ashworth outlined the process being used for discussion and voting

- Meeting will be conducted under Roberts Rules of Order
- Refer to page 12 of AGM report for voting procedures and identification of members
- Parliamentarian is Bill MacLeod
- Scrutineers are Meghan Black and Jacob Fisher
- 76 Voting members present, plus 109 proxies, for a total of 185 votes

**PRESIDENT'S REPORT – KELLY ASHWORTH**

- 2014 has proven to be another good year for Simmental and Simmental breeders across Canada. The continued high level of interest in our breed has again led to sale averages that for the most part reflect price increases as well as increases in the number of head sold. A strong testament to the popularity of our breed and the ability of our breeders to produce a high quality, "in demand" product and maintain or increase commercial market share at a time when cow numbers are the lowest they have been in decades. Even with cautious optimism one would have to believe that the Simmental breed is well positioned to play a major role in rebuilding the North American cow herd.

- Financially the CSA is on solid ground, again showing a profit on operations as well as a good return on CSA investments in 2014. The profit on operations is a reflection of strong THE enrollments and registrations as well as an increase in transfer activity. This steady revenue has allowed the CSA to keep registration fees, other than on percentage cattle, at the same level for the last 4 years. I would very much like to thank New Holland for their major sponsorship again in 2014. They have also graciously been a featured donator in the Friends of Canadian Simmental Foundation auction the last 2 years. Thank you for your support of the promotion of our breed.
- It has again been a busy year at the CSA board level. The CSA board of directors meets twice annually, spring and fall as well as holding conference calls during the year as necessary. The breed improvement and promotion committees also meet spring and fall and deal with a full slate of issues at every meeting. I would like to thank the CSA directors for their dedication to the Simmental breed and for the time and effort that they donate to deal with CSA matters. Also thank you to the appointed members that sit on the Breed Improvement Committee as their input is highly valued as we work through breed improvement issues.
- A very important part of any breed association is youth. 2014 saw some restructuring of the YCSA program with a new YCSA coordinator being hired as well as a YCS review committee being established. The committee consists of Blair McRae as chairman, Lacey Fisher as CSA director rep, YCSA President Sophie Wotten, YCSA coordinator Carla Schmidt, FCSF Chairman Ken Lewis and myself as CSA President. This committee also meets at the time of board meetings as well as having numerous conference calls during the year with a mandate to assist and improve communications and organization with the YCSA. Thank you to everyone for your time and effort on this committee.
- Congratulations to CSA award recipients in 2014. Semex was presented with the Golden Book Award while Don and Bea Bates, John Draper and La Ferme Bishof were Hall of Fame Award Recipients. Congratulations to all and thank you for your efforts in promoting and improving Canadian Simmental.
- The CSA is very fortunate to have a dedicated and hardworking staff and general manager. Many times we, as breeders, don't fully realize the amount of effort and organizational skills that it takes to run a breed association while always striving to be efficient and cost effective for the association and members. I would like to thank all of our CSA employees for their part in helping make our breed a success.
- It has been an honor to serve as CSA President this past year. I would like to thank the CSA Board of directors for their contributions in helping to keep our breed moving forward. It has taken the efforts of many to make our breed the success that it is and it will take more of the same to grow our breed in the future.

***MOTION: by Dan Skeels, to accept the President's report as presented.  
Second, John Sullivan  
CARRIED***

#### **GENERAL MANAGERS REPORT - BRUCE HOLMQUIST**

Please read GM report in the AGM book at your convenience.

Power Point presentation highlights:

- Mission Statement: "To be a leader in the cattle industry through innovative marketing, technology, programs and services while expanding Canadian Simmental genetics worldwide."
- Vision: "To lead the cattle industry by providing member-driven services and innovative technologies through the strength of our diverse breed and our programs."
- Introduction of new staff additions Carla Schmitt, Programs and YCSA Coordinator and Meghan Black, Industry and Member Services Representative
- Most recent Canadian Beef Breeds statics indicate Simmental has third highest in membership numbers; number two in registrations.
- CSA statics at December 31, 2014 show that memberships, registrations and transfers have increased from 2013.
- CSA research strategy, at the direction of the Breed Improvement committee, is to develop DNA genetic prediction tools that focus on traits of economic important to breeders such as fertility, feed efficient, carcass and meat quality of beef cattle to provide more accurate EPDS.
- Effective January 1, 2105, all Simmental sires must be genotyped using a minimum 50K SNP panel. Natural service sires require the same level of genotype testing as AI sires who has this requirement since November of 2012. All donor females continue to require a minimum 50K test.

***MOTION: by Larry Barkley, to accept the General Manager's as presented.  
Second, Dan Skeels  
CARRIED***

#### **AUDITED FINANCIAL STATEMENTS – MAUREEN MAPPIN-SMITH**

Highlights of 2014 year-end financial information on page 15 of AGM book:

- Consolidated Statement of Financial Position - net assets are down slightly due to completion of project work commitments.
- Consolidated Statement of Operations show a decrease in revenue and expenses due to completion of projects. Overall excess of revenue over expenses increased by \$80,000
- Consolidated Statements of Changes in Net Assets – excess of revenue over expenses increased in 2014 from 2013

- Notes to the Consolidated Financial Statements – Note 5 has the breakdown of deferred revenue  
Comments - Todd Campbell would like to see an estimate of condo fair market value in the auditor notes.

***MOTION: by Maureen Mappin-Smith, to approve the CSA financial statements as presented  
Second, Keitha Harris-Donovan  
CARRIED***

## **APPOINTMENT OF AUDITORS**

***MOTION: by Maureen Mappin-Smith, to appoint Calvista as auditors for the upcoming year end  
Second, Bill MacLeod  
CARRIED***

## **SECOND CALL FOR NOMINATIONS**

Kelly Ashworth made second call for nominations – no nominations received

## **ADVERTISING/PROMOTION AND SIMMENTAL COUNTRY – LACEY FISHER**

Thank you for hosting a great weekend and YCSA show

- Introduce Megan Black who is now responsible for Simmental Country advertising in Western Canada, she is a great addition to the CSA; and committee members John, Randy, Maureen, Blair and Kelly; staff Bruce, Carla, and Margo who is no longer with us.
- The CSA Promotion Committee met twice in 2014 to discuss marketing initiatives for the CSA. Sale results continue to indicate the Simmental breed as a whole and our bulls continue to be a leader within the Canadian Beef Industry. In addition to that, Simmental female prices caused considerable attention in many fall sales. Our three year Simmental Genomic Research Project was completed in the spring of 2014. This project not only grew genetics within our breed but it also put Canadian Simmental branding across North America; elevating Simmental breeders, and users of Simmental genetics from our competition and showing the positive impacts that they have on the Canadian Cattle Industry.
- At the CSA, we continued to strengthen our existing relationships with industry partners in support of various events throughout the year. The CSA was proud supporters of the Ontario Cattle Feeders Convention, T Bar Invitational Golf Tournament, World Simmental Congress, Livestock Markets Association of Canada, Saskatchewan Beef Industry Conference, and University of Calgary Veterinary Medicine Beef Conference, Alberta Beef Industry Conference, Northlands Farm Fair International Program, Canadian Western Agribition International program and Canadian Cattlemen's Association. Other events were also supported through the CSA Provincial matching grant program.
- In 2014, the CSA was very pleased to announce the renewal of a three year corporate sponsorship contract with New Holland Agriculture. New Holland Agriculture has a long history of innovation in agriculture equipment and has been serving the needs of farmers and ranchers across North America for more than 110 years. New Holland was a Platinum Sponsor of the Beef Innovations - in our 2013 Beef Innovations Symposium, the YCSA National Classic over the last 2 years as well as other events. They are also a contract advertiser in the Simmental Country Magazine and a strong supporter of the Friends of Canadian Simmental Foundation auction. We look forward to continuing to grow our relationship.
- We continued our advertising program in the Canadian Cattlemen and Angus Advantage magazines to promote the Simmental breed. This year we expanded to publish Simmental ad's in more breed magazines, to promote the positive effects of crossing other breeds with Simmental. The CSA published a number of new promotional items in 2014. We continue to make The Marketing Made Easy booklet available to 4-H and Junior Association members as well as others within our industry. This booklet covers topics such as animal nutrition and health, showmanship preparation and techniques, animal photography and advertising. We believe these booklets are beneficial to all youth involved in the beef industry, regardless of the breed. The CSA supplies these booklets free of charge to Canadian Youth Programs in the beef industry, with great Simmental breed recognition success. The CSA also updated the Simmental Calving Book and distributed 2015 Calendars. These promotional materials and other items such as caps, cups and mugs are available to our members from the CSA office. Our relationship with Mark's Work Wear house also provides product discounts and embroidery services to develop individualized items.
- The CSA continues our Female Buyers Program where informational packages are mailed to non-member buyers of Simmental animals and continues to welcome new members to the Association. We continue to support our provincial Simmental Associations marketing programs through the CSA Levy and Provincial Advertising Grant programs. We continue to believe that this is an effective approach to promote Canadian Simmental across Canada by working cooperatively to invest those dollars in expansion of the Simmental breed.
- The Simmental Country, Commercial Country, the CSA e-newsletter, and Social Media continue to be strong promotional tools for the CSA and its members. In 2014 we continued our annual photo contest, advertising Sales Report, and advertising specials in order to create advertising opportunities for all of our members. Our goal remains to produce a publication that all of our members want to advertise in. Contact our Simmental Country staff now to get your name in front of 17,000 readers.
- We are very proud of our accomplishments in 2014 and look forward to building on these successes and in further growing the Simmental breed in 2015. Thank you to our CSA members, provincial associations, board and committee members and staff for their continued efforts in the promotion of the Simmental breed.

**MOTION: by Dan O'Brien, to accept the Advertising/Promotion and Simmental Country report as presented  
Second, Josh Wooddise  
CARRIED**

### **BREED IMPROVEMENT – WES MACK**

The CSA Breed Improvement committee consists of Wes Mack - Chair, Kelly Ashworth, Dave Milliner, Lee McMillen, Brian Bouchard, Ken Lewis, Dave Erixon and Darryl Perkin. Thank you for your time and input on the committee and your commitment to the Simmental breed and membership.

