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**AGENDA**  
**CANADIAN SIMMENTAL ASSOCIATION**  
**43<sup>RD</sup> ANNUAL MEETING**

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**Friday, November 11, 2011**

**9:00 am**

- President's Welcome, Call to Order – Rick McIntyre, President
- Moment of Silence
- Guest Introductions
- Approval of Agenda
- Approval of the 42<sup>nd</sup> Annual General Meeting minutes
- First Call for Nominations
- Voting procedures, discussion procedures, etc.
- President's Report – Rick McIntyre
- Director of Programming and External Relations Report – Bruce Holmquist
- Audited Financial Statements – John Sullivan
- Appointment of Auditors
- Second Call for Nominations
- Committee Reports:
  - Advertising/Promotion and Simmental Country – Fraser Redpath
  - Breed Improvement – Ron Nolan
    - Genomics Project Update – Sandy Russell
  - Young Canadian Simmental Association – Lacey Fisher
- Third Call for Nominations
- Election of Directors
- Provincial Simmental Association Reports
- New Business

## **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 -	Rick McIntyre, Churchbridge, Saskatchewan

## **CSA BOARD OF DIRECTORS / 2010 - 2011**

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Rick McIntyre  
President  
*Churchbridge, SK*

Ron Nolan  
1<sup>st</sup> Vice-President  
*Markdale, ON*

Fraser Redpath  
2<sup>nd</sup> Vice-President  
*Mather, MB*

John Sullivan  
Chair of Finance Committee  
*Kazabazua, PQ*

Don Lundberg  
*Eastend, SK*

Judy Sweet  
*Drayton Valley, AB*

Randy Mader  
*Carstairs, AB*

Lacey Fisher  
*Amherst, NB*

Kara Enright  
*Tweed, ON*

## HOST PROVINCE – ALBERTA SIMMENTAL ASSOCIATION BOARD OF DIRECTORS / 2011

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Maureen Mappin-Smith  
President  
*Byemoor, AB*

Garth Rancier  
Vice-President  
*Killam, AB*

Ashley Anderson  
Secretary/Treasurer  
*Minburn, AB*

Ryley Mader  
Director  
*Carstairs, AB*

Ryan Cook  
Director  
*Sangudo, AB*

Barclay Smith  
Director  
*Cherhill, AB*

Brad Dundas  
Director  
*Hussar, AB*

Kyle Lewis  
Director  
*Spruce Grove, AB*

Jordan Deeg  
Director  
*Strathmore, AB*

Heather Saucier  
Office Administrator  
*Airdrie, AB*

Chuck Groeneveld  
Fieldperson  
*High River, AB*

## CSA STAFF & CONSULTANTS

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Dale Kelly  
*General Manager*

Barb Judd  
*Office Manager*

Bruce Holmquist  
*Director of Programming & External Relations*

Margo Cartwright  
*Marketing Co-ordinator*

Beth Rankin  
*Registry & Member Services*

Perry Welygan  
*Registry & Member Services*

Carol White  
*Office Assistant / Reception*

Darryl Snider  
*Simmental Country Sales Representative*

CREO Episteme Ltd.  
*(Information Technology)*  
Chris Sanford / Mike Brooks

RAK Genetic Consulting  
*(Breed Improvement)*  
Dr R. A. Kemp / Sean McGrath

Absolute Business Solutions  
*(Bookkeeping)*  
Rita Ricioppo

# **CANADIAN SIMMENTAL ASSOCIATION**

## **DRAFT MINUTES OF THE 42<sup>nd</sup> ANNUAL MEETING**

October 9, 2010, 3:00 pm

Victoriaville, Quebec

### **CALL TO ORDER**

President Everett Hall called the meeting to order at 3:30 pm

### **PRESIDENT'S WELCOME**

Bonjour and thank you to Quebec Simmental Association for hosting the Canadian Simmental Association's 42<sup>nd</sup> AGM.

- It's been a great weekend so far. YCS show and banquet was impressive. Thank you to Emily Grey and her team who have contributed.
- Simmental show Judge Barry Labatte in attendance
- If anyone would like to comment in French, Margo Cartwright will help translate
- You are the members and this is your meeting. Please keep comments clear and direct.

### **MOMENT OF SILENCE**

Honoring our fellow breeders and friends who have passed during the year

- Would like to make special mention honoring Ron Wooddisse, past CSA President. Ron was a great ambassador of Simmental, passionate about the breed and very involved with CSA. We ask Dave Milner to convey our condolences to the family and acknowledge Ron's contribution to the Simmental breed.

### **GUEST INTRODUCTIONS**

Past presidents in attendance - Barry Labatte, Ken Lewis, Bruce Holmquist, Yves Gagnon

### **APPROVAL OF AGENDA**

***MOTION: by John Cartwright, to approve the agenda as presented  
Second, Dan O'Brien  
CARRIED***

### **APPROVAL OF THE 41<sup>ST</sup> ANNUAL GENERAL MEETING MINUTES**

***MOTION: by Bill McLeod, to approve the 41st AGM minutes as presented  
Second, Grace Oesch  
CARRIED***

### **VOTING PROCEDURES**

President Everett Hall outlined the processes being used for discussion and voting

- Meeting will be conducted under Roberts Rules of Order
- For voting procedures and identification of members, see page 14 of AGM report
- Bill McLeod has been appointed parliamentarian
- Margo Cartwright and Grace Oesch are appointed scrutineers
- 39 voting members people present, plus 22 proxies, for a total of 61 votes

### **BOARD ELECTION - FIRST CALL FOR NOMINATIONS**

Everett Hall made first call for nominations

- There are three (3) director terms expiring; Everett Hall, Andrew Godfrey and Ron Nolan
- The following nominees have let their names stand for CSA directors:
  - Ron Nolan, Markdale, Ontario
  - Kara Enright, Tweed, Ontario
  - Lacey Fisher, Amherst, Nova Scotia
- Everett called for nominations from the floor

### **PRESIDENT'S REPORT – EVERETT HALL**

Highlights of President's written report on page 15

- A number of people attended the Australia World Simmental Congress in September
  - genetics across the world were represented e.g. Germany, United Kingdom, South Africa, Czech Republic, Simbrah in Northern Australia
  - Simmental is number two worldwide, the breed continues to be strong
- Another strong year in Canada
  - Remaining in the 28,000 mark with our THE numbers; kudos to our Simmental members. Strong bull sales reflect on this.

- Another busy year for breed improvement, as Rick McIntyre will report. Committee includes non-board members, which gives us great value with a broader input into committee meetings and allows the committee to communicate back to the local association the issues discussed. Thank you for your input.
- Genomics coming down the road at an accelerated pace
  - quicker examination of traits
  - challenge for all breeds to test quickly enough
- Genetics defects board policy
  - In Everett's six year term on board we've only had one suspect case reported which turned out not to be a genetic defect. We need to encourage breeders to report and investigate any suspected cases of animals born with apparent genetic defects
- Breed promotion under Fraser Redpath's leadership is another important Association role. It is always a balancing act between what we would like to do and what we can afford.
- The Garth Sweet Foundation committee continues to develop under the leadership of Ron Nolan. Important in providing funding for breed improvement research programs and projects, promotion and YCSA programs.
- Would like to acknowledge and compliment our competent and dedicated staff. Dale Kelly, Barb, Bruce and Margo; plus those at office. Staff does a tremendous job; they run it all and we don't have to micromanage.
- Thank you to the board for their work and dedication. Very active board with lots of opinions; different focuses between breed improvement and promotion which makes a good mix. At the end of discussions we are always able to develop a consensus and move forward.
- Despite the challenges facing our industry, our Simmental breed has shown an increase in market share. With the dedication of our members, board and staff, our breed will continue to move forward.

It has been a truly great experience to serve as a Director and President, thank you.

***MOTION: by Rick McIntyre, to approve the Presidents' report as presented  
Second, Rae Imrie  
CARRIED***

## **DIRECTOR OF PROGRAMMING & EXTERNAL RELATIONS REPORT**

### **- BRUCE HOLMQUIST**

Once again my pleasure to be the Member/Industry liaison of the Association

- As Simmental breeders we forget the impact the last 8 years have had on the beef industry
- Simmental bull sales reported this year, over 2100 bulls sold for a \$3700 average. No other breed can make that claim to strength.
- As with any successful organization sound direction from the board is only the first step with the next step being the staff that implements the decisions on a day to day basis.
  - I am responsible for programming and matters outside the office; interacting with outside industry
  - Barb Judd manages the office and registry staff, her years of experience and contacts in the Purebred/Seedstock industry is invaluable to CSA
  - Office registry staff, Beth Denise, Perry and Lisa complement day to day operations and are behind the scenes workhorses for us all
  - Fortunate to have Margo Cartwright and Emily Grey on the team; Margo as marketing coordinator and Emily as YCSA coordinator. They do a fantastic job
  - Capable Simmental Country field man Darryl Snider puts on many miles throughout the year promoting not only the magazine but the breed
  - Outside staff – Sean McGrath and Bob Kemp, breed improvement; Mike Brooks and Chris Sanford, IT services. You don't notice them but you certainly would if they weren't there. CSA members have one of the most progressive and engaged breed improvement programs and software services of any association in North America.
  - Board gives arms length direction to let the staff do what they need to do
- Large part of Simmental promotion revolves around our member owned Simmental Country magazine. In 2009 SC moved to a publisher, MediaEdge. We are past growing pains and have moved forward to continue producing one of the highest quality breed publications in Canada. We do understand advertiser challenges caused by farming, seeding, weather, etc., but need cooperation with deadlines
- Bruce - attends many events across the country. Although not possible to be everywhere, have attempted to put full value to the investment which CSA makes to membership an industry. Years of involvement in the Simmental breed and time spent within industry has provided me a contact base that allows tremendous opportunity to engage and establish further relationships at all level of the beef chain.
- Beef industry is going through a period of change and technical advancement and I am doing my best to try and keep abreast of it.
- As seed stock producers we must work to meet our customer's needs and continue to provide a consistent, safe quality product for the consumer if we are to make strides in competing for cooler space with other protein sources. Molecular science will allow the beef industry to catch up with the swine and poultry industries.
- As World Simmental Fleckvieh Federation President I have been privileged to see Simmental work in many situations and different environment.
  - Recent World Congress in Australia saw a good presence of 20 Canadians attending Simmental show

- The future is bright for Simmental around the world. Whether it is raising Simmental for beef qualities that we are mainly focused on in North America, for dual purpose or for the dairy aspect of the breed, no breed has the ability to better feed the world and no group of seed stock producers are better positioned than the members of the CSA.