- Our purpose is to develop programming and provide tools that will assist our members in developing sound breeding decisions to produce the best genetics possible.
- Simmental offers a diverse genetic package, and together we are focused on the development of the breed and its strengths to deliver services that will enhance the breed's popularity and profitability. .
- Special thanks to Dr. John Crowley (the science guy, who has become a welcome addition at the BIC table. Dr. Crowley's knowledge of genetics and genomics gives our committee much to discuss and consider.
- The CSA has developed a great working relationship with the American Simmental Association. Thank you Dr. Wade Shaffer for your "EPDs in Cowboy Language" presentation yesterday during the Simmental Innovations Symposium. EPDs are here to stay and we need to move forward and understand as much as possible.
- Genomics is going to play a huge role in the cattle industry. The CSA is proud to be one of the leaders in this technology. Three traits of economic importance were established to gather information on fertility, meat quality and relative feed intake. This data will be used as part of our Simmental Innovation's infrastructure and integrated into our North American Genetic Evaluation. This information will provide more accuracy to our data base. Genomically enhanced EPDs will be available in the fall. Canadian fullblood and purebreds now have separate EPD averages available for your information.
- Thank you again to New Holland, and we look forward to working more for you.

**MOTION: by Wes Mack, to accept the Breed Improvement report as presented  
Second, Erich Kern  
CARRIED**

### **YOUNG CANADIAN SIMMENTAL ASSOCIATION – SOPHIE WOTTEN**

- Sophie Wotten introduced the YCSA National Board – Cooper Snider, Paige Holmquist, Krista Whalen, Heather Creamer, Dylan Foley and herself
- The board members were an incredible group to work with
- First year for national show which is the largest in many years
- Thank you to CSA Board of Directors
- Thank you to sponsors
- The YCSA is working to make Simmental the best breed and take it to where it has never been before - #1

**MOTION: by Barb Vance, to accept the Young Canadian Simmental Association report as presented.  
Second, Heather Creamer  
CARRIED**

### **FRIENDS OF SIMMENTAL FOUNDATION – KEN LEWIS**

Fantastic to see such a large crowd at the AGM as it is the biggest crowd I've seen for some time

- What we are doing as a Foundation is to work closely with CSA in supporting YCS with scholarships and direct funding in operations.
- The Foundation Auction is our event of the year with the CSA AGM. All sorts of ways to get involved with sponsorship
- We appreciate the support
- Silent auction will run until the beginning of the live auction

### **THIRD AND FINAL CALL FOR NOMINATIONS**

Kelly 3<sup>rd</sup> call for nominations – no nominations received.

**MOTION: by Bill MacLeod, to close nominations for the CSA Board of Directors  
Second, Charlie Norwood  
CARRIED**

### **Nominees:**

#### **Francis Gagnon, Cheneville, PQ**

- Thank you to OSA and CSA
- Managing Ferme Gagnon – 200 Simmental and Angus cows
- Open minded and honest in business
- Proud of breed



- Can represent the members very well

#### **Wayne Libke, Hanley, SK**

- Run Sunny Valley with wife Linda, Tyler and his wife, and our daughter Amanda
- Operation was established in 1972 160 head of Fullblood, Red and Black Simmental
- With dedication and addiction, along with Tyler and Amanda we will be around long time
- Involved on the SSA board and Sask Fall Fair
- Would consider it a great honour to represent this great breed of cattle and be on this board

#### **Garth Rancier, Killam, AB**

- Operate Rancier Farms with wife Angela and our children
- Past YCSA member
- Spent two terms on ASA board
- Simmental breed rep at FarmFair for 8 years
- Was a member of the CSA Breed Improvement Committee
- Simmental has given us a lot of opportunities and I would like to give back
- thanks for the hospitality

#### **Dan Skeels, Rimbey, AB**

- Congratulations to the OSA board and YCSA – young adults have done a great job
- Operated Anchor D Simmentals with wife Karen and 2 kids – 400 cows , kids are both extremely involved
- Sells auctions at purebred sales
- Manage auctioneers a 5 auctions – commercial driven; would like to push promotion and marketing
- Passionate youth we have as future leaders
- More transparency
- Very open and honest
- Thanks Randy, Wes and John for your dedication
- Was a director on the CSA board 6 years ago for 3 years

### **PROVINCIAL SIMMENTAL ASSOCIATION REPORTS**

***MOTION: by Katie Wood, to accept all the provincial reports in their entirety as printed  
Second, Barb Vance  
CARRIED***

#### **Retiring directors**

- Kelly Ashworth presented Randy Mader, John Sullivan and Wes Mack with past director gifts and thanked them for their contribution to the board.

### **NEW BUSINESS**

***MOTION: by Dan O'Brien, to ratify the action and proceedings of the CSA Board of Directors for the year  
2014.  
Second, Ron Nolan  
CARRIED***

#### **2016 AGM**

- Saskatchewan Simmental President Dave Erixon, invited the CSA and YCSA membership to Lloydminster, AB, for the 2016 CSA Conference and Junior Show, mid-summer 2016 and to the 2016 National Show November at Agribition
- Comment from Dan O'Brien – dislikes the SimmBeef logo as he believes it gives the connotation of 'simulated' beef
- Dave Milliner – thank you for attending the AGM in Ontario

#### **Election Results (by ballot)**

- three newly elected directors are
  - **Garth Rancier**
  - **Dan Skeels**
  - **Francis Gagnon**

***MOTION: by Larry Barkley, to destroy the ballots  
Second, Keitha Harris-Donavan  
CARRIED***

***MOTION: by Ron Nolan, to adjourn the meeting at 4:10 pm***

# VOTING PROCEDURES AND IDENTIFICATION OF MEMBERS

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## VOTING MEMBERS:

- a) an **ACTIVE MEMBER** in good standing, and
- b) a **YOUNG CANADIAN SIMMENTAL ASSOCIATION MEMBER** in good standing who is 18 years of age or older

who have, in the twenty-four (24) months preceding the Annual General Meeting or Special General Meeting:

- (A) registered at least one Simmental Animal with the Association
- (B) transferred into their membership at least one Simmental animal; or
- (C) participated in the Total Herd Enrollment program.

## QUORUM

40. A quorum for the transaction of business at any Annual General Meeting or Special General Meeting shall be twenty-five (25) Voting Members in good standing present in person.
41. No business other than election of a Chairman of the meeting and the adjournment or termination of the meeting shall be conducted at any meeting unless quorum is present at the commencement of the meeting, but quorum need not be present throughout the meeting.

## VOTING

45. Each Voting Member shall have one (1) vote on each matter put to the question at any meeting of Members and may vote at an Annual General Meeting or a Special General Meeting either in person or by proxy.

## PROXIES

49. Proxies shall be in writing in the "Form of Proxy" prescribed by the Association, signed by the Voting Member and need not be attested. A proxy holder must be a Voting Member and must be in attendance at the meeting for which the Voting Member has been appointed as proxy. No Voting Member shall vote as proxy for more than three (3) Voting Members.
50. Notwithstanding Article 49, no individual shall be at liberty to cast more than four (4) votes, whether as a Voting Member, as a representative of a Voting Member or as a proxy holder, on any matter coming before a general meeting or special meeting of the Members.

## ELECTION OF DIRECTORS

58. The Directors shall be elected by secret ballot by the Voting Members at the Annual General Meeting of the Members.
60. In any election for Directors the Voting Members shall vote for three candidates. Any ballot not consisting of three names shall not be counted.

# CANADIAN SIMMENTAL ASSOCIATION PRESIDENT'S REPORT

*Lacey Fisher*

---

Welcome to the 2016 Canadian Simmental Association Convention. I would like to thank everyone for attending this year's event, and also extend a huge thank you to the various organizing committees and to our CSA staff for organizing yet another great event.

2015 proved to be another strong year for our great breed. We continued to see high sales averages amongst both bull and heifer sales across the country that displayed a growing interest towards our breed. As breeders we will want to continue to grow the breed and focus on increasing Simmental's presence throughout all regions of Canada; to utilize the innovative work CSA has done through our research and breed improvement so our members can continue to produce better genetics for commercial herds across Canada. Simmental is the best breed, you and I already know that, and now we need to continue to show commercial cattlemen why our breed will help them grow their pocket books. Simmental is well positioned to play a major role in rebuilding the North American cow herd.

The Canadian Simmental Association continues to be very strong financially, again showing a profit on its 2015 operations. This is a reflection of our growing membership, THE enrollments, transfers and registrations, combined with prudent budgeting. Job well done!

I would like to take this opportunity to personally thank New Holland for their major sponsorship again in 2015. Their continued support to CSA and the YCSA has allowed us to continue the promotion of our partnership which allows both of us to penetrate the beef industry in many areas.

It has again been a busy year at the CSA board level. The CSA board of directors meets twice annually, spring and fall as well as holding conference calls during the year as necessary. The breed improvement and promotion committees also meet spring and fall and deal with a full slate of topics at every meeting. I would like to thank the CSA directors for their dedication to the Simmental breed and for the time and effort that they contribute to deal with CSA matters. Also thank you to the appointed members that sit on the breed improvement committee as their input is highly valued as we work through breed improvement planning and discussions.

In 2014 the CSA began restructuring our Junior program based on the YCSA review that was commissioned and as part of that process a YCS review committee was established. In 2015 the committee consisted of Blair McRae as chairman, Dan Skeels as CSA director rep, YCSA President Sophie Wotten, YCSA coordinator Carla Schmidt, FCSF Chairman Ken Lewis and myself as CSA President. This committee has met its goal to improve communications and organization with the YCSA. Thank you Blair and everyone for your dedication and time on this committee.

Supporting and guiding our youth is an important priority that I see. I originally agreed to run for the CSA board in 2010 because I wanted to support our youth and I feel very honoured today to have watched our young farmers do nothing but shine! The YCSA program has had its ups and downs as every junior program does but when they have a down swing, the upswing is bigger and better than before. I am so proud of what I have witnessed with these fine individuals. They are no different than the regular members of the CSA in that they have passion and dedication for this wonderful breed and they are our future. They have the ability and drive to try new things and take it to the next level without having a four letter word stop them, FEAR. Our youth know what the word means but never allow it to stop them from trying something new. I can't wait to see what our breed develops into as they continue to grow the face of Simmental across our country.

Congratulations to the CSA award recipients in 2015. Alta Exports International and Peterosa Exports were presented with the WSFF Golden Book Award; while Kingfield Simmentals, Kern Simmentals and the Hanley Hi-lite group were Hall of Fame Award Recipients. Congratulations to all and thank you for everything you have done in promoting and improving Canadian Simmental.

It has been an honor to serve as CSA President this past year. I would like to personally thank Bruce Holmquist as General Manager, Barb Judd as Office Manager and all the CSA Staff for their continued dedication to our breed. The hours that is spent behind the scenes, and the amount of effort & organizational skills does not go unnoticed. Running the CSA while always ensuring financial efficiency for our association and members is not an easy task; Thank you for all you do. I would also like to thank each of our CSA Board of Directors and Friends of the Foundation Board of Directors, and each of you as breeders for your continued dedication to promote, strive & push our breed forward. It does not matter if we call ourselves farmers, cattle producers or ranchers and it does not matter what corner of the country we live in; we all have a passion for our breed! One by one we will continue to educate the Country about the positive attributes and potential of Simmental cattle and one day we will be the face of Canadian Beef in the eyes of all Canadians.

## GENERAL MANAGER'S REPORT

*Bruce Holmquist*

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2015 was another outstanding year for the Simmental Breed in Canada as well as for the Canadian Simmental Association (CSA). Simmental bull sales were again strong as a result of the acceptance that the breed is receiving in commercial cow-herds across the country. Strong prices were received for Simmental females throughout the fall sales that saw new Simmental breeders begin their herds as well as established breeders make purchases to strengthen their programs. Although rebuilding of the Canadian cowherd remains slow, the demand for Simmental genetics continues to increase due to the combined efforts of you the breeders, sales managers and CSA programming.

Through the March bull sale run the CSA and Simmental Country saw changes in field staff however in spite of this, CSA staff members worked together to provide attendance at more sales and events than ever before. Our registry staff also continues to show their dedication to delivering strong service to our membership; their many years of experience serves our members well. While we may not always have the answer at hand, our problem solving is thorough and it is seldom that we are not able to find solutions to our member's issues. As with any business we may not get it right the "first time - every time" however the decades of knowledge and experience that your CSA staff supplies is invaluable in this age of ever changing and growing needs for service. We always attempt to do our best and to work for you!

Over the past year President Lacey Fisher, 1<sup>st</sup> Vice President David Milliner and 2<sup>nd</sup> Vice President Lee McMillen formed the Executive committee. Thank you to you and the entire CSA board for your contributions and commitment to the CSA and its members; your interest in all areas of CSA activities has guided us and allowed us to build upon the strong foundation that past CSA boards of directors have left behind. Like all CSA members, your CSA directors are busy with their own operations and personal lives however they take time out of their hectic schedules to volunteer and provide direction to the Association. It is not an easy task serving as a director of a national organization and it is sometimes challenging to ensure regional interests don't overshadow the big picture.

The CSA financials remain strong and we again realized an operational surplus in 2015 as a result of increased registry activity combined with prudent spending. This has allowed us to maintain, and in some areas to increase service without increasing costs to you the member. Another success that has contributed is the partnership we entered into with New Holland Agriculture. This relationship continues to provide funding to the CSA that is outside our traditional revenue streams; we thank New Holland for their confidence and are committed to growing both the Simmental and New Holland brands and image.

CSA programming focuses primarily into three categories; breed improvement, promotion, and youth. Through these committees, input is provided to the CSA board and then staff and the dedication from all who are involved is appreciated. Full reports from these committees will be given by the respective committee chairs. Along with this more internal structure, CSA also supports numerous relationships within the entire beef industry. As a result of this mandate, we have been a part of several industry committees and working groups which deal with topics such as animal health, livestock traceability, trade, as well as many other industry issues. It is important that the seed-stock sector has a voice at these tables and CSA has taken a leadership role in covering the many bases on your behalf. CSA has been an active part of the International Livestock Congress, Canadian Cattleman's Association (CCA) meetings, Cattleman's Young Leaders (CYL), Canadian Beef Breeds Council meetings, Beef Improvement Federation and Livestock Markets Association of Canada convention.

The CSA has implemented many new and exciting initiatives over the past several years and as a result has become the envy and model for many. Change does not come without its critics; however it is very hard to argue the inroads that the Canadian Simmental Association and its members have made over the past decade and the successes that have been achieved on many fronts. This will continue as long as we as an Association and as Simmental breeders focus on tangible programming, and on serving the beef industry through strong leadership with the end goal of improving the Canadian Beef industry.

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## INDEPENDENT AUDITOR'S REPORT

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To the Members of the Canadian Simmental Association:

We have audited the accompanying consolidated financial statements of the Canadian Simmental Association which comprise the consolidated statement of financial position as at December 31, 2015, and the consolidated statements of operations, changes in net assets, cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

### Management's Responsibility for the Financial Statements

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

### Auditors' Responsibility

Our responsibility is to express an opinion on these consolidated financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audits to obtain reasonable assurance about whether the consolidated financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the consolidated financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the consolidated financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the consolidated financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the consolidated financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### Opinion

In our opinion the consolidated financial statements present fairly, in all material respects, the financial position of the Canadian Simmental Association as at December 31, 2015, and its financial performance and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Calgary, Alberta  
June 29, 2016

(signed) "Calvista LLP"  
Chartered Professional Accountants

**CANADIAN SIMMENTAL ASSOCIATION**  
**Consolidated Statement of Financial Position**  
**As at December 31, 2015**

	<b>2015</b>	<b>2014</b>
<b>Assets</b>		
Current		
Cash and cash equivalents	\$ 737,278	\$ 564,015
Marketable securities (Note 2)	892,054	797,096
Accounts receivable	51,674	113,591
Prepaid expenses	13,762	27,268
	<b>1,694,768</b>	<b>1,501,970</b>
Property and equipment (Note 4)	<b>19,305</b>	<b>24,883</b>
	<b>\$ 1,714,073</b>	<b>\$ 1,526,853</b>
<b>Liabilities</b>		
Current		
Accounts payable and accrued liabilities	\$ 63,755	\$ 51,855
Goods and services tax payable	18,860	17,611
Deferred revenue (Note 5)	35,705	36,246
	<b>118,320</b>	<b>105,712</b>
<b>Net assets</b>		
General fund	<b>1,576,448</b>	1,396,258
Invested in property and equipment	<b>19,305</b>	24,883
	<b>1,595,753</b>	<b>1,421,141</b>
	<b>\$ 1,714,073</b>	<b>\$ 1,526,853</b>

APPROVED ON BEHALF OF THE BOARD OF DIRECTORS

\_\_\_\_\_ Director

\_\_\_\_\_ Director

The accompanying notes are an integral part of these financial statements

**CANADIAN SIMMENTAL ASSOCIATION**  
**Consolidated Statement of Operations**  
**Year Ended December 31, 2015**

	<b>2015</b>	<b>2014</b>
<b>Revenue</b>		
Total herd enrolment	\$ 652,659	\$ 614,665
Simmental Country Magazine (Schedule 2)	388,537	360,602
Registrations	204,839	192,051
Lab services	161,812	110,179
Memberships	80,325	72,175
YCSA(Schedule 3)	58,559	5,712
Other services	42,147	45,966
Transfers	35,370	39,190
New Holland sponsorship	32,000	32,000
Legacy reimbursements	13,393	17,900
CAAP project	-	175,767
ALMA/ADF Project	-	163,878
	<b>1,669,641</b>	<b>1,830,085</b>
<b>Expenses</b>		
Salaries and employee benefits	417,715	402,575
Simmental Country Magazine (Schedule 2)	390,380	390,318
Lab service	156,836	72,170
Provincial promotion funding	119,282	112,072
Travel	90,190	90,963
Computer	60,470	69,817
YCSA (Schedule 3)	50,925	9,352
Advertising and promotion	45,597	42,854
Bank charges	33,175	29,202
Utilities, property taxes and insurance	30,826	34,064
Breed improvement	28,815	45,040
Postage and freight	25,280	21,787
Office	20,115	22,994
Professional fees	14,800	34,393
Amortization	12,438	19,430
Telephone	10,416	11,170
Repairs and maintenance	10,051	9,254
Annual general meeting	9,310	8,160
CAAP project	-	229,733
ALMA/ADF project	-	116,662
	<b>1,526,621</b>	<b>1,772,010</b>
<b>Other income(expenses)</b>		
Interest	18,871	23,641
Realized gain (loss) on marketable securities	2,490	(4,048)
Unrealized gain on marketable securities	10,231	31,452
	<b>31,592</b>	<b>51,045</b>
<b>Excess of revenue over expenses</b>	<b>\$ 174,612</b>	<b>\$ 109,120</b>

The accompanying notes are an integral part of these financial statements

**CANADIAN SIMMENTAL ASSOCIATION**  
**Consolidated Statement of Changes in Net Assets**  
**Year Ended December 31, 2015**

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	<b>General fund</b>	<b>Invested in property and equipment</b>	<b>2015 Total</b>	<b>2014 Total</b>
Balances, beginning of year	<b>\$ 1,396,258</b>	<b>\$ 24,883</b>	<b>\$ 1,421,141</b>	<b>\$ 1,312,021</b>
Investment in property and equipment	<b>(7,157)</b>	<b>7,157</b>	<b>-</b>	<b>-</b>
Excess (deficiency) of revenue over expenses	<b>187,347</b>	<b>(12,735)</b>	<b>174,612</b>	<b>109,120</b>
Balances, end of year	<b>\$ 1,576,448</b>	<b>\$ 19,305</b>	<b>\$ 1,595,753</b>	<b>\$ 1,421,141</b>