***MOTION: by Andrew Welden, to approve the Director of Programming and External Relations report as presented by Bruce Holmquist  
Second, Barb Vance  
CARRIED***

## **AUDITED FINANCIAL STATEMENTS – DON LUNDBURG**

Thank you for Quebec Association for hosting our 2010 AGM. Highlights of financial information on page 18 of AGM book:

Canadian Simmental Association consolidated statement of operations

- You will notice the covering letter from DNTW on page 18 reads 'review engagement report'. Last year the board voted to move from a full audit to a financial review for cost reductions. We plan to do an audit a minimum of every 3 years going forward
- CSA consolidated statements beginning on page 20
  - \$11,444 is the actual income for the year 2009, bottom figure is paperwork only
  - Investments – large investments with RBC and Raymond James are close to back at our initial investments after the market slide several years ago
- The Garth Sweet Simmental Foundation – has recently been approved as a charitable corporation by Canada Revenue Agency
- Simmental Country Magazine is back to a breakeven amount, challenging to run at a zero balance. Need to encourage members to advertise in their magazine

Fee schedule increases

- It has been 12 years since a fee schedule increase. We have cut every corner we can in office, promotion, breed improvement, travel etc.
- Effective January 1, 2011 THE fees will increase by \$2/cow along with non-THE increases.

Comments/questions:

Diane Bischof – unrealised gain/loss on marketable securities. Does not believe auditor notes reflect the investments properly. Do all investments consist only of bonds, T-bills and term deposits?

Barb Judd - our investments are marketable securities, which include bonds, T-bills and term deposits

Dale Kelly – in 2007 we placed \$500,000 into marketable securities. The Board's philosophy was that we would put this into something we didn't need to touch for at least ten years.

Diane – believes Garth Sweet Foundation is not represented correctly on statements, also concerned that we are spending this money too quickly and not in best interest of Garth's memory

Dale Kelly – the money that Judy gifted us several years ago, we were unable to transact the gift. The Garth Sweet Foundation Charity has just recently been approved by the Government.

Challenging to show clear statements as Foundation needed to be consolidated with CSA and SC. Now that we have charitable status, we will have separate statements.

- Seven years ago the CSA received \$700,000 from Genesis funding of which the board agreed to match Judy's gift of \$250,000. This gift was specifically to be used for research and development in the Simmental breed with a primary focus on genetic improvement.
- The Foundation has run in a profitable status the past two years and Garth Sweet Foundation money has not been spent yet.

***MOTION: by Don Lundberg to approve the financial statements as presented  
Second, Carla Nolan  
CARRIED***

## **APPOINTMENT OF AUDITORS**

***MOTION: by Don Lundberg, to appoint DNTW as auditors for the upcoming year end  
Second, Bill McLeod  
CARRIED***

## **SECOND CALL FOR NOMINATIONS**

Everett Hall made second call for nominations

- There will be one more call for nominations

## **ADVERTISING/PROMOTION AND SIMMENTAL COUNTRY – FRASER REDPATH**

Thank you and good afternoon everyone. This is my second year as a CSA board member and first year as chair of this committee. I will touch on a few points of my report:

- The main objective of the CSA Board of Directors is to work with our members to keep our breed at the forefront of the Canadian beef industry. As a board we have ideas that are brought to life through a strong support staff who include Bruce Holmquist, Margo Cartwright and Darryl Snider.
- Our marketing program is developed and directed by the marketing/promotion committee, who meet twice a year to plan and review our activities. The committee consists of me, Andrew Godfrey, Judy Sweet, Randy Mader, Tara Fritz and Bill Swenson.
- The majority of the funds allocated to the marketing/promotions committee are shared with the provincial associations through the CSA provincial activity grant.
- CSA executive holds a provincial presidents call every fall. Good participation from the provinces; then we share feedback to the board
- Monthly Enews keeps members well informed as to CSA and beef industry happenings.
- Moved to MediaEdge Publishing – wasn't seamless, have worked through the glitches and is running smoothly now
- CSA is connected to Mark Work Wearhouse. Discount cards for members offering 10% off on most items sold in stores and allows members to have CSA logos embroidered on articles of clothing
- Thank you very much to the Quebec Simmental Association for the hospitality – you've done a superb job
- November 5 is the national show in Brandon. MB; Nov 6 national sale – would love to see you all there

***MOTION: by Fraser Redpath, to approve Advertising/Promotion and Simmental Country report as presented  
Second, John Cartwright  
CARRIED***

## **BREED IMPROVEMENT – RICK MCINTYRE**

Report on page 31

- This report is for 2009 – much has happened since then
- The BIC consists of the entire board plus five non-board members consisting of Ian Mitchell, BC; Garth Rancier and Stewart Ainsworth, AB; Dave Erixon, SK and Darryl Perkins, MB. Three of these non-board members also sit on their provincial boards.
- Breed Improvement covers a lot, is a challenge and always will be a challenge
- Every topic is discussed and researched in great detail and no decision is ever taken lightly. Try not to leave any stone unturned. Rely on resource people Bob and Sean. We try to do our best for all our members.
- Our main focus is always our data collection programs and the EPD evaluation
- 2009 saw the first publication of a Canadian only EPD. This was probably one of the most difficult and deliberated decisions that the CSA directors have ever made. Since published, there have been some changes. Had we not gone to an outside source some of these differences would not have been discovered.
- CSA has three year contract with AGI to do our Canadian evaluation
  - AGI is the technical wing of the American Angus Association and an industry leader in the genetic evaluation for beef cattle
  - Includes a team of seven geneticists - world leaders in implementing genomic material into EPD
  - Decision to move to AGI was not taken lightly, time consuming and took several years
  - We are into the 2<sup>nd</sup> year of the contract – diligence of the board to check out all possible resources going forward to give our Canadian cattle the best evaluation we can give them. Be remiss to not acknowledge a political stand to some decisions on how things should be controlled.
- Genomics down the road - that picture is going to change dramatically and quickly. Our job to find the best chance of opportunity.
- Should the decision be made to go back to a North American Simmental evaluation or a North American multi breed evaluation then these three years will be the only chance in history that we as Canadian breeders will get to see just how our own data set is ranked. For breeders truly interested in genetic improvement, I urge you to archive these sire summaries and your cow herd results, this is valuable information. This information is totally correct because it is just our data set unmasked by North American environmental difference and formula differences and overwhelming data differences. Once you move to a multi breed and multi country our numbers get watered down.
- API (all purpose index) is a preset formula that gives a dollar value to environmental conditions you are working in and ranks bull accordingly. ASA has come out with an American API and a TI (terminal index) which is much different from our Canadian numbers. As it is based on environment, it is not completely accurate and should be approached with caution.
- CE (calving ease) and MCE (maternal calving ease) scaling numbers were originally set a little too hard. Growing pain of the board which we have learned from. Now that we have control of the evaluation, we can set the scaling numbers.

***MOTION: by Rick McIntyre, to approve the Breed Improvement report as presented  
Second, Barb Vance  
CARRIED***

Comment: Everett – thank you Rick for all your work as BIC chair



## **YOUNG CANADIAN SIMMENTAL ASSOCIATION – ANDREW GODFREY**

Thank you to all the people who help fund YCSA through donations, providing further support for existing YCSA programs.

- The YCSA's major success last year was launching its first national, independent fundraiser by auctioning off pages and dates in a calendar, raising gross revenues of over \$20,000. Thanks to the hard work of the YCS board, Jordan and Jamie Buba, Jennie Palmer, Katie Wood, Robert Godfrey, Andrea Arbuckle, Francis Gagnon and Jenna Holmquist; dedicated CSA staff members, Bruce Holmquist and Emily Grey, and to the generosity and assistance of our breeders.
- The YCSA also held 5 regional classics across the country, making for a busy summer for our coordinator Emily Grey and members.
- Aside from the 2009 Calendar success, the 2009 Canadian Simmental Association's Foundation Auction at the Royal Winter Fair was yet another opportunity for the YCSA to raise money towards its goal of financial independence. The YCSA received a donation of \$5,550 from the auction.
- We also appreciate T Bar C for its generous donation of \$7880 to the YCSA generated out of their annual golf tournament in support of junior programs.

This will be my last report, and I challenge my fellow CSA members to both attend a Classic near you in the future to fully appreciate the breadth of programs and talents contained in the YCSA and to think of a neighbour or relative who might make a great addition to the program such that we can continue to grow our breed through its future: its youth.

Newly elected YCSA President Andrea Arbuckle

- From Manitoba, been involved with YCS since 2002 and has sat on National board since then. Great to get youth out as 'the youth are our future'. Looking forward to working with CSA board and Emily. Echo Andrew's comments about the YCSA Calendar auction and would like to extend a thank you to the breeders who participated and bought an ad.

***MOTION: by Andrew Godfrey, to approve the Young Canadian Simmental Association report as presented  
Second, Lacey Fisher  
CARRIED***

## **GARTH SWEET FOUNDATION – RON NOLAN**

The Garth Sweet Simmental Foundation had another successful year in 2009.