The accompanying notes are an integral part of these financial statements



**CANADIAN SIMMENTAL ASSOCIATION**  
**Consolidated Statement of Cash Flows**  
**Year Ended December 31, 2015**

	<b>2015</b>	<b>2014</b>
<b>Operating activities</b>		
Excess of revenue over expenses	\$ 174,612	\$ 109,120
Transfer of YCSA Fund(Note 3)	-	71,196
Transfer of Trevor Vance scholarship	-	(14,396)
Items not affecting cash:		
Amortization	12,736	19,811
Realized gain (loss) on marketable securities	(2,490)	4,048
Unrealized gain on marketable securities	(10,231)	(31,452)
	<b>174,627</b>	<b>158,327</b>
Changes in non-cash operating working capital:		
Accounts receivable	61,918	(62,350)
Prepaid expenses	13,506	(7,579)
Accounts payable and accrued liabilities	11,899	(65,284)
Goods and services tax payable	1,249	15,921
Deferred revenue	(542)	(207,443)
<b>Cash flow from (used by) operating activities</b>	<b>262,657</b>	<b>(168,408)</b>
<b>Investing activities</b>		
Purchase of property and equipment	(7,157)	(14,788)
Purchases of marketable securities	(647,759)	(368,249)
Proceeds on disposal of marketable securities	565,522	432,627
<b>Cash flow from (used by) investing activities</b>	<b>(89,394)</b>	<b>49,590</b>
<b>Financing activity</b>		
Advances from related party	-	5,709
<b>Cash flow from financing activities</b>	<b>-</b>	<b>5,709</b>
<b>Increase (decrease) in cash and cash equivalents</b>	<b>173,263</b>	<b>(113,109)</b>
Cash and cash equivalents, beginning of year	564,015	677,124
<b>Cash and cash equivalents, end of year</b>	<b>\$ 737,278</b>	<b>\$ 564,015</b>
<b>Consisting of:</b>		
Operating account	\$ 505,215	\$ 467,743
Broker account	232,063	96,272
	<b>\$ 737,278</b>	<b>\$ 564,015</b>

The accompanying notes are an integral part of these financial statements

### **Description of organization**

The Canadian Simmental Association (the "Association" or "CSA") was formed for the encouragement, development and regulation of breeding of Simmental cattle in Canada. The Association was incorporated under the Federal Animal Pedigree Act on February 20, 1969 which imposes rules of conduct on the Association and its members acting as purebred livestock breeders.

These consolidated financial statements include the accounts of the Canadian Simmental Association and its wholly owned subsidiary, Simmental Country (1997) Ltd. and The Young Canadian Simmental Association ("YCSA"), a youth program managed by the Association is included in consolidated financial statements. All inter-company balances and transactions have been eliminated.

### **1. Significant accounting policies**

Management has prepared the consolidated financial statements of the Association in accordance with Canadian Accounting Standards for Not-for-Profit Organizations ("ASFNPO"). The consolidated financial statements have, in management's opinion, been properly prepared using careful judgment with reasonable limits of materiality and within the framework of significant accounting policies summarized below.

#### **Measurement uncertainty**

The preparation of consolidated financial statements in conformity with ASFNPO requires management to make estimates and assumptions that affect the reported amount of assets and liabilities, disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the period. Such estimates are periodically reviewed and any adjustments necessary are reported in earnings in the period in which they become known. Actual results could differ from these estimates. Examples of such estimates include amortization of property and equipment, estimated useful life of capital assets, application of revenue recognition policies and accrued liabilities.

#### **Cash and cash equivalents**

The Association considers all investments with maturities of three months or less to be cash and cash equivalents.

#### **Marketable securities**

Marketable securities include bonds, T-bills, term deposits, preferred shares and common shares of publicly traded entities. These investments are classified as held for trading and therefore measured at fair value.

#### **Property and equipment**

Property and equipment are stated at cost less accumulated amortization. Amortization is provided on a straight line basis over their estimated useful lives as follows:

Condominium	20 years
Condominium improvements	10 years
Computer equipment/software	3 years
Furniture and fixtures	10 years
Publishing rights	10 years

The Association regularly reviews its property and equipment to eliminate obsolete items.

### **Revenue recognition**

The Association follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Total herd enrolment, memberships, registration and subscription revenue is recognized in the period to which it relates.

Revenue for service is recognized when the services are rendered.

Advertising revenue is recorded in the month of the issue. Payments in advance are recorded as deferred income and classified as a current liability.

### **Income taxes**

The Association and its wholly owned subsidiaries are not-for-profit organization under section 149.1(l) of the Income Tax Act and is therefore not subject to income taxes as long as it maintains its not-for-profit status.

### **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 association 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.

### **Financial instruments**

Financial instruments are recorded at fair value when acquired or issued. In subsequent periods financial assets with actively traded markets are reported at fair value, with any unrealized gains and losses report in income. Cash and marketable securities are measured at fair value. All other financial instruments are measured at amortized cost. The financial instruments measured at amortized cost include accounts receivable and accounts payable. The amounts due to/from related parties are measured at the exchange amount.

The fair value of a financial instrument is the estimated amount that the Association would receive or pay to settle a financial asset or financial liability as at the reporting date. The fair values of accounts receivable and accounts payable approximate their carrying values due to their short term nature.

## **2. Marketable securities**

Marketable securities include bonds, T-bills, term deposits, preferred shares and common shares of publicly traded entities. The bonds, T-bills and term deposit earn interest at rates which vary from 1.65% to 7.50% (2014 – 1.80% to 7.50%). These investments mature at various dates from January 2016 to June 2020.

**CANADIAN SIMMENTAL ASSOCIATION**  
**Notes to the Consolidated Financial Statements**  
**Year Ended December 31, 2015**

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**3. Related Party**

As of August 31, 2014, the board of directors has approved a transfer of \$71,196 of YCSA funds to be under the responsibility of the CSA, as required under the CSA bylaws

**4. Property and equipment**

	<b>Cost</b>	<b>Accumulated amortization</b>	<b>Net 2015</b>	<b>Net 2014</b>
Condominium	\$ 235,999	\$ 235,999	\$ -	\$ -
Publishing rights	233,000	233,000	-	-
Computer equipment/software	235,672	228,872	6,800	6,611
Furniture & fixtures	164,382	163,716	666	1,333
Condominium improvements	67,731	55,892	11,839	16,939
	<b>\$ 936,784</b>	<b>\$ 917,479</b>	<b>\$ 19,305</b>	<b>\$ 24,883</b>

As of December 31, 2015, the City of Calgary property assessment value of the condominium was \$873,500.

**5. Deferred revenue**

	<b>2015</b>	<b>2014</b>
Member deposits	24,294	22,592
Advertisements	6,400	-
Magazine subscriptions	5,011	5,054
Auction market calendar	-	8,600
	<b>\$ 35,705</b>	<b>\$ 36,246</b>

**6. Financial instruments**

The Association's financial instruments include cash, marketable securities, accounts receivable and accounts payable. It is management's opinion, that the Association is not exposed to significant risks arising from these financial instruments with the exception of the risks noted below.

**Credit risk**

Credit risk arises from the potential that a counter party will fail to perform its obligations. The Association is exposed to credit risk from its members and customers. Its customers are primarily in the agricultural industry. In order to reduce its credit risk, the Association conducts regular reviews of its existing members and customers' credit performance. An allowance for doubtful accounts is established based upon factors surrounding the credit risk of specific accounts, historical trends and other information. The Association has a significant number of members and customers which minimizes concentration of credit risk.

**Interest risk**

Interest risk is the risk that future cash flows associated with a monetary financial instrument will fluctuate in amount with changes to interest rates. The Association manages its portfolio investments based on its cash flow needs and with a view of optimizing its interest income.

**Currency risk**

Currency risk is the risk to the Association's earnings that arise from fluctuations of foreign exchange rates and the degree of volatility of these rates. The Association is exposed to foreign currency exchange risk on cash, accounts receivable, and accounts payable held in U.S. dollars. The Association does not use derivative instruments to reduce its exposure to foreign currency risk.

**7. Contractual obligations**

The Association has entered into a contract with a publishing company for the production of Simmental Country magazine and Commercial Country magazine. The contract is effective from June 1, 2012 to May 31, 2017.

**CANADIAN SIMMENTAL ASSOCIATION**  
**Schedule 1 - Canadian Simmental Association**  
**Non-Consolidated Schedule of Operations**  
**Year Ended December 31, 2015**

	<b>2015</b>	<b>2014</b>
<b>Revenue</b>		
Total herd enrolment	\$ 652,659	\$ 614,665
Registrations	204,839	192,051
Lab services	161,812	110,179
Memberships	80,325	72,175
Other services	42,147	45,966
Transfers	35,370	39,190
New Holland sponsorship	32,000	32,000
Legacy reimbursements	13,393	17,900
	<b>1,222,545</b>	<b>1,124,126</b>
<b>Direct expenses</b>		
Salaries and employee benefits	417,715	402,575
Lab service	156,836	72,170
Provincial promotion funding	119,282	112,072
Travel	90,190	90,963
Advertising and promotion	65,597	62,854
Computer	60,470	69,817
Bank charges	33,175	29,202
Utilities, property taxes and insurance	30,826	34,064
Breed improvement	28,815	45,040
Postage and freight	25,280	21,787
Office	20,115	22,994
Professional fees	14,800	34,393
Amortization	12,438	19,430
Telephone	10,416	11,170
Repairs and maintenance	10,051	9,254
Annual general meeting	9,310	8,160
Sponsorship to YCSA	5,000	15,000
	<b>1,110,316</b>	<b>1,060,945</b>
<b>Other income</b>		
Interest	18,871	23,641
Realized gain (loss) on marketable securities	2,490	(4,048)
Unrealized gain on marketable securities	10,231	31,452
	<b>31,592</b>	<b>51,045</b>
<b>Excess of revenue over expenses</b>	<b>\$ 143,821</b>	<b>\$ 114,226</b>

**CANADIAN SIMMENTAL ASSOCIATION**  
**Schedule 2 - Simmental Country Magazine**  
**Non-Consolidated Schedule of Operations**  
**Year Ended December 31, 2015**

	<b>2015</b>	<b>2014</b>
<b>Revenue</b>		
Advertising	\$ 351,730	\$ 310,773
Other	29,384	43,231
Subscriptions	27,423	26,598
CAAP project	-	14,257
	<b>408,537</b>	<b>394,859</b>
<b>Direct expenses</b>		
Printing	193,889	181,711
Salaries and employee benefits	90,187	114,075
Magazine postage	56,525	50,786
Travel & promotion	42,800	35,325
Telephone	2,752	3,476
Office postage	2,568	2,359
Bank charges	959	959
Office and miscellaneous	403	1,246
Amortization	297	381
	<b>390,380</b>	<b>390,318</b>
<b>Excess of revenue over expenses</b>	<b>\$ 18,157</b>	<b>\$ 4,541</b>

**CANADIAN SIMMENTAL ASSOCIATION**  
**Schedule 3 - Young Canadian Simmental Association**  
**Non-Consolidated Schedule of Operations**  
**Year Ended December 31, 2015**

	<b>2015</b>	<b>2014</b>
<b>Revenue</b>		
National classic	\$ 26,039	\$ -
Auction	15,000	-
Donations	11,090	26
New Holland sponsorship	5,000	5,000
Semen and embryo fundraiser	3,430	2,686
AJSA CSA reimbursement	3,000	3,000
CSA sponsorship	-	10,000
	<b>63,559</b>	<b>20,712</b>
<b>Direct expenses</b>		
National YCSA show	30,358	-
Travel	18,025	8,126
Office	1,869	499
National board jackets	388	216
Advertising and promotion	225	507
Bank charges	60	4
	<b>50,925</b>	<b>9,352</b>
<b>Excess of revenue over expenses</b>	<b>\$ 12,634</b>	<b>\$ 11,360</b>



## **ADVERTISING/PROMOTION AND SIMMENTAL COUNTRY REPORT**

*Maureen Mappin-Smith, BSc. Ag - Committee Chair*

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The promotion committee had a very productive year and made great strides in our never ending quest to promote Canadian Simmentals. The committee was comprised of Blair McRae, Danny Skeels, Francis Gagnon and Lacey Fisher.

We invited the entire board to our meetings, in the hopes of obtaining and harnessing everyone's great ideas and input, to move promotion forward. We also wanted to work more closely with the Breed Improvement Committee in order to stay focused on the 'big picture' of Canadian Simmental. We met as a committee twice face to face, and had one conference call in order to complete tasks in a timely manner. The committee has been very keen on trying to get the best value for our advertising dollar. I am pleased to say that at our first meeting, a motion from the promo committee was brought forward to the board to increase the CSA's advertising budget, and was passed at the board level for the 2016 year.

Print advertising in other breed publications has continued to be an important aspect of our breed promotion. Our thoughts are 'why just preach to the choir?' In addition, ads are placed in the Canadian Cattlemen in order to try and reach potential customers who perhaps haven't used Simmental in a while, or at all. Because print advertising is very expensive and difficult to quantify, we stuck to advertising in Angus and Charolais magazines, although continue to look at other options on an annual basis.

The prior year's promo committee started an initiative in order to obtain feedback from people who have purchased a Simmental bull recently. We created and sent out a survey asking for feedback on what these customers value when purchasing Simmental bulls. The survey results are in and can be found on the CSA's website. 53 surveys were returned from across the country, and produced some good information for us as the CSA, but also for breeders, so I do encourage breeders to look at the results. The information that was gathered will be utilized going forward on promotional ideas and initiatives.

A large portion of our promotion budget is utilized by individual provincial associations through an ad grant process. Some of the items that qualified were expanded by the committee, in hopes that more provinces can access their full allotment from the CSA. We want to work closely with the provincial associations, as we value the work they do in their respective regions promoting Simmental to the commercial cattle industry. I encourage the provincial associations to contact CSA staff with questions as to how they can maximize their share.

Simmental Country had a good year from a financial perspective, and we are always trying to tweak it to improve it and make it a magazine breeders can be proud of, and utilize in their marketing plans. The 2016 calendar that is sent to auction markets and breeders across the country was a tougher sell, so the committee made the decision to take 2017 off - no calendar will be produced in 2017.

Likely one of the most exciting projects the promo committee embarked on this year was seeking 'the Silver Bullet' of marketing. We thought it was time to up the ante and get a professional opinion on our marketing tactics. After much discussion, presentations by several independent marketing agencies, and more discussion by the entire board, it was decided that the CSA will work with AdFarm to enhance our marketing strategy. We expect great things to happen resulting from this partnership and are excited to learn what AdFarm suggests for future promotion of Canadian Simmental.

We appreciate all ideas brought forward to our committee from the membership. We value your input and encourage you to speak with a committee member when you have ideas for promotion and marketing of Canadian Simmental. We have heard some great ideas over the past year from our membership and look forward to hearing more and incorporating as many as we can. Simmental is celebrating our 50<sup>th</sup> Anniversary in 2017 and we want to make it memorable! Ideas are pouring in, so please share yours with the CSA.

Judging from bull sale results again this spring, and strong female sales last fall, Simmental is in an enviable position at the top, however we need to continue working hard on all fronts, in order to stay there.

# **BREED IMPROVEMENT COMMITTEE REPORT**

*Lee McMillen - Committee Chair*

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Committee Members Lee McMillen (Chair) Kelly Ashworth, Dave Milner, Garth Rancier, Lacey Fisher, Ken Lewis, Brian Bouchard, Dave Erixon, and Wayne Libke.

On behalf of the BIC Committee, welcome to Saskatchewan and the Lloydminster area for the CSA Annual meeting and weekend full of Simmental festivities. This part of Western Canada has a rich history for strong Simmental influence in its commercial cowherd dating back to the inception of Simmental in Canada and will be an exciting venue to all in attendance this week.

The Breed Improvement Committee meets twice annually to deal with and discuss matters pertaining to the improvement and advancement of our breed. Recommendations from this table are then forwarded to the Board of Directors for further approval. We have an outstanding group of cattle persons that donate their time to help keep the breed moving in a positive direction. Our board consists of Simmental personnel with a wealth of knowledge in the cattle business and Simmental industry covering all facets of the industry from coast to coast. I would personally like to thank you for your dedication to Simmental.

As well as the committee members listed we are very fortunate to have the expertise of Dr. John Crowley and Sean McGrath. As well CSA continues its strong working relationship with the American Simmental Association. Dr. Wade Shafer is a guest at the majority of our BIC meetings and offers a wealth of Simmental genetic knowledge that has become most valuable to the CSA. Also, thank you to Bruce and Barb for your dedication to our committee.

The Simmental breed has enjoyed a huge amount of success the past few years. Largely in part to the commitment of our breeders to offer a product that is highly acceptable to the commercial cattle industry and strong leadership from CSA. As a breed we want to be progressive and leaders in the beef business but mindful of where we have been.

This past year has been busy with several new projects being put in place to help strengthen our breed into the future and add value for our membership and of course their customers. First of all the Bio-bank move which has secured historic DNA samples and simplifies the collection of new DNA samples to one accessible location. The CSA genotyping incentive program has been in place for the past few months with 50% of the costs being supported by funding through Agriculture and Agri-Food Canada allowing Simmental breeders to get their testing done at reduced cost. CSA is also currently working with Canadian Cattlemen's Association, Canadian Hereford and Canadian Angus on a mobile app that should provide a very consistent and uniform flow of information within the beef business. The implementation of a heifer calving ease EPD and a stay ability EPD will be added to the CSA EPD profile this fall as well as dollar value indexes including API and TI. These new additions will provide breeders with valuable tools that will allow them to make more informed breeding decisions. And finally the introduction of the new BOLT software system to the service provided to CSA by International Genetic Solutions (IGS) will blend genotypes with phenotypic data in a one step process allowing EPD runs to be done more frequently and perhaps on a weekly basis. These are just a few of the major projects we have been working on this past year. Information is posted on the CSA website on current BIC happenings and I urge you to take the time to read these articles and updates as it is everyone's responsibility to keep up on the happening of genetic improvement.

The Simmental breed is very well positioned to continue to be a major force in the North American beef industry. Through strong leadership, investment in technology and research and the perseverance of our breeders we look forward to the future of this great breed of cattle.

# YOUNG CANADIAN SIMMENTAL ASSOCIATION REPORT

*Sophie Wotten – National YCSA President*

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The 2015-year was full of successes and changes for the YCSA program. These achievements were made possible through the dedication of CSA Staff and the YCSA Board of Directors.

The 2015 National Board of Directors consisted of the following:

- Sophie Wotten- President
- Dylan Foley- Vice President
- Sara Van Sickle- Executive Officer
- Cooper Snider- Alberta
- Cathryn Thompson- Alberta
- Craig Matthews- Ontario
- Heather Creamer- Maritimes
- Paige Holmquist- Saskatchewan
- Carson Rodgers- Manitoba
- Krista Whalen- Quebec

There were 5 provincial classics held across Canada in 2015.

- Maritime Classic in Truro, Nova Scotia
- Quebec Junior Beef Show in Brome, Quebec
- Ontario Trillium Classic in Toronto, Ontario
- Manitoba Youth Beef Roundup in Neepawa, Manitoba
- Wild Rose Classic in Lacombe, Alberta

The 2015 National Classic was held in Lindsay, Ontario in conjunction with the Canadian Simmental Association Annual General Meeting. This was the first year for the National Board to run the National Classic with the support of the Provincial Board. This being said, the National Board hosted the largest National Classic to date with 94 youth participants and over 140 head of cattle. The success of this show is due to the commitment and passion that this group of directors.