- Creation of the Foundation started from the generous donation from Judy Sweet and her family which was matched by CSA from Genesis funds; then proceeds from auctions
- Three parts to the Foundation, genetic research and development, Dr. Dixon Memorial Scholarship and youth development through the YCSA
- Congratulations to this year's Dr Dixon Scholarship winners
- Tonight's Foundation auction at the banquet will have some exciting items up for auction; two thirds of the Foundation proceeds will go to the YCSA
- Last night's YCSA dinner and calendar auction was a great function. We are in very capable hands going forward
- Garth Sweet Simmental Foundation has just been approved as a charitable foundation and will have its' own set of financials going forward

***MOTION: by Ron Nolan, to accept the Garth Sweet Foundation report as presented  
Second, Diane Bischof  
CARRIED***

Comments: Bruce Holmquist

- Primary focus of Garth Sweet Simmental Foundation is to improve Simmental and the beef industry through genetic improvement.
- We should be quite proud of how Canadian Simmental handled their Genesis funds. Some other breeds spent their money in the first year. Thank you to Judy who matched our money and to SRC for being one of our providers.
- We have an Agristability funding application in for an ambitious genomics project focusing on RFI, fertility and carcass quality however it is still on hold. Bruce talked to his contact recently and hopeful that we will have an answer in the next few weeks.
- ALMA – another research project with BIO, Beef Booster, CLA and CSA. Approached other breeds who did not join due to lack of availability of funds.

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

Everett made 3<sup>rd</sup> call for nominations

- Barry Labatte nominated Gary Rairdan, of Del Bonita, Alberta

***MOTION: by John Cartwright, to close nominations for the CSA Board of Directors  
Second, Emily Grey  
CARRIED***

## **Nominees:**

### **Kara Enright, Tweed, Ontario**

- Lives with husband Darold at Tweed; purchased their farm in 2009; first son Korban was born in 2009
- Involved with breed for 15 years, Simmental cow was 4H project at 11 years of age
- Attended University of Guelph in Animal Science, Agriculture Diploma
- Works as Beef Nutritionist, Toronto to Quebec
- Direct market their beef - huge awakening to what the consumer needs to see as they do not recognise Simmental. Would like to make consumer aware of Simmental through promotion and breed improvement

### **Lacey Fisher, Amherst, Nova Scotia**

- Thank you to Emily Grey and YCS for their great show
- Thank you for Maritime Simmental Association for their support
- Lives in Amherst with husband Jacob and daughters Adelynn and Grace
- Been involved with agriculture since the age of 9
- Run 100 head of Simmental and retain heifers
- Both Lacey and Jacob have professional careers
- Family involved in 4H program. Lend out local calves for shows in youth
- Toronto Royal Winter Fair – took 10 juniors to show
- Director on MT provincial board with fellow Godfrey members
- Help to promote Simmental breed in any way she can

### **Ron Nolan, Markdale, Ontario**

- Carla and Ron operate Bar 5 Simmental Stock Farms
- Takes about three years to understand what's going on in breed improvement, he's just understanding it now
- Has enjoyed the last three years. Hopes he's made a contribution and would like to continue the next three years
- Also believes in promotion, promotes overseas sales
- Joined the board when we used old ASA evaluation system, which did not work for Fullblood animals

### **Gary Rairdan, Del Bonita, Alberta**

- Manages Remington Cattle Company
- Been in pure purebred industry since the age of 10 years
- Started in Angus, switched to Simmental at 15 years of age
- Been with Remington Cattle since 2003; run large cow herd and feed lot
- Goal is to better beef industry and Simmental beef
- Hopefully can help Simmental industry to improve the breed

**Election of Directors** – ballots circulated and returned for counting

## **PROVINCIAL SIMMENTAL ASSOCIATION REPORTS**

***MOTION: by Katie Wood, to adopt all the provincial reports in their entirety as printed  
Second, Robert Godfrey  
CARRIED***

## **NEW BUSINESS**

Brian Bouchard – thank you to the board for all they've done. Been open with membership, appreciate it. In discussion with board, understand there's one year left on AGI contract. As an industry after BSE we have struggled. Think we need to get back to exporting and consider having a CSA export committee. Randy Mader on CBBC board but they are having issues. We need to provide direction to them. As a board and breed improvement committee need to consider how we position the CSA breeders to their best advantage. Great job, appreciate the openness on the board.

## **Retiring directors**

Comments and presentation by Everett Hall

- Thank you to retiring director Andrew Godfrey, who always had lots of enthusiasm. Tried to get Andrew to sit another term but with profession and personal reasons, we understand

Andrew – thanks to the board members. It's been an incredible learning experience. I encourage all members to let your name stand for the board.

Comments and presentation by Rick McIntyre to retiring President Dr. Everett Hall

- Everett, three words come to mind - dedicated, diplomatic, professional. Have known you a long time as a personal friend. Have really enjoyed working with you the past six years. Appreciate what you have given to the board

Everett – came on the board during some angst. We came through that and become united. Recognize we do have a great breed of cattle, 'One breed one world.' Substance and sizzle: substance is genetic improvement, sizzle is the promotion. Thanks again for the past six years

**Election Results (by ballot)**

- three duly elected directors are
  - Ron Nolan
  - Gary Rairdan
  - Lacey Fisher

***MOTION: by Bill McLeod, to destroy the election ballots  
Second, Ivan Oesch  
CARRIED***

John Sullivan would like to thank a few people:

- Quebec Association president Phillippe Bellavance and his people. You've done a great job.
- Also to our National Young Canadian Association. To Emily and the executive, you've done a great job and done us proud.
- To everyone for being here; pleasure to show our province to you. Sincerely hope you make it back again. Welcome to our new board members.

2011 AGM and National Show – Farmfair International, November 2011

***Motion: by Robert Godfrey, to adjourn the meeting at 5:45  
Second, Rae Irmie***

# 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 PRESIDENTS REPORT

*Rick McIntyre*

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This is going to be one of the most after the fact reports given on our breed's 40 some years of history. Having said that, it is a good opportunity to explain how we got to where we are, especially in regards to our major research project that is well on its way.

This project started for the CSA board with the very generous gift from Judy Sweet aimed at research. Out of that contribution came the formation of the Garth Sweet Foundation (founding President Stewart Ainsworth) and its three arms; research, youth, and the Dr. Dixon scholarship. One of the important issues to point out is that it took several years of planning and work for this initial donation to evolve into an ongoing institution that will serve this Association extremely well as we look long into the future. A major goal and development in this whole process was the ability for GSF to provide tax receipts for donations that would come to the foundation. This was no simple easy task and rightfully so, as our government has laid out stringent rules and regulations that must be followed.

The second observation I wish to highlight from the past is the sound business foresight of management, namely Dale Kelly, and past boards that had the mental fortitude to set aside our grants received from the Genesis project, given out shortly after our infamous BSE era. This money was set aside for a day when it could be best leveraged for our whole benefit. This gave us the opportunity several years later to, in simple language, match Judy's donation and then proceed to the next stage.

This observation starts with the work of the BIC committee over many years. This committee has been served by many breeders too many to mention, but I will tip my hat to thank them for their foresight into the future. The direction for this project and our future has been driven by this group. As a personnel note in this area; I remember my Dad serving here in the 70's, I served a short term in the 80's and after now serving again recently, I believe one of the most important moves for this committee was probably done in the 90's when professional geneticists were hired and listened to. This team, namely Dr. Bob Kemp Ph.D. P.Ag. and Sean McGrath P.Ag., have been instrumental in taking this project to the next level. For several years these plans have been shaped, worked on and adapted to suite our best needs. All the while, we have not been able to communicate any of the plan to our membership because of the adaptations needed and the time involved. Major research projects seeking outside investment are not clear or definable until projects are adapted, accepted, approved and announced.

The fourth observation to our research project is just one of thank you to Bruce Holmquist. His efforts on your behalf, in regard to seeking the proper political platforms to apply and qualify this project for, were in my mind pivotal to final acceptance and approval.

My final observation. Research will be continual, that I am certain. More funds and donations will need to be sought out in the future. Work in these areas has been and will be ongoing. I encourage breeder involvement. But one of the most important areas we as a breed need are **cooperation and dedication to DATA COLLECTION**. I have thanked everyone else, but be very clear, without the untold hours of your data input that you as breeders have done over many, many years, none of this would have been possible. And just like the investments in our future that we are asking for, we collectively, will also always need more responsible, complete and timely data reporting.

These are going to be some of my last words spoken on behalf of the CSA as my term is all but completed. So in closing I wish to urge fellow breeders to get involved, take part and learn that which is now going to be forthcoming. It is unstoppable; embrace it. We are entering exciting and challenging times. I cannot hold back my excitement for this breed. We hold our destiny. The challenge is going to be keeping up the learning curve to new technologies. To fellow board members and new board members of the future, I can only say keep your eyes on the horizon, use goals, foresight, sharp pencils with sound business practice. You hold the legacy of the past and the responsibility of our future.

## DIRECTOR OF PROGRAMMING AND EXTERNAL RELATIONS REPORT

*Bruce Holmquist*

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2010 was a year where we saw a renewed confidence in the cattle industry. Prices in the commercial sector steadily increased through the fall months and continued strengthening to the end of the year. Simmental bull sales were exceptionally strong with prices being at the top of all breeds.

In the fall of 2010, Dr. Everett Hall completed his two year tenure as President as part of his six year term on the CSA Board of Directors. Thank you to Everett for his dedication and commitment to the Simmental Breed and to the CSA - we welcome Rick McIntyre to the CSA President position. The newly elected CSA executive was rounded out by Ron Nolan (Vice President), Fraser Redpath (Second Vice President). Thank you to our retiring director, Andrew Godfrey and welcome to our new board members, Lacey Fisher and Gary Rairdan. The contributions of the remaining directors of the CSA board also deserve recognition as it is because of their work and balance at the board table that Simmental has a clearer path to follow.

The CSA is fortunate to have a compliment of full time and contracted staff whose dedication and commitment to the Simmental breed play a very significant part of the success of our breed. Office Manager, Barb Judd and registry team, Perry Welygan & Beth Rankin offer our members exceptional service. We are also fortunate as an association to have a publication dedicated to the promotion of our breed, as well as staff members who work directly with our membership to promote their programs. Thank you to Darryl Snider (Sales Representative) and Margo Cartwright (Marketing Coordinator) for your efforts in promoting Simmental. Thank you to Emily Grey, YCSA Coordinator, for her dedication and leadership within the YCSA program. Working in the background on many of CSA's initiatives are Sean McGrath, Dr. Bob Kemp, Chris Sanford, Mike Brooks and Sandy Russell. These people add tremendous support to our day to day operations and value to our association.