The Overall Aggregates from this show, Mackenzie Skeels and Morgan MacIntyre were awarded a trip to the American Junior Simmental Association Summit National Show in Iowa this July.

With the strong momentum that the YCSA program has built over the past year, the National Board has initiated plans to start a Leadership Conference for the upcoming 2017 year. The board would like to offer more opportunities for Simmental Youth to grow their enthusiasm for the breed. Stay tuned for upcoming details in the coming months.

The YCSA program is a prominent youth beef breed association in Canada. The board of directors would like to thank our new YCSA Coordinator Kelsey Dust for providing guidance and support over the last few months. With a prominent agriculture background in 4-H and junior breed associations, she brings new ideas and excitement for youth development in the Simmental breed.

The YCSA program would not be made possible without some key individuals and organizations. Thank you to the CSA staff for providing guidance and opportunities for the YCSA program to excel. To New Holland and T Bar C and all of our generous sponsors, thank you for all of your support allowing the YCSA program put on a show like the National Classic to grow the great Simmental Breed. Most importantly, thank you to the Friends of Canadian Simmental Foundation for providing their continuous support for over the past several years. Our program has been made one of the most outstanding youth beef breed programs due to their generosity.

**The following proposed By-Law amendments are being presented by the  
CSA Board of Directors to the general membership at the  
Annual General Meeting, Lloydminster, Saskatchewan, on July 23, 2016**

**(Proposed By-Law amendment #1)**

**BY-LAW PART 1 – MEMBERSHIP  
SECTION 1 - CATEGORIES, ELIGIBILITY AND DUES**

**ELIGIBILITY**

7. Subject to Article 8, in order to become a Young Canadian Simmental Association Member of the Association a person must:  
(a) be an individual 25 years of age or younger

**Whereas** the YCSA has drafted new By-laws and Rules, all of which correspond with CSA By-laws, with exception to maximum age division. In order for YCSA By-laws and Rules to match, the CSA By-laws must be amended.

**Therefore be it resolved:** 7. (a) in the by-laws be amended to read:

**(a) be an individual 25 years of age or younger as of January 1**

**(Proposed By-Law amendment #2)**

**BY-LAW PART 1 – MEMBERSHIP  
SECTION 1 - CATEGORIES, ELIBIBILITY AND DUES**

**MEMBERSHIP DUES**

13. When a YCSA Member applies to become an Active Member of the Association prior to his 26 birthday the membership dues paid by the YCSA Member shall be applied against the membership dues payable upon approval as an Active Member. If an application is made after a YCSA Member's 26 birthday the membership dues established for Active Members must be paid.

**Whereas** the YCSA has drafted new By-laws and Rules, all of which correspond with CSA By-laws, with exception to maximum age division. In order for YCSA By-laws and Rules to match, the CSA By-laws must be amended.

**Therefore be it resolved:** 13. in the by-laws be amended to read:

- 13. When a YCSA Member who is 26 applies to become an Active Member of the Association, the membership dues paid by the YCSA Member shall be applied against the Active Membership dues providing the application is made by December 31.**

*Motion by Blair McRae  
Second by Dan Skeels  
CARRIED*

## **BRITISH COLUMBIA SIMMENTAL ASSOCIATION REPORT**

*Lorne Wester – President*

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It's great to see some enthusiasm in the cattle business again. It's been a long wait! We in BC are excited to have some new, young, breeders in the Simmental business here but here is our problem. We have 4 breeders in the Fraser Valley our next closest breeder is closed to 500 miles away. Then from here to our next breeder is another 425 miles or 750 miles for us. I think you can get the idea.

We are excited to have some new blood in our province but it is almost impossible to organize any activity over so vast an area.

## **ALBERTA SIMMENTAL ASSOCIATION REPORT**

*Kyle Lewis – President*

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The Alberta Simmental Association rounded out 2015 at Farmfair International, which like any other year was a large success. The Simmental Show had over 100 entries which made for a competitive bull and female show. We were honored to have Chad Wilson of Wawota, Saskatchewan as our judge for the day. The crowd during the Simmental show was as big as any other breed; drawing in local traffic, commercial cattlemen, seed stock producers as well as international guests. After the show we hosted an ASA banquet as well as our Simmental Draft. High Country Cattle won the draw and selected a heifer calf from Czech-Mate Livestock, who received the cheque for \$10,000.

Over the past few years, our Commercial Industry Promotions Committee has shifted focus from fall feeder calf sales to fall bred heifer sales. We have found that this has increased the number of Commercial Simmental breeders we are able to interact with. This past year we were pleased to partake in the Drive's Dispersal held in Lloydminster. The ASA along with the help of Bouchard Livestock sponsored a steak dinner at this particular sale. We were also a major sponsor at the Provost Simmental Influenced Bred Heifer Sale.

Another bull sale season has since come and gone, and as Simmental breeders we need to be proud of the results from this spring. Year after year it is great to hear of the commercial producers switching their bull battery over to Simmental Bulls. Every year the ASA works harder and spends more dollars than years prior to in advertising and promoting this breed. Our Advertising Committee has got the best traction and feedback advertising through Alberta Beef, Beef Illustrated and monthly updates in the Simmental Country.

The ASA board continues to invest time and money into our Juniors and their Associations. The future of the Agriculture Industry and the Simmental breed is ultimately in their hands. Two big events that take place in the summer months for the Alberta Simmental Juniors are the AYCS Wild Rose Classic and Summer Synergy. This year, the dates for Summer Synergy are July 11th – 16th in Olds and the AYCS Wild Rose Classic will take place in Lacombe during August 4-7th. We wish all of our Juniors the best of luck in the breed and interbreed shows, as well as the vast competitions put on by both committees.

Our main man on the ground, and ASA Field Person, continues to be Chuck Groeneveld, along with the help from his wife, Loraine. Chuck shares an unmatched passion for Agriculture, Alberta Beef and the Simmental Breed. We thank Chuck and Loraine for the countless hours and miles traveled over the years of their involvement. Chuck sets a Simmental booth up at many Agriculture events held throughout Alberta. He attends cattle sales and plays a prominent role in advertising the Simmental breed at Farmfair International. Chuck continuously reinvents our image and our advertisements. Make sure you stop by for a chat and a coffee next time you see Chuck at an ASA booth!

Every year we kick off the summer with our Alberta Simmental Association Summer Pasture Tour and Annual General Meeting. This summer we have the pleasure of being hosted by the Young family of High Country Cattle Services in Breton, whom have offered to take on the major portion of the tour as well as Beechinor Bros Simmentals, and Lockhart Valley Simmentals. We thank those 3 outfits for volunteering to host this year's tour. This event will be held on June 18th in the Breton/ Rimbey area. In conjunction with our day of tours and AGM, the ASA will be having a steak Dinner at the Breton Hall, where we will be honoring our 2016 Commercial Breeder of the Year and our 2016 Ambassador of the year.

As summer turns to fall the ASA looks forward in hosting the Canadian National Simmental Show at Farmfair International. New to this year's show will be a Percentage Female show in conjunction to the Simmental Show. For updates on this event and others taking place this year in Alberta we encourage you to keep watch on the ASA's website.

We look forward to another strong year of sales, shows and promoting the Simmental breed.

## SASKATCHEWAN SIMMENTAL ASSOCIATION REPORT

*Ryan Lundberg – President*

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On behalf of the SSA Board of Directors I would like to welcome you all to the 2016 CSA Convention. We as a board are honored to host this year's event. The 2015-16 SSA Board of Directors consists of the following members:

- Ryan Lundberg – President
- Tyler Libke – Vice President
- Directors - Dave Erixon, Trevor Kuntz, Donna Asher, Blair McIntosh, Sarah Delorme, Lyle Forden, Kirsten Fornwald

This is a very dedicated group of individuals who volunteer their time for the promotion of the Simmental breed both provincially and nationally. It is a pleasure to work alongside this group of Simmental enthusiasts. The glue that holds this board together and keeps us all pointed in the right direction is our Secretary-Treasurer Carolyn McCormack. Carolyn has stepped up even more than usual this year with the organization of this CSA Convention and she also put together our new SSA Breeders Directory. If you get the opportunity to personally thank her for her efforts, please do so.

The SSA hosted the Agribition Simmental Show and Sale once again in 2015. 165 head were entered in the show from 50 different exhibitors. The sale saw a significant increase in lots and gross; \$285,500 on 28 live lots plus 2 embryo lots. We would like to thank Bohrson Marketing Service for their professionalism and dedication to managing a world class event.

The *Simmental Sweepstakes Peoples Choice* event held at Agribition is voted on by purchasers of a "Simmental Sweepstakes" ticket and was won by McIntosh Livestock with reserve going to Mader Ranch, Rust Mountain Ranch, and Canadian Donors. The lucky winners of the major prize draws were:

- Twisted Sister Livestock - \$7,500 Agribition Simmental Sale Credit
- Meadow Acres Farms - \$5,000 Agribition Simmental Sale Credit
- Sunny Valley Simmentals - \$2,500 Agribition Simmental Sale Credit

A huge thank you to our Simmental Sweepstakes sponsors that make this event possible:

- Alta Genetics Inc.
- DLMS
- Canadian Cattlemen
- Western Litho Printers
- Canadian Donors
- Davis-Rairdan
- Alberta Beef / Beef Illustrated
- OLS Tubs
- Saskatchewan Simmental Association

The 2015 SSA Scholarship Heifer was graciously donated by Double Bar D Farms, Grenfell, SK and raised \$10,800. The yearly scholarship heifer auction makes it possible for the SSA to present scholarships annually to children of SSA members. Last year's recipients were:

- Cody Ray Lafrentz
- Darla Fedyk
- Kale Scherger
- Devyn McIntyre
- Ryley Noble

The 2015 SSA Commercial Breeder of the Year award was presented at Agribition to Raymond Land and Cattle, Aneroid, SK

The SSA has focused promotional efforts on many different levels:

- Exhibitor awards for 4H members and winners
- Sponsorship of the T Bar C Golf Tournament, which supports all National Junior Breed Associations
- Simmental influenced feeder sales in Saskatchewan
- Coffee, donut, and promotional material provisions at industry events
- Sponsorship of various summer shows and fall fairs throughout the province

We look forward to another great year of promoting Simmental cattle in the province of Saskatchewan.