MediaEdge Publishing, Today's Publishing and T Bar C continue to be our service providers in our marketing efforts. Through our publications as well as our other promotional efforts they are a constant source of expertise and services in many areas.

An important part of my position is development and directing the programming at CSA; along with these initiatives the board has determined that another focus should be to expand relationships within the entire beef industry. As a result of this mandate I have been a part of several industry committees and working groups that have dealt with topics such as animal health, livestock traceability, as well as many other industry issues. It is important that the seed-stock sector has a voice in these discussions and I am proud that we have gained a presence at the CCA and CCIA tables working on your behalf. CSA has been a very visible part of the International Livestock Congress, CCA Semi-Annual and Annual Meetings, Canadian Beef Breeds Council Board Meetings, CCIA Traceability Working Group, International Livestock Identification Agency Conference, Beef Improvement Federation, Livestock Markets Association of Canada Conference.

A considerable amount of time was also focused on positioning Simmental towards taking a leadership role in the area of genetic improvement. Through the partnerships CSA has established we are now well positioned to move the industry forward by providing superior genetics which we will identify through our programs. The CSA is committed to providing the best tools possible for our members to advance the beef industry.

The World Simmental Fleckvieh Federation held its Congress in Melbourne Australia. A large Canadian delegation attended and saw the impact that Canadian Simmental genetics has had in the development of the beef herd in Australia. The business portion of the conference saw the executive re-elected for another two year term of which I will remain as President. The technical sessions were very informative with a focus on genomic discovery within the Simmental breed. The WSFF is a financial supporter in our Canadian as well as the American genomic projects.

Simmental in Canada is on a roll and continues to gain acceptance as the Continental breed of choice as it continues its focus towards its goal of becoming the number one beef breed in the nation. Through our programs and hard work, combined with breeder support, those goals will be achieved.



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## REVIEW ENGAGEMENT REPORT

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To the Members of Canadian Simmental Association

We have reviewed the consolidated statement of financial position of Canadian Simmental Association as at December 31, 2010 and the consolidated statements of operations, changes in net assets and cash flows for the year then ended. Our review was made in accordance with Canadian generally accepted standards for review engagements and, accordingly, consisted primarily of enquiry, analytical procedures and discussion related to information supplied to us by the association.

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

Based on our review, nothing has come to our attention that causes us to believe that these financial statements are not, in all material respects, in accordance with Canadian generally accepted accounting principles.

Calgary, Alberta  
May 31, 2011

DNTW CHARTERED ACCOUNTANTS, LLP

**CANADIAN SIMMENTAL ASSOCIATION**  
**Consolidated Statement of Financial Position**  
**December 31, 2010**

	<b>2010</b> <i>(Unaudited)</i>	<b>2009</b> <i>(Unaudited)</i>
<b>ASSETS</b>		
<b>CURRENT</b>		
Cash	\$ 260,631	\$ 206,715
Marketable securities <i>(Note 5)</i>	1,059,063	1,012,764
Accounts receivable	58,427	98,968
Goods and services tax recoverable	-	3,070
Due from related parties <i>(Note 8)</i>	-	166,474
Prepaid expenses	13,284	7,272
	<b>1,391,405</b>	<b>1,495,263</b>
PROPERTY, PLANT AND EQUIPMENT <i>(Note 6)</i>	<b>32,567</b>	49,142
	<b>\$ 1,423,972</b>	<b>\$ 1,544,405</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>CURRENT</b>		
Accounts payable	\$ 70,669	\$ 85,543
Goods and services tax payable	13,152	-
Deferred income <i>(Note 7)</i>	29,315	30,256
Due to related parties <i>(Note 8)</i>	25,362	27,099
	<b>138,498</b>	<b>142,898</b>
<b>NET ASSETS</b>		
Invested in property, plant and equipment	32,567	49,142
Unrestricted general fund	1,252,907	1,352,365
	<b>1,285,474</b>	<b>1,401,507</b>
		\$
	<b>\$ 1,423,972</b>	<b>\$ 1,544,405</b>

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



**CANADIAN SIMMENTAL ASSOCIATION**  
**Consolidated Statement of Operations**  
**Year Ended December 31, 2010**

	2010 <i>(Unaudited)</i>	2009 <i>(Unaudited)</i>
<b>REVENUE</b>		
Total herd enrolment	\$ 510,455	\$ 527,154
Registrations	167,401	164,560
Memberships	67,175	68,889
Lab services	42,402	41,194
Transfers	31,192	28,483
Other services	37,141	42,696
CAFI reimbursements	15,306	20,998
	<b>871,072</b>	<b>893,974</b>
<b>EXPENSES</b>		
Salaries and employee benefits	309,810	315,743
Donations to Foundation <i>(Note 8)</i>	233,994	-
Advertising and promotion	79,760	86,582
Breed improvement committee	74,406	78,432
Travel	73,850	75,771
Provincial levies	66,604	66,244
Computer	44,040	41,000
Lab service	36,770	37,237
Utilities, property taxes and insurance	30,771	31,136
Office	25,873	27,040
Interest and bank charges	22,041	22,957
Amortization	15,673	18,768
Postage and freight	19,702	17,551
Telephone	15,624	17,053
Professional fees	11,944	11,268
Sponsorship to Foundation <i>(Note 8)</i>	10,000	22,000
Annual general meeting	8,690	8,499
Repairs and maintenance	6,371	7,629
	<b>1,085,923</b>	<b>884,910</b>
	<b>(214,851)</b>	<b>9,064</b>
<b>OTHER INCOME</b>		
Interest	31,507	42,115
Realized gain/(loss) on marketable securities	2,476	6,804
Unrealized gain/(loss) on marketable securities	61,889	(63,743)
Bova Can Payout	-	26,268
	<b>(118,979)</b>	<b>20,508</b>
SIMMENTAL COUNTRY MAGAZINE (SCHEDULE 1)	<b>2,946</b>	<b>(4,022)</b>
<b>DEFICIENCY OF REVENUE OVER EXPENSES</b>	<b>\$ (116,033)</b>	<b>\$ 16,486</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, 2010**

	Unrestricted general fund	Invested in property and equipment	<b>2010</b> <i>(Unaudited)</i>	2009 <i>(Unaudited)</i>
<b>NET ASSETS – BEGINNING</b>	\$ 1,352,365	\$ 49,142	<b>\$ 1,401,507</b>	\$ 1,385,021
Investment in property and equipment	-	-	-	-
Deficiency of revenue over expenses	(99,458)	(16,575)	<b>(116,033)</b>	16,486
<b>NET ASSETS - END</b>	\$ 1,252,907	\$ 32,567	<b>\$ 1,285,474</b>	\$ 1,401,507

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

**CANADIAN SIMMENTAL ASSOCIATION**  
**Consolidated Statement of Cash Flows**  
**Year Ended December 31, 2010**

	2010 <i>(Unaudited)</i>	2009 <i>(Unaudited)</i>
<b>OPERATING ACTIVITIES</b>		
Deficiency of revenue over expenses	\$ (116,033)	\$ 16,486
Items not affecting cash:		
Amortization	16,575	19,670
Realized loss on marketable securities	(2,476)	(6,804)
Unrealized loss on marketable securities	(61,889)	63,743
	<u>(163,823)</u>	<u>93,095</u>
Changes in non-cash working capital:		
Accounts receivable	40,541	36,793
Accounts payable	(14,874)	(26,297)
Deferred income	(941)	(3,882)
Prepaid expenses	(6,012)	1,888
GST payable (receivable)	16,222	287
	<u>34,936</u>	<u>8,789</u>
Cash flow from (used by) operating activities	<u>(128,887)</u>	<u>101,884</u>
<b>INVESTING ACTIVITIES</b>		
Purchase of property, plant and equipment	-	(900)
Purchases of marketable securities	(575,946)	(396,609)
Proceeds on disposal of marketable securities	594,011	483,103
	<u>18,065</u>	<u>85,594</u>
Cash flow from (used by) investing activities	<u>18,065</u>	<u>85,594</u>
<b>FINANCING ACTIVITY</b>		
Advances from (to) related parties <i>(Note 6)</i>	164,738	(103,007)
	<u>164,738</u>	<u>(103,007)</u>
<b>INCREASE (DECREASE) IN CASH FLOW</b>	<b>53,916</b>	<b>84,471</b>
Cash - Beginning of year	<u>206,715</u>	<u>122,244</u>
<b>CASH - END OF YEAR</b>	<b>\$ 260,631</b>	<b>\$ 206,715</b>
<b>CASH FLOWS SUPPLEMENTARY INFORMATION</b>		
Interest received	<u>\$ 31,507</u>	<u>\$ 42,462</u>

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

**CANADIAN SIMMENTAL ASSOCIATION**  
**Notes to Consolidated Financial Statements**  
**Year Ended December 31, 2010**

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1. DESCRIPTION OF BUSINESS

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

These consolidated financial statements include the accounts of the Canadian Simmental Association and its wholly-owned subsidiary, Simmental Country (1997) Ltd. All are exempt from corporate income taxes as they are non-profit organizations. All inter-company balances and transactions have been eliminated.

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2. CHANGE IN ACCOUNTING POLICIES

Effective January 1, 2010, the Association adopted the additional requirements of CICA Handbook Section 4400 – "Financial Statement Presentation by Not-for-profit Organizations", which requires not-for-profit organizations to adopt disclosure standards similar to for-profit organizations, particularly the presentation of a statement of cash flows. The Association has previously been in compliance with all of these standards and accordingly these provisions have no material impact on its financial statements.

Effective January 1, 2010, the Association adopted CICA Handbook Section 4470 - "Disclosure of Allocated Expenses by Not-for-Profit Organizations", which will require not-for-profit organizations that make allocations of general support and fundraising costs to other functions to disclose the policies adopted for the allocation of expenses among functions, the nature of expenses being allocated, the basis on which allocations have been made and the functions to which they have been allocated. The adoption of this standard did not have a material impact on the financial statements.

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3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Measurement uncertainty

The preparation of financial statements in conformity with Canadian generally accepted accounting principles 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.

Cash and cash equivalents

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

(continues)

**CANADIAN SIMMENTAL ASSOCIATION**  
**Notes to Consolidated Financial Statements**  
**Year Ended December 31, 2010**

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Property, plant and equipment

Property, plant and equipment are stated at cost less accumulated amortization. Property, plant and equipment are amortized over their estimated useful lives at the following rates and methods:

Condominium	20 years	straight-line method
Land improvements	10 years	straight-line method
Computer equipment	3 years	straight-line method
Furniture and fixtures	10 years	straight-line method
Publishing rights	10 years	straight-line method

The Association regularly reviews its property, plant and equipment to eliminate obsolete items. Government grants are treated as a reduction of property, plant and equipment cost.

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, registrations 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.

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(continues)

**CANADIAN SIMMENTAL ASSOCIATION**  
**Notes to Consolidated Financial Statements**  
**Year Ended December 31, 2010**

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4. FUTURE ACCOUNTING CHANGES

In December 2010, the Canadian Accounting Standards Board ("AcSB") issued a new section for Not-for-Profit Organizations relating to fiscal years beginning on or after January 1, 2012, which will replace Canada's current Generally Accepted Accounting Principles for all Not-for-Profit Organizations. The Association is currently assessing how the new standards will affect the financial statements.

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5. MARKETABLE SECURITIES

Marketable investments consisting of bonds, T-bills and term deposits earn interest at rates which vary from 1.06% to 5.15% (2009 – 2.95% to 7.00%). These investments mature at various dates from April 2011 to February 2020.

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6. PROPERTY, PLANT AND EQUIPMENT

	Cost	Accumulated amortization	2010 Net book value	2009 Net book value
Condominium	\$ 235,999	\$ 235,999	\$ -	\$ -
Publishing rights	233,000	233,000	-	-
Computer equipment / software	188,330	187,517	813	5,888
Furniture and fixtures	162,384	157,810	4,574	10,735
Condominium improvements	53,389	26,209	27,180	32,519
	<b>\$ 873,101</b>	<b>\$ 840,535</b>	<b>\$ 32,567</b>	<b>\$ 49,142</b>

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**CANADIAN SIMMENTAL ASSOCIATION**  
**Notes to Consolidated Financial Statements**  
**Year Ended December 31, 2010**

7. DEFERRED INCOME

	<u>2010</u>	<u>2009</u>
Member deposits	\$ 26,381	\$ 24,943
Magazine subscriptions	2,934	5,313
	<u>\$ 29,315</u>	<u>\$ 30,256</u>

8. RELATED PARTIES

	<u>2010</u>	<u>2009</u>
<u>Related party transactions</u>		
The Garth Sweet Foundation <i>Common directors and management</i>		
Sponsorship	\$ 11,265	\$ 22,000
Donations	233,994	-
	<u>\$ 245,259</u>	<u>\$ 22,000</u>

The Association received a gift of \$250,000 from one of its members on November 8th, 2008 specifically to be used for research and development in the Simmental breed with a primary focus on genetic improvement. In addition, the Association's Board agreed to match the gift, bringing the total to \$500,000. With this gift, the Association renamed its recently established foundation to the Garth Sweet Simmental Foundation ("Foundation"). As the Foundation registered as a charity under the Income Tax Act in 2010, the Association has decided to write off the inter-company loans with the Foundation in 2010 as donations.

These transactions are in the normal course of operations and are measured at the exchange amount, which is the amount of consideration established and agreed to by the related parties.

Due to (from) related parties

Auction, calendar, etc proceeds	\$ 25,362	\$ 27,099
Loan from The Garth Sweet Simmental Foundation	-	(166,474)
	<u>\$ 25,362</u>	<u>\$ (139,375)</u>

Advances from the related party are non-interest bearing and have no set repayment terms.

**CANADIAN SIMMENTAL ASSOCIATION**  
**Notes to Consolidated Financial Statements**  
**Year Ended December 31, 2010**

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9. FINANCIAL INSTRUMENTS

The Association's financial instruments include cash, marketable securities, accounts receivable, deposits, and accounts payable. Cash and marketable securities are classified as "held for trading", accounts receivable is classified as "loans and receivables", and accounts payable is classified as "other financial liabilities". The Association's carrying value of the financial instruments approximates their fair value.

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.

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**CANADIAN SIMMENTAL ASSOCIATION**  
**Notes to Consolidated Financial Statements**  
**Year Ended December 31, 2010**

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10. 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 September 2009 to September 2013 and payments are based on the number of pages per issue.

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11. CAPITAL DISCLOSURE

The Association manages its capital to ensure that it will be able to continue as a going concern while maximizing the benefit to members through a suitable debt and net assets balance appropriate for a not-for-profit organization of the Association's size and status. The Association's overall strategy remains unchanged from 2009.

The capital structure of the Association consists of internally restricted funds, a capital asset fund, and unrestricted funds.

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12. 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.

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13. COMPARATIVE FIGURES

Some of the comparative figures have been reclassified to conform to the current year's presentation.

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**CANADIAN SIMMENTAL ASSOCIATION**  
**Notes to Consolidated Financial Statements**  
**Year Ended December 31, 2010**

SCHEDULE 1

**SIMMENTAL COUNTRY MAGAZINE**

Schedule of Operations  
Year Ended December 31, 2010

	2010 <i>(Unaudited)</i>	2009 <i>(Unaudited)</i>
<b>Revenue</b>		
Advertising	\$ 273,488	\$ 271,027
Subscriptions	25,999	28,005
Other	35,420	36,727
	<u>334,907</u>	<u>335,759</u>
<b>Direct expenses</b>		
Printing	178,272	184,439
Salaries and employee benefits	113,143	108,315
Office and miscellaneous	1,114	3,188
Travel and promotion	32,878	35,660
Amortization	902	902
Telephone	4,559	5,441
Bad debt recovery	-	(545)
Postage	506	1,594
Interest and bank charges	587	787
	<u>331,961</u>	<u>339,781</u>
<b>Deficiency of revenue over expenses</b>	<b>\$ 2,946</b>	<b>\$ (4,022)</b>

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

*Fraser Redpath - Committee Chair*

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Committee members: Fraser Redpath (Chair), Randy Mader, John Sullivan, Lacey Fisher, Don Lundberg  
Tara Fritz, Bill Swenson.

Staff members: Bruce Holmquist, Margo Cartwright, Darryl Snider

If Simmental Bull Sales are any measure of success, 2010 was another productive year for the CSA marketing and promotion committee. Our Marketing and Promotion Committee met twice last year; in March and November, to brainstorm and plan the marketing efforts for the CSA. We continued our advertising in the Cattlemen's magazine with annual contract including page ads and business card ads. We also advertised in the Angus Advantage magazine to showcase the cross breeding advantages of our breed.

Our monthly E-newsletter is used to highlight CSA policies and procedures and to promote activities happening in the Simmental community. We encourage the provincial associations to forward news items and activities to be included in our calendar and newsletters.

The Simmental Country and Commercial Country magazines are the official publication of the CSA membership. We encourage all members to advertise in these publications when promoting your programs. These magazines are distributed to Simmental and commercial cattle producers across the country and electronic copies are also available online for worldwide and timelier viewing.

Our relationship with our publisher, MediaEdge, continues to work well. Although we have experienced mailing delays of our publications through Canada Post we are not alone in this experience and are doing our best to work through these challenges.

To assist in creating a unified National marketing strategy, Simmental promotional material and clothing are available through the CSA office. These items include cups, brochures, pamphlets, magazines, calving books, etc. We have continued our relationship with ImageWear/ Mark's Work Wearhouse and CSA members receive 10% off when using their discount card. There is also the ability to have the CSA logo put on the articles of clothing when requested.

The CSA continues to be an active sponsor of several industry events this past year; the International Livestock Congress - Calgary 2010, T Bar C Invitational Golf Tournament, Alberta Beef Industry Convention, Saskatchewan Beef Industry Conference. CSA Staff and its Board of Directors have attended many other events across the country to increase exposure of the Simmental brand.

Along with the efforts of the CSA Marketing and Promotions committee and CSA Staff, the Provincial Associations continue to play a very large and important part of Simmental promotions across the country. Their efforts are largely funded with CSA member dollars allocated through the CSA Provincial Activity Grant and promotion levy programs

Thank you to our CSA members, Provincial Associations, Board Members, Committee members and staff for their continued efforts in the promotion of the Simmental Breed.

## **BREED IMPROVEMENT COMMITTEE REPORT**

*Ron Nolan – Committee Chair*

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The past year has been a busy one for Breed Improvement activities and great thanks is owed to those who served on the committee. Committee members donate their time and spend many hours away from their own operations developing their understanding and contributing to the development of CSA programs. The CSA Breed Improvement Committee engages breed improvement issues of the association in depth and brings recommendations forward to the Board of Directors for further discussion and approval. This structure allows for increased member and industry input into the core decision making processes around breed improvement.

The CSA continues to contract the services of RAK to assist in the delivery of many of their breed improvement initiatives. This allows for the retention of highly experienced technical expertise at a cost well below that of a traditional staffing approach.

The last year has been one of continued growth for CSA programs, with 27,418 cows enrolled on the complete herd reporting system. Calving ease, growth and ultrasound records continue to increase, with the CSA carcass rebate program providing reimbursements since its' inception of \$31,180 to the end of the 2010.