## MANITOBA SIMMENTAL ASSOCIATION REPORT

*Laurelly Beswitherick – Secretary*

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The Manitoba Simmental Association General Meeting was held January 3, 2015, in conjunction with the Manitoba All Breeds Meeting, at the Victoria Inn in Brandon, MB. There were 18 people in attendance with all reports given and accepted as read. There was a general feeling of optimism amongst the MSA members in attendance as bull and female sales have been strong throughout the sale season. There were many good reports regarding the MSA hosting of the National YCSA show. The Simmental Ambassador Award was given to Blain and Lois Gould, who accepted it in memory of their good friend and Simmental breeder, Connor Beech.

With volunteer help from both MSA board members and members at large, we were able to attend the Manitoba Ag Days Bull Congress with our display, and used it as an opportunity to promote upcoming bull sales to possible customers, as well as speaking to many people about the traits of the Simmental breed. The CSA calving books are always a popular give away at Ag Days.

Our summer show for 2015 was held in Killarney on June 27<sup>th</sup>. It was a successful day at the fair, being well attended with very cooperative weather. The Grand Champion Female was presented to Rainbow River Simmentals of Minnedosa, while the Grand Champion Bull went to Olmstead Cattle Co. of Carberry, MB. A job well done to all who showed and to the hosting committee.

The MSA has traditionally been involved in both the 4-H program and the Junior Simmental program and this year was no different. On the 4-H end, we gave out feed tubs with the MSA logo on it to every 4-H member who showed a Simmental influenced animal. Of these 4-Hers we also drew for two \$500 vouchers. Jackson Kohut of Souris, MB and Arik Lindal were the winners of the vouchers. We were also happy to again sponsor the Manitoba Youth Beef Roundup events on August Long Weekend.

At Manitoba Livestock Expo's Simmental show was held on October 30<sup>th</sup> in Brandon. There was over 50 Simmental animals exhibited at the show which was judged by Dave and Krista Erixon. The Grand Champion Bull was presented to Maple Lake Farms, and the Grand Champion Female went to McIntosh Ranch.

The MSA once again sponsored Commercial Producer of the Year Awards, which were presented with jackets and signs by both our provincial associations. The Keystone Simmental Association selected Oliver Farms (Keith, Brad and Families) of Melita, MB and the Pembina Triangle Association recognized Max VanDeVelde for their success in using Simmental genetics within their herds.

The 2015 Scholarship Heifer was donated by Pembina Triangle Simmental Association and it was drawn for at Shades of the Prairies in Brandon in December. Ross Lake Farms was the luck winner of the draw. This raffle raised \$6335 for the Manitoba Simmental Scholarship Fund. In addition to the heifer raffle, the Pembina Triangle Simmental Association held a semen sale in conjunction with their annual female sale. This semen sale raised another \$2115.00 for the MSA Scholarship Fund!! In January 2015 a scholarship was awarded to Kerrie Gurr of Mossy Oak Stock Farm, who is enrolled in the Agribusiness Diploma Program at Assiniboine Community College in Brandon, MB.

## ONTARIO SIMMENTAL ASSOCIATION REPORT

*Tina Hiddink – President*

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What a memorable year 2015 was for the Ontario Simmental Association's (OSA) membership.

The OSA members hosted a successful OSA AGM at the Best Western in Peterborough on March 7, 2015, where we shared an evening of fellowship with the Ontario Charolais Association members.

In 2014 the OSA was given the opportunity by the CSA to host the 2015 CSA AGM and National YCS Show. We made arrangements to hold the events at the Lindsay Exhibition Grounds, Lindsay. The LEX staff were great to work with and we thank them for the use of their facility and their staff were excellent to work with.

Well we did it! Ontario should be proud! On the August 2015 long weekend we held the largest National YCS Show ever. The CSA AGM membership attendance was one of the largest in recent times. For the prime rib roast banquet we sold all 275 tickets and could have sold more! The Friends of Canadian Simmental Foundation Auction was the largest fund raiser ever and we thank Ron Nolan and his committee for all their hard work. We also want to congratulate Ken Lewis, Lewis Farms, who was the winner of the heifer donated by Elm Tree Simmentals. There are so many to thank. Bruce Holmquist and the CSA staff for giving Ontario the opportunity to prove what we could host this event and their support through the planning stages. Thank you Carla Schmitt, what a "way to cut your teeth"! Also a special thank you to the committee chairs: Dan O'Brien - sponsorships; Dave Milliner – budget and guest speakers; Carla Nolan hospitality / welcome packages; Debbie Elliott – registrations; Josh Wooddisse – 2015 Breeders Directory, advertising, tech support etc.; and all the OSA directors for helping wherever needed. Couldn't have done it without you. We are happy to report that the CSA AGM event budget broke even. Thank you to New Holland for your continued national sponsorship to the CSA and being a major sponsor of the 2015 CSA AGM and National YCS Show in Lindsay. Also want to thank the Ontario sponsors: commercial/businesses, Ontario Simmental zones, Ontario Simm-Belles, Simmental breeders and individuals for their support. We look forward to attending the 2016 CSA-AGM and National YCS events in Lloydminster, Saskatchewan.

In 2015 we celebrated the 40<sup>th</sup> Anniversary of Simmental cattle being shown at the RAWF. It was an honor for us to recognize Kingfield Farm Simmentals for showing cattle for each of the 40 years. Barb Vance, V5 Simmentals presented the banner on behalf of the OSA. Tyler Libke was the judge for the open show with over 100 head entered. Charles Burns was our barn boss again in 2015 and the Simmental representatives to the RAWF Billy Elmhirst and John Pearson. Thank you. The Wine and Cheese reception was hosted by the Ontario Simm-Belles and we sincerely thank Carla Nolan and her family, again for organizing this very successful event.

The Bright Light's Futurity also took place at the RAWF and there were enough nominations for 2016 that we are happy to announce it will take place again at the 2016 RAWF.

The Ontario YCS also held their provincial show at the RAWF. We must acknowledge their enthusiasm by attending provincial youth events as they are the future of our breed and our agriculture industry.

The OSA continues to support the 4-H Beef Programs in Ontario providing a gift to all Ontario 4-H beef members who show a Simmental animal as their 4-H project. We would ask that membership advise their local 4-H County Clubs of this initiative. Again we thank Keitha Harris - Donovan for volunteering and her continued support to the OSA in this important program.

Effective August 31, 2015, Debbie Elliott resigned as Treasurer of the OSA. We thank her for the six years she was our Treasurer. An announcement for a new Treasurer will be provided in due course.

We cannot stress enough that the CSA and OSA want to encourage and look forward to two way communication with our membership to answer questions, concerns or comments.

All correspondence is to be forwarded to Josh Wooddisse, Member Services:

Ontario Simmental Association  
c/o Josh Wooddisse  
RR # 1, 8491 Line 14,  
Palmerston, Ontario N0G 2P0



# RAPPORT DE L'ASSOCIATION SIMMENTAL DU QUÉBEC / QUEBEC SIMMENTAL ASSOCIATION REPORT

*Sylvain Lambert - président / President*

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L'année 2015 aura marqué l'industrie bovine du Québec par le maintien des hauts prix dans les ventes de veaux d'embouche et des sujets pur-sang. Cette vigueur économique a soufflé un vent de dynamisme au sein de l'industrie.

Comme en 2014, les ventes de taureaux en station et privées ont obtenu des très bons résultats. La Vente Synergie a cumulé une moyenne de 6 963 \$ pour 49 taureaux Angus, Charolais et Simmental. Quant à la Ferme Gagnon, elle a obtenu une moyenne de 6 527 \$ pour ses 59 taureaux.

Du côté des ventes de femelles, la Vente de femelles Eastern Harvest Sale a cumulé une moyenne de 8 042 \$ pour 52 sujets. La Ferme Gagnon prenait une pause pour revenir en force en 2016 en collaboration avec la vente Eastern Harvest. Quant à la Vente des partenaires, elle a atteint des résultats des satisfaisants pour la qualité des sujets offerts!

L'Expo-Bœuf tenue à Victoriaville a été l'hôte du Show National Simmental 2015. C'est le 10 octobre dernier que se tenait l'événement dans le cadre de la 16e édition de l'Expo-Bœuf. Inscrit dans un événement où plus de 500 têtes étaient présentes, le jugement Simmental a présenté 153 sujets. C'est à M. Marlin Leblanc de R-Plus Simmentals en Saskatchewan qu'a été confié la tâche de juge officiel de la journée. À l'issue du jugement, il s'est montré très impressionné par la qualité du bétail inscrit au jugement. Il a tenu à souligner le travail des exposants et des éleveurs pour la préparation et le travail accompli. De plus, l'Association Simmental du Québec tient à remercier l'Association canadienne de nous avoir donné l'occasion de tenir cet événement. Nous tenons à remercier les commanditaires pour leur appui, les exposants pour leur présence et la qualité de leurs sujets ainsi qu'à tous ceux qui, de près ou de loin, ont participé à l'organisation de la journée.

Du côté vulgarisation, nous avons mis nos efforts à la production de la revue au printemps et à l'automne et travaillé notre page Facebook.

Nous sommes également heureux de compter sur l'appui de Francis Gagnon au titre de directeur national en remplacement de John Sullivan.

Bonne année Simmental à tous!

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This past year we have seen continued strength in prices for both the commercial and seedstock producers. This positive economic influence has given many people a breath of fresh air and enthusiasm.