Members expressed several concerns regarding the expression of calving ease EPD in the breed, and a more reflective scale for the EPD was developed and deployed. The CSA continues to work with AGI in their genetic evaluations and produced both a spring and fall evaluation for calving ease, growth and carcass traits, and a fall run for scrotal size. The Spring 2011 evaluation contained pedigree and performance information on over 1,000,000 Simmental and Simm-Influenced animals.

The Cow Herd DNA program was also a key project of CSA and samples were submitted on 8600 females. The CSA is committed to covering the cost of extraction and running a DNA parentage panel on the cow should a member choose to parentage verify female offspring kept for breeding purposes.

DNA was the word of the year, and members were encouraged to collect and store DNA on their animals as these samples, combined with data such as members submit on the CSA performance program are becoming extremely important in research and development and in understanding production level genetics. Industry is moving towards including DNA marker information in their genetic evaluation, empowering breeders to make better breeding decisions at an ever earlier age.

The Breed Improvement committee is excited to be working with several applications for funding for research in this area, and the long term commitment of breeders to build the CSA dataset is extremely important in these developments. The database that has been built by members is second to none, and with complete reporting and many of the traits collected such as ultrasound, calf vigor and mothering ability, cow weight and traditional measures such as weaning weight, combined with DNA samples stored at GenServe laboratories it is a great asset that can be leveraged for research dollars that help Simmental serve the commercial industry even better.

As Simmental continues to progress and command the respect of the industry, it is important to ensure that focus is maintained on providing members with the tools to adequately serve customer needs. The tools of breed improvement are primarily for the purposes of genetic selection and positioning the "right" Simm-genetics to result in individual customer success. The breed improvement programs also provide a springboard for research and support information for promotional activities.

Simmental breeders have much to be proud of and their breed improvement programs are one area where they are leading the way.

# YOUNG CANADIAN SIMMENTAL ASSOCIATION COMMITTEE REPORT

*Lacey Fisher – YCSA Committee Chair*

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The year ending December 31, 2010 has yet again proven to be a success within the YCSA program.

The YCSA's had another successful year, continuing with the major fundraiser from 2009; auctioning off pages and dates in a calendar, raising gross revenues of over \$20,000. Thanks to the hard work of the Board, dedicated CSA staff members and thank you to the generosity and assistance of our breeders this was another great success.

The YCSA also held 6 regional classics across the country, making for a busy summer for our Co-ordinator and members! The classics held were as follows:

- National YCSA Classic, Victoriaville Quebec, Oct 7th-8th, 2010
- Manitoba Youth Beef Round Up, Neepawa, Manitoba, July 30th-August 1<sup>st</sup>, 2010
- Wild Rose Classic, Olds, Alberta, July 13<sup>th</sup>- 17<sup>th</sup>, 2010
- Ontario OYCSA Trillium Classic, Roseneath, Ontario, August 21-22, 2010
- Maritime YCSA Classic – Truro, Nova Scotia, August 26th-27th, 2010
- Saskatchewan Tiger Lilly Classic- Prince Albert, Sk – July 28<sup>th</sup>–July 30<sup>th</sup>, 2010

**2010 Highlights** - The year began with National Board Meeting held in Calgary, March 26<sup>th</sup> 2010. Board members added a great deal of knowledge and enthusiasm to the program. Attended by myself, YCSA Co-ordinator Emily Grey and the following board members - Robert Godfrey, President; Jenna Holmquist, Vice President; Andrea Bertholet, Katie Wood, Lee Stillborn, Jamie Buba, Laura Parsons, Emily Hickson, Chelsea O'Connor and Francis Gagnon.

At the meeting, the first annual YCSA budget was examined and the members carefully allocated funds throughout the year to the different events. By analyzing the organization's budgeted costs against its actual revenues and expenditures for the year, the Board was able to set a budget for 2010 that it is confident and will be congruent with its 2009 financial statements.

The Board also completed an internal review of the YCSA program, lead by the initiative of Robert Godfrey, who wanted the Board to complete a "SWOT analysis" in which the Board would identify its Strengths, Weaknesses, Opportunities and Threats as a tangible method of planning for the future.

Strengths - The CSA AGM and YCSA National classic will be held in conjunction with one another this year. Weaknesses - The YCSA was not visually recognizable. The organization and its members were not labeled well enough; 2) budget did not provide enough compensation for those who attended the National Classic; 3) YCSA program is stale in Ontario. Opportunities - Advertise and recruit more members; 2) embrace all breed shows and promote the Simmental breed within them; 3) organize an all breeds presidential meeting/conference call to discuss the possibility of an all breeds show in the future; 4) revitalize the Quebec YCSA program with the National Classic being held there. Threats - None were discussed. The Board then sat down to plan for the coming year in an effort to capitalize on its strengths, improve on its weaknesses and address the opportunities head-on.

The YCSA benefited directly from the success of the Auction as it received donations as well. The YCSA is greatly appreciative to the breeders and to the CSA for its continued support and has allocated the funds towards developing new initiatives and maintaining existing programs. In addition to the generosity of the breeders and the CSA, the YCSA would be remiss if it did not recognize T BAR C for its generous donation to the YCSA in 2010, generated out of their annual golf tournament in support of junior programs.

The YCSA is proud of its successful year in 2010 that will hopefully see the same success in 2011. Our YCSA program continues to be an "industry leader" amongst the national beef junior programs in the country. My hope is that we continue to grow, learn and also share our knowledge with the other junior programs. As the CSA Director who has the pleasure of working with this organization, I challenge my fellow CSA members to both attend a Classic near you and witness the knowledge of programs and talents contained within our YCSA program. As a breeder I look forward to continuing to work with the youth, with our future for the Simmental breed. For any questions or concerns about the YCSA program, please do not hesitate to contact me directly.

## **ALBERTA SIMMENTAL ASSOCIATION REPORT**

*Maureen Mappin-Smith – President*

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- The 2010-2011 Alberta Simmental Association started the year off with an extremely successful tour in conjunction with our AGM in June. Three Simmental operations were visited in the course of the day, with over 100 Simmental enthusiasts in attendance. At the AGM, we welcomed one new Board member, with two returning for second terms. We are very fortunate to have such an enthusiastic Alberta Simmental Association Board of Directors: I have been told on several occasions that we are the envy of many breeds to have such a strong, young board forging ahead with the Simmental breed in Alberta.
- Feeder calf sales were again a huge hit in the province, as were the two bred sales held in Vermilion and Veteran. The ASA sponsored coffee at the feeder sales, and burgers at the bred sales; even though the bred sales cost more to host, they were well worth it, as the exposure for the breed was tremendous. The sales are evolving and getting stronger as each year passes by, with more numbers, recognition, and breeder/auction mart involvement.
- Our booth keeps Simmental at the forefront, as Chuck is present at all of the major livestock events in Alberta with the booth and cups of coffee for Simmental enthusiasts. Chuck is always getting requests to attend events with the booth, and does as many as he can, travelling all the way from Grande Prairie, to Medicine Hat, and many points in between. We are thrilled with Chuck's work, keeping the Simmental presence out there constantly. With Chuck's great culinary skills and some awesome volunteers, Alberta Simmental took home three out of a possible five awards at the Steak Challenge held at the Canadian Bull Congress in Camrose in January-Great work team Simmental, it was a great night to be a part of the breed.
- Farmfair in 2010 saw many changes to the Double Crown event, including a name change, in an effort to attract more exhibitors and spectators. The changes were well received, and this program will continue to evolve each year. The Alberta Simmental Association is very excited to be hosting the National Show and Canadian Simmental Annual General Meeting in 2011 at Farmfair. This event promises to be great place to showcase Simmental to fellow breeders and international guests. The multi-breed sale was a big success at Farmfair in 2010, and I am sure Simmental will be well represented with excellent quality and numbers in 2011.
- The Alberta YCS had a very successful show in Olds in July 2010 in conjunction with the Summer Synergy program, with great support from breeders and businesses. We need to continue to support our youth, as they are the future of the industry. To illustrate the importance of the program, 8 of our 9 ASA board members were YCS members at one time! The ASA has taken a different approach to the 4-H program over the past few years, awarding small gifts to all members exhibiting a Simmental project, and then entering all names into a \$500 Scholarship draw. This approach has been well received, however for the upcoming year, the decision was made to have a draw for blowers instead which will be useful for several members as they will be awarded to clubs rather than individuals.
- Simmental Bull sales across the province were as strong as they have ever been, with many Simmental sales leading the averages across the breeds. The ASA is continuing to aggressively advertise Simmental's attributes through our website and through print media in order to keep this trend continuing upwards-although monetary constraints are always present, now is not the time to weaken our presence in the industry with the beef business as strong as it is.
- We have a great breed, great people, and a great position in the beef industry; through hard work and a shared focus, we will continue to be leaders in the beef business. Happy trails!

## **BRITISH COLUMBIA SIMMENTAL ASSOCIATION REPORT**

*Reanne Sanford – Secretary*

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- Here is a brief update from our BC Association. We are comprised of a very small group of dedicated members who share the same interest, promotion of the Simmental breed. We meet only 2-3 times a year, but continue to keep our presence within the cattle industry of BC. Our booth and members took part in the 2010 BC Cattlemen's convention held in Williams Lake. This event is always a great success and allows cattlemen purebred/commercial alike to network over three great days.
- Our annual AGM was held during the Inter-provincial Exhibition in Armstrong, BC, this was well suited as beef was the feature throughout the fair. We held our annual meeting along with our heifer draw. We drew names of those lucky 4-H members who entered win money towards the purchase of a purebred heifer project.
- Last year proved to be challenging and dry in a lot of areas across this province. We had fairly successful bull sales and surprised to see prices of cull cattle steady and strong. Simmental influence calves topped the sales across the interior regions this past fall. A great reminder that the breed provides a great base for commercial herds to build on.
- In closing, I would like to thank the board and its directors along with the CSA staff for their continued dedication to the breed. All the best at Farmfair International 2011.

## SASKATCHEWAN SIMMENTAL ASSOCIATION REPORT

*Tara Fritz – President*

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- I would like to take this time to thank all of the SSA board of directors and of course, Carolyn McCormack for all the hard work, determination and ingeniousness. This group of people is very dedicated to promoting the breed of Simmental and Saskatchewan Simmental Breeders both provincially and nationally!
- Agribition was another great accomplishment! Hats off to everyone that contributed your time and efforts to support Agribition last year. We had about 200 head that were stalled at Agribition. The Agribition Sale went exceptionally well and averaged \$6, 338.64 on 33 lots. I would like to take this time to thank Bouchard Livestock, for all of their efforts that go into making a sale of this stature, such a success.
- There were 15 Gold Memberships and 125 Silver Memberships that participated in The Pick of the barn in 2010. Thank you to all the participated, we truly appreciate making the Pick of the Barn a great hit! Thank you again to OLS Tubs for sponsoring the Pick of the Barn Pizza and pop social.
- The SSA Scholarship heifer was donated by Crossroad Farms and was won by Dale Storebo and Garry Boon. The scholarship auction raised a total of \$4320. \$4000 was awarded to 4 – 1<sup>st</sup> and 1 – 3<sup>rd</sup> year scholarship recipients. Thank you to the Woytiuk family for your generous donation. Kulyk Simmentals has generously donated the 2011 SSA Scholarship heifer.
- In honour of the 40<sup>th</sup> Anniversary of the SSA, we put together a new breeder's directory. The coil bound directory features advertising from key SSA breeders, a current SSA membership list as well as a laminated provincial map in the center. Proceeds from the directory will fund the \$2000 bull sale promotion. The Bull Promotion promotes being a SSA member and it also ensures that registration papers are transferred on a timely matter. Congratulations to our 2010 winner – Mandan Lake Ranch from ND, USA for purchasing a bull from Barry Labatte, Gladmar, SK..
- We have also focussed our promotional efforts at many different levels:
  - Exhibitor awards for 4-H members and winners
  - Sponsorship of T Bar C Golf Tournament (which supports all national junior breed associations) and Western Beef Field Day
  - Simmental Influenced feeder sales in the province - by hosting Simmental Appreciation Days; serving Coffee and Donuts and having promotional material available with interested markets.
- The SSA assisted with recognizing various summer-shows and fall fairs. We were present at Prince Albert, Swift Current, Edam, Lloydminster, Yorkton, and Saskatoon Fall Fair. It is encouraging to see the presence of high quality Simmental Cattle at these shows.
- The SYCSA's Tiger Lily Classic was held in at the Prince Albert Fair, this past July. I would like to say congratulations to the SYCSA for hosting such a great event – Job well done!
- The SSA celebrated our own 40<sup>th</sup> Anniversary in 2010 with celebrations at our AGM held in Swift Current and also at Agribition. Congratulations on a great 40 years and look forward to the years to come!

## MANITOBA SIMMENTAL ASSOCIATION REPORT

*Donalee Jones – Secretary*

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- 2010 Started off with our Annual General Meeting on January 9th at the Royal Oak Inn in Brandon. We continue to host our AGM in conjunction with a number of other beef breeds and it seems to be working well. Bruce Holmquist, as well as CSA Director, Fraser Redpath were present, as well as 20 MSA members and our board.
- At the AGM the Dolphe Henuset Award was presented to Preston Stock Farms and directors Gordon Jones, Myrna Schweitzer, and Marcia Pizzey retired from the board and were recognized for their efforts. No scholarship applications were received.
- 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 'Simmental' feed scoops to every 4-H member who showed a Simmental influenced animal. Of these 4-Hers we also drew two random names for \$500 vouchers. The first went to Doris Doelger of Beausejour and the second to Connor English of Rivers.
- Our summer show was held in Boissevain in 2010. A great crowd was on hand and there were nearly 50 heard of Simmental cattle on display. A YCS show was held in conjunction with the main show, and the MSA sponsored a meal for participants and spectators at the fair.
- We also had an MSA sponsored summer tour in July. The Pembina Triangle Association planned a tour of a dairy that is breeding their Holsteins to Fleckvieh to improve longevity, we also toured pastures at Triple R & Bert's NR Simmentals. A delicious supper was hosted at Gilles Vigneir's Farm near St. Claude.
- Our YCS kids once again took part in The Manitoba Youth Beef Roundup, August long weekend 2010. There were clinics for showmanship, grooming, judging and nutrition. There were also competitions for arts, advertising, scrapbooking, marketing and photography. Everyone did an excellent job in representing the Simmental Breed. The MSA is a major sponsor of this event, and we are glad to see it being recognized as a YCSA classic.
- The MSA's advertising efforts in 2010 included printing a new breed directory. A map and directory had not been printed in a number of years and we felt it was an appropriate time given the fact that we were hosting the National Show in 2010.

- At Manitoba Livestock Expo in November, we hosted the National Simmental Show. This was a large undertaking and the whole board was involved along with a very eager group of volunteers. Approx. 130 head showed up for the event to compete for over \$16,000 dollars in cash and prizes. This included a very successful 'Super Select' that was held after the main show on Friday that was won by Boynecrest Stock Farms of Stephenfield, Man. The winning ticket was Peter Penner's of Winkler. A pizza party was held in the barn after event, and was very well attended.
- Prizes for the show included big screen TV's, flushes, right to draw a bull and thousands in cash. Champion bull went to High Country Cattle Co. out of Alberta and champion female went to Sunny Valley Simmentals from Hanley, SK. Barry Labatte did an excellent job of judging a tough group of cattle.
- Feedback from the event was very positive, with the out-of-towners being very impressed with the facility and the event as a whole. In general the weekend was well attended, we sold 215 tickets + 18 entries for the Super Select (about 100 more than normal). The National Sale was held on the Saturday, Managed by Bouchard Livestock, were 28 head average over \$3300, a large crowd and a great sale.

## **ONTARIO SIMMENTAL ASSOCIATION REPORT**

*Keitha Harris- Donovan – President*

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- Melissa Ledoux continues to publish the Ontario Advocate which is distributed to all OSA members as well as a growing list of commercial cattlemen. The Advocate continues to operate in the black and is an effective way to advertise to our fellow Ontario Breeders. The Advocate is published in the Spring and Fall. A membership directory is contained in the Fall edition.
- The OSA website has been updated and is an excellent tool for breeders to advertise upcoming sales and information on the breed. Juanita Elmhirst continues to assist the association with keeping the website updated and creating a new look.
- We held a very successful Simmental Show at the 2010 Royal with over 120 head shown in various classes. The Royal All Breeds Elite Sale was well represented by the Simmental Breed and the cattle were well accepted by the buyers in attendance. The animals that were selected were of high quality and showed everything the Simmental Breed has to offer.
- OSA continues to encourage our members to age verify calves by supporting a contest for all OSA members as well as all commercial cattlemen in the Province to win a full colour page in the Advocate. To enter you had to submit at least one birth record from the CCIA for a 2010 calf. The draw took place at the 2010 Royal and this year's winners were Grace and Ivan Oesch.
- Every year a Commercial Cattleman of the Year Award is presented on behalf of the Association, the 2010 winner was Mr. Dave Mann.
- The OSA Ultrasound Program will subsidize \$10.00 for each female born in 2010 and scanned according to CSA protocols. The credit will be administered by CSA and will be in addition to the CSA rebate. The program is eligible for OSA members in good standing.
- The OSA board is introducing a new program for the 2011 year. In conjunction with the Ultrasound Rebate Program the Board is working on a recognition contest for the 2010 yearlings that have valid ultra-sound scans on file with CSA. The first edition of the Ron Woodisse Memorial Carcass Class will take place at the 2011 Royal Winter Fair Simmental Show.
- The 2010 Futurity Show at the Royal Agricultural Winter Fair was again a success and will continue for 2011.
- Art and Marilyn Kerr donated a heifer for our raffle and the winners were Bridgehead, OZ Kafe, and Everett Hall. The proceeds of the Auction continue to support our youth programs throughout the year.
- OSA purchased new promotional display boards to assist our members and clubs with promoting the Simmental Breed. These display boards will be used for our booths at the farm shows, plowing matches and various other events.
- As a membership we were able to assist the YCS who attended the National Show in Victoriaville with expenses. The interest of our youth in Simmental cattle is what will bring us forward in the future. In 2010 over 115 4-H members selected Simmental animals as their project. Let's keep encouraging them and supporting them on their successes.
- Thank you to all our Members for your continued support of Ontario Simmental.



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

*Philippe Bellavance – Président / President*

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- It is with satisfaction that the Québec Simmental Association concluded the year 2010. Despite the situation of the beef industry in Québec, the Simmental breed was able to make its presence felt and to promote itself. Either on the level of communication, promotion or organization, the ASQ worked towards its main objective of promoting the breed for the benefit of its members and the breeders.
- First, the presence of the breed in test stations remained an efficient promotional tool within the industry. Throughout Québec, the stations housed and sold quality animals. The private sales at the farm level also yielded significant results. According to the needs of the buyers and to the sales and marketing objectives, the bull sales allowed for the Simmental breed to increase its presence within the commercial and purebred breeding industry in Québec.
- With its continued presence on the show circuit, the breed was able to increase its visibility within the Québec industry. A rallying point for several breeders, those shows offered an excellent showcase for the quality genetic calibre available in Québec. The prime event was undoubtedly the Expo-Bœuf held in Victoriaville. The year 2010 was marked by a record participation with nearly 140 animals shown. Now open to exhibitors from other provinces, this show welcomed exhibitors from the Maritimes and Ontario in 2010. Judge Barry Labatte did a remarkable job in placing all the high-quality animals shown. He carried out his task with true style and professionalism.
- The 2010 Expo-Bœuf event was presented in conjunction with the Annual General Meeting of the Canadian Simmental Association and the YCSA National Classic. First, it is with pleasure that the ASQ welcomed the other provinces at the time of the Annual Meeting. Humbly and simply, we tried to include some Québec flavour in the event. About 60 participants attended the Annual Meeting. The closing banquet held in the evening gathered more than 110 guests. The evening allowed to honour the winners of the day and to pay tribute to some experienced breeders.
- As for the Young Canadian Simmental Association National Classic, it was a real challenge to put in place a memorable event. On top of holding the event in the week during school term, the workshops and themes had to be suitable for participants of all ages. Congratulations to Emily Grey and to her team for a very successful event. Thanks to its ambassador, the Québec Simmental breed benefits from great promotion among young people.
- The annual Sale of Females was also on the agenda. Thanks to the collaboration and hospitality of Ferme Gagnon, the ASQ members were able to offer some of their best individuals. This was the 5<sup>th</sup> edition for the ASQ. As for Ferme Gagnon, the year 2010 marked their 15<sup>th</sup> edition! Congratulations on the success of the Sale!
- In addition to the events, some actions were also taken on the marketing and promotional levels. Our Website, [www.simmentalquebec.ca](http://www.simmentalquebec.ca), was given a new look. To build on the new image created for our biannual magazine, we thought of also revamping our Website. By the way, the magazine is now available online!
- The promotion within the specialised media has also been renewed. The Board of Directors still believes in its efficiency.
- In closing, I would like to thank two of our Board members who completed their terms at the end of the year. Thank you to Antoine Dubé and Emily Grey for their work within our team. I would like to welcome Luc Noisieux and François Tétreault.
- I wish you all a great Simmental year!