Like we saw in 2014, the demand for Simmental bulls was strong at auction and at the farm gate. The Synergy Bull Sale had another successful year selling 49 Simmental, Angus and Charolais bulls which averaged \$6963. Another long standing bull sale in Quebec at Ferme Gagnon averaged \$6527 on 59 quality bulls.

This past fall we saw continued demand for Simmental genetics at the Eastern Harvest Sale where it averaged \$8042 on their 52 exciting females. The Partners for Progress Sale held another quality sale with renewed interest from many provinces, held annually in Waterloo, Quebec. The team at Ferme Gagnon took a chance to reload and is looking forward to 2016 where they will have their annual female sale along with special guests from the Eastern Harvest Group.

One of the annual highlights in Quebec is Expo Boeuf. This past year we had the honor of hosting the 2015 National Simmental Show. The 16<sup>th</sup> Annual thanksgiving weekend show hosts over 500 head from exhibitors from all over Eastern Canada. This year, Simmentals were the talk of the barns with their 153 total entries and outstanding quality. We would like to sincerely thank Mr. Marlin Leblanc of R Plus Simmentals for adjudicating our show and being a part of this exciting event. Once again, our members stepped up their game and impressed many onlookers across Canada with the consistent quality of cattle. We would like to thank the Canadian Simmental Association for allowing us the opportunity in hosting the National show, showcasing the many strengths of our breed. Of course, events like this are impossible to host without the support of our sponsors including Bohrson Marketing and the Quebec Simmental Association. Special thanks to our title sponsors NEW HOLLAND AGRICULTURE and the CANADIAN SIMMENTAL ASSOCIATION.

We would like to remind everyone to take a look at our provincial voice The Simmental Revue and follow us on Facebook.

I would like to thank all the past and present directors for all their efforts and please join me in welcoming John Sullivan to our board and on special assignment, Francis Gagnon!

Have a Great Year!

## MARITIME SIMMENTAL ASSOCIATION REPORT

*Jennie Mutch - Secretary*

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Firstly, I would like to recognize the MSA board of directors for their hard work and dedication to the Simmental breed. We are lucky to have a group of individuals that are committed to promoting the breed throughout the Maritimes. Our 2016 directors are as follows:

<b>President</b>	<b>Directors at Large</b>	<b>Honorary Directors</b>
Don Godfrey	Lacey Fisher	James MacKenzie
<b>Vice President</b>	Richard Armstrong	Ralph Taylor
Trevor Pauley	Wade Loane	
<b>Secretary</b>	Geraline Van Agten	
Jennie Mutch	Kerwin Delong	
<b>Treasurer</b>		
Bill MacLeod		

In particular, the MSA would like to acknowledge Ralph Taylor and James MacKenzie, who have contributed to the board and Simmental breed in the Maritimes for many years. They have shown continued dedication to the MSA, and their support has helped make us a stronger organization. We extend our thanks and gratitude to these special individuals; their efforts and talents are greatly appreciated.

The MYCSA had a successful event at the inaugural Classic Heritage Beef Show in Windsor, NS held from September 25-27, 2015. The YCS Maritime Classic will return to Windsor, NS, which will be held from September 23-25, 2016. We are fortunate to have a very enthusiastic MYCSA board led by their president, Heather Creamer.

The 2015 Salt Water Simmental Sale was great success. The Simmental females averaged \$3583 on 12 lots. The \$7000.00 high seller was MFS Willow 5C consigned by Mutch Farms, PE and sold to Ivan Matthews, ON. The 2016 sale will once again be held in Nappan, NS at the Maritime Beef Test Station on Saturday, October 22. Don Godfrey, Lacey Fisher, Bill MacLeod, Trevor Pauley, Jacob Fisher, and Jennie Mutch will manage the sale.

Simmental breeders were also very pleased with their consignments to the 2016 Maritime Beef Test Station Bull Sale held on April 2, 2016 in Nappan, NS. A total of 17 Simmental bulls average of \$5,309.00. The highest selling bull of all breeds was a Simmental consigned by Orchard Hill Farms, NS, which sold for \$16,000.00 to Mervyn Ferguson, NS.

As an added encouragement for Simmental buyers in 2016, the MSA will once again be providing a \$500 credit to one lucky buyer of a Simmental male or female at either of our Nappan sales. All those who purchase Simmental seed stock at either sale will be entered in a draw, held at our Maritime Simmental Association AGM. The winner will be announced and a \$500 credit can be used towards the following year's MSA sales. The 2016 winner was Jacob Fisher.

At our AGM in January, we focused our discussion on encouraging membership involvement in our regional organization. We set a goal to improve communication with our membership, and in an effort to achieve this objective we have created a MSA Facebook page and website. Through these venues, we hope to share breed information, advertise events, and encourage our membership to become more actively engaged in regional and national initiatives. In particular, we will be putting a stronger focus on encouraging Maritime Simmental breeders to attend our MSA AGM in January 2017.

Looking forward to next year, the MSA is very excited to be hosting the 2017 CSA AGM & National YCSA Classic. We have established a hosting committee comprised of Lacey Fisher, Bill MacLeod, Marlene Gaunce, Heather Creamer, and Jennie Mutch. We have also tentatively set an event site of Fredericton, NB, which will be a convenient location for flyers and drivers. We encourage all of our fellow Simmental breeders to plan ahead, so we can show you what the Maritimes has to offer. You can guarantee that golfing, boating, socializing, and plenty of seafood will be on the agenda!

In closing, we send well wishes to all those attending the CSA Annual Meeting in Lloydminster and are once again looking forward to another year of successfully promoting the Simmental breed within the Maritimes.

**2014-2015 ACTIVE MEMBERS**  
Life, Annual and YCS

*As of December 31, 2015*

Province	2014				2015			
	Life	Annual	YCS	Total	Life	Annual	YCS	Total
British Columbia	30	13	17	60	35	12	12	59
Alberta	300	76	168	544	317	81	162	560
Saskatchewan	166	43	73	282	183	46	72	301
Manitoba	133	23	56	212	138	20	54	212
Ontario	128	62	95	285	144	69	135	348
Quebec	44	38	34	116	48	41	35	124
Nova Scotia	17	9	18	44	18	11	17	46
New Brunswick	4	5	3	12	4	4	4	12
P.E.I.	9	3	13	25	9	3	13	25
Other	6	3	1	10	7	2	1	10
<b>Total</b>	<b>837</b>	<b>275</b>	<b>478</b>	<b>1590</b>	<b>903</b>	<b>289</b>	<b>505</b>	<b>1697</b>

**2011 - 2015**  
**TOTAL HERD ENROLLMENTS BY PROVINCE**

	2011	2012	2013	2014	2015
<b>Province</b>					
B.C.	742	761	789	822	865
Alberta	12,336	12,467	13,277	13,498	13,861
Saskatchewan	8,204	8,579	8,952	8,925	9,233
Manitoba	3,607	3,801	4,041	4,023	3,945
Ontario	1,608	1,628	1,774	1,583	1,470
Quebec	830	876	825	819	857
New Brunswick	154	157	157	155	150
Nova Scotia	95	127	87	102	71
P.E.I.	87	94	93	108	106
U.S.A.	32	49	20	0	0
<b>Total</b>	<b>27,695</b>	<b>28,539</b>	<b>30,015</b>	<b>30,035</b>	<b>30,558</b>

**2011 – 2015  
REGISTRATIONS BY PROVINCE**

	2011		2012		2013		2014		2015	
<b>Province</b>	<b>Male</b>	<b>Female</b>	<b>Male</b>	<b>Female</b>	<b>Male</b>	<b>Female</b>	<b>Male</b>	<b>Female</b>	<b>Male</b>	<b>Female</b>
B.C.	181	220	161	282	211	305	221	240	276	350
Alberta	3048	4155	3482	4332	3751	4649	3470	4722	4076	4909
Saskatchewan	2066	2669	2183	2533	2455	2963	2484	2793	2508	2849
Manitoba	1128	1714	1077	1776	1108	1462	1388	1844	1081	1607
Ontario	271	1046	324	991	318	931	296	435	313	944
Quebec	269	466	228	405	298	414	280	822	281	425
New Brunswick	25	55	25	49	16	43	22	26	17	51
Nova Scotia	37	105	41	113	45	121	56	107	45	109
P.E.I.	12	66	17	30	17	72	26	77	21	50
U.S.A.	3	7	56	79	5	3	0	0	0	0
	7,040	10,503	7,594	10,590	8,224	10,963	8,243	11,066	8,618	11,294
<b>Total</b>	<b>17,543</b>		<b>18,184</b>		<b>19,187</b>		<b>19,309</b>		<b>19,912</b>	

**2011 - 2015  
TRANSFERS BY PROVINCE**

	2011		2012		2013		2014		2015	
<b>Province</b>	<b>Male</b>	<b>Female</b>	<b>Male</b>	<b>Female</b>	<b>Male</b>	<b>Female</b>	<b>Male</b>	<b>Female</b>	<b>Male</b>	<b>Female</b>
B.C.	101	47	125	41	133	53	153	52	173	66
Alberta	2029	1705	2533	2019	2267	1033	2412	1540	2491	1264
Saskatchewan	1420	655	1641	849	1628	977	1680	1706	1789	842
Manitoba	632	735	967	1193	793	726	1040	1273	844	739
Ontario	166	724	140	576	147	502	152	649	170	539
Quebec	153	126	159	235	155	163	187	184	190	214
New Brunswick	9	12	10	10	18	5	15	14	11	13
Nova Scotia	26	26	29	45	25	51	31	61	26	56
P.E.I.	8	16	12	42	13	12	15	21	21	42
U.S.A.	55	160	4	24	6	11	3	3	0	4
	4,599	4,206	5,620	5,034	5,185	3,533	5,688	5,503	5,715	3,779
<b>Total</b>	<b>8,805</b>		<b>10,654</b>		<b>8,718</b>		<b>11,191</b>		<b>9,494</b>	