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- C'est avec satisfaction que l'Association Simmental du Québec a conclu l'année 2010. Malgré la situation de l'industrie du bœuf au Québec, la race Simmental a su marquer sa présence et se faire valoir. Que ce soit aux niveaux communicationnel, promotionnel ou organisationnel, l'ASQ a travaillé dans l'objectif principal de promouvoir la race pour le bénéfice de ses membres et des éleveurs.
  - Tout d'abord, la présence de la race dans les stations d'épreuve demeure une promotion efficace au sein de l'industrie. Partout au Québec, les stations ont accueilli et vendu des sujets de qualité. Les ventes privées à la ferme ont également connu des résultats appréciables. Selon les besoins des acheteurs et les objectifs de vente et de mise en marché, les ventes de taureaux permettent d'augmenter la présence de la race Simmental dans l'industrie de l'élevage commercial et pur-sang au Québec.
  - Toujours sur le terrain, la présence de la race dans le circuit des expositions a permis d'augmenter sa visibilité au sein de l'industrie québécoise. Lieux de rassemblement de nombreux éleveurs, les jugements offrent une excellente vitrine de la qualité du calibre génétique présent chez-nous. L'événement de choix sans conteste demeure annuellement l'Expo-Bœuf tenue à Victoriaville. L'année 2010 a été marquée d'une participation record avec près de 140 sujets présentés. Maintenant ouverte aux exposants des autres provinces, cette exposition a accueilli des exposants des Maritimes et de l'Ontario en 2010. Le travail du juge, Barry Labatte, était à la hauteur pour placer tous les sujets de grande qualité présentés. C'est avec brio et professionnalisme qu'il a accompli sa tâche.
  - L'événement Expo-Bœuf 2010 était présenté en conjoncture avec l'accueil de l'Assemblée générale annuelle de l'Association Simmental Canadienne et de la Classique nationale des jeunes éleveurs Simmental. D'abord, c'est avec plaisir que l'ASQ accueillait les autres provinces dans le cadre de la réunion annuelle. Humblement et

simplement, nous avons essayé d'offrir une saveur québécoise à l'événement. La réunion annuelle a reçu une soixantaine de participants. Le banquet de clôture en soirée a accueilli plus de 110 convives. La soirée a permis de souligner les gagnants de la journée et de rendre hommage à des éleveurs chevronnés.

- Du côté de la Classique nationale des jeunes éleveurs Simmental, le défi était de taille de tenir un événement à la hauteur. En plus de tenir un événement sur semaine lors de la période scolaire, il fallait trouver des ateliers et des thèmes pour des participants de tous les âges. Toutes nos félicitations à Emiliy Grey et son équipe! L'événement a remporté un vif succès. Grâce à cette ambassadrice, la race Simmental au Québec jouit d'une belle promotion auprès des jeunes.
- La vente de femelles annuelle était également au rendez-vous. Grâce à la collaboration et à l'accueil de la Ferme Gagnon, les membres de l'ASQ ont pu offrir quelques-uns de leurs meilleurs sujets. L'ASQ en était à sa cinquième édition. Quant à la Ferme Gagnon, c'est une quinzième édition que marquait l'année 2010. Félicitations pour le succès obtenu!
- En plus des événements, des actions ont été faites au niveau marketing et promotionnels. Notre site Web, [www.simmentalquebec.ca](http://www.simmentalquebec.ca), a été doté d'un nouveau look. Pour poursuivre dans la lancée de la nouvelle image donnée à notre revue biannuelle, nous avons offert un peu de renouveau à notre site Web. D'ailleurs, la revue est maintenant disponible en ligne!
- La promotion au sein des médias spécialisés a été reconduite également. Le Conseil d'administration croit toujours en son efficacité.
- En terminant, je tiens à remercier deux de nos administrateurs qui ont terminé leur mandat en fin d'année. Merci à Antoine Dubé et Emily Grey pour leur travail au sein de notre équipe. Je souhaite la bienvenue à Luc Noiseux et François Tétreault.
- Bonne année Simmental à tous!

## **MARITIME SIMMENTAL ASSOCIATION REPORT**

*Peter Gaunce – President*

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- We had a successful year starting with strong prices at the Annual Nappan Bull Sale. The Simmental bulls indexed well which helped them in the sale ring.
- Our next major event was the show and sale in Truro, N.S. Over a hundred quality cattle were exhibited. The sale was successful as well although numbers were down. The YCS show was well attended showing lots of interest from the young members.
- We sponsored the Cumberland all breeds 4-H show as well as sponsoring 4-H members exhibiting Simmental animals at the heifer show at the Royal Winter Fair in Toronto.
- This year we are planning a Field Day at Hidden Hollow Farm on Sept. 11 which we are looking forward to as a fun and informative event

**2009-2010 ACTIVE MEMBERS  
Life, Annual and YCS**

*As of December 31, 2010*

Province	2009				2010			
	Life	Annual	YCS	Total	Life	Annual	YCS	Total
<b>British Columbia</b>	37	17	22	76	32	15	20	67
<b>Alberta</b>	300	87	183	570	293	86	175	554
<b>Saskatchewan</b>	147	42	58	247	144	38	65	247
<b>Manitoba</b>	131	26	48	205	125	26	50	201
<b>Ontario</b>	109	62	73	244	106	59	74	239
<b>Quebec</b>	55	43	17	115	50	44	32	126
<b>Nova Scotia</b>	12	10	11	33	14	10	8	32
<b>New Brunswick</b>	4	3	1	8	4	3	1	8
<b>P.E.I.</b>	8	5	7	20	8	3	7	18
<b>Other</b>	9	6	0	15	9	5	0	14
<b>Total</b>	<b>812</b>	<b>301</b>	<b>420</b>	<b>1533</b>	<b>785</b>	<b>289</b>	<b>432</b>	<b>1506</b>

**2006 - 2010  
TOTAL HERD ENROLLMENTS BY PROVINCE**

	2006	2007	2008	2009	2010
<b>Province</b>					
B.C.	1,015	917	855	857	738
Alberta	12,893	14,135	13,357	12,760	12,358
Saskatchewan	6,307	7,359	7,872	7,696	7,821
Manitoba	3,458	3,335	3,729	3,858	3,445
Ontario	1,558	1,701	1,651	1,649	1,618
Quebec	965	1,130	1,044	1,114	1,114
New Brunswick	129	142	158	153	133
Nova Scotia	123	106	112	106	90
P.E.I.	126	148	125	136	93
U.S.A.	87	7	5	2	6
<b>Total</b>	<b>26,661</b>	<b>28,980</b>	<b>28,908</b>	<b>28,331</b>	<b>27,416</b>

**2006 – 2010  
REGISTRATIONS BY PROVINCE**

	2006		2007		2008		2009		2010	
<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.	218	305	203	263	183	231	156	224	181	220
Alberta	3718	5361	3591	5188	3196	4443	3364	4525	3048	4155
Saskatchewan	1616	2548	2004	2478	1803	2290	2091	2533	2066	2669
Manitoba	958	1607	838	1894	931	1517	792	1451	1128	1714
Ontario	314	1028	312	939	265	934	283	968	271	1046
Quebec	302	413	302	483	329	556	305	454	269	466
New Brunswick	16	55	14	66	18	50	20	34	25	55
Nova Scotia	27	93	38	108	46	99	33	118	37	105
P.E.I.	15	32	17	49	25	71	26	53	12	66
U.S.A.	14	16	11	13	32	12	8	17	3	7
	7,198	11,458	7,330	11,481	6,828	10,203	7,078	10,377	7,040	10,503
<b>Total</b>	<b>18,656</b>		<b>18,811</b>		<b>17,031</b>		<b>17,455</b>		<b>17,543</b>	

**2006 - 2010  
TRANSFERS BY PROVINCE**

	2006		2007		2008		2009		2010	
<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.	122	131	115	85	127	92	113	74	106	53
Alberta	2369	1750	2278	1645	2240	2556	1980	1480	1936	1369
Saskatchewan	1060	888	1295	877	1282	769	1288	779	1279	951
Manitoba	534	1016	501	704	594	793	556	711	660	829
Ontario	139	712	139	576	107	647	150	642	141	659
Quebec	172	211	169	202	185	221	181	140	153	132
New Brunswick	6	40	4	18	10	14	3	12	7	7
Nova Scotia	24	62	27	33	18	30	18	18	21	30
P.E.I.	7	12	13	39	8	51	12	34	9	34
U.S.A.	3	13	3	10	35	48	4	29	1	26
	4,436	4,385	4,544	4,189	4,606	5,221	4304	3919	4313	4090
<b>Total</b>		<b>8,821</b>		<b>8,733</b>		<b>9,827</b>		<b>8,223</b>		<b>8,403</b>