



TABLE OF CONTENTS – 44TH ANNUAL GENERAL MEETING

AGENDA.....	2
PRESIDENTS OF THE CANADIAN SIMMENTAL ASSOCIATION	3
CANADIAN SIMMENTAL ASSOCIATION 2012 BOARD OF DIRECTORS	3
MARITIME SIMMENTAL ASSOCIATION 2012 BOARD OF DIRECTORS	4
CANADIAN SIMMENTAL ASSOCIATION STAFF & CONSULTANTS	4
MINUTES OF THE 43RD ANNUAL GENERAL MEETING.....	5
VOTING PROCEDURES AND IDENTIFICATION OF MEMBERS.....	10
PRESIDENT'S REPORT.....	11
CEO OF PROGRAMMING & EXTERNAL RELATIONS REPORT	12
REVIEWED FINANCIAL STATEMENTS.....	14
COMMITTEE REPORTS:	
ADVERTISING/ PROMO & SIMMENTAL COUNTRY REPORT	27
BREED IMPROVEMENT COMMITTEE REPORT	28
YOUNG CANADIAN SIMMENTAL ASSOCIATION REPORT.....	29
PROVINCIAL ASSOCIATION REPORTS:	
MARITIME SIMMENTAL ASSOCIATION	31
BRITISH COLUMBIA SIMMENTAL ASSOCIATION	31
ALBERTA SIMMENTAL ASSOCIATION	32
SASKATCHEWAN SIMMENTAL ASSOCIATION.....	33
MANITOBA SIMMENTAL ASSOCIATION	34
ONTARIO SIMMENTAL ASSOCIATION	35
QUEBEC SIMMENTAL ASSOCIATION.....	36
STATISTICS	37

AGENDA
CANADIAN SIMMENTAL ASSOCIATION
44TH ANNUAL MEETING

Saturday, August 25, 2012

2:00 pm

- President's Welcome, Call to Order – Ron Nolan, President
- Moment of Silence
- Guest Introductions
- Approval of Agenda
- Approval of the 43rd Annual General Meeting minutes
- First Call for Nominations
- Voting procedures, discussion procedures, etc.
- President's Report – Ron Nolan
- CEO 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 – Randy Mader
 - Breed Improvement – Fraser Redpath
 - Simmental Innovations 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

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

CSA BOARD OF DIRECTORS / 2011 - 2012

Ron Nolan
President
Markdale, ON

Fraser Redpath
1st Vice-President
Mather, MB

Randy Mader
2nd Vice-President
Carstairs, AB

John Sullivan
Chair of Finance Committee
Kazabazua, PQ

Judy Sweet
Drayton Valley, AB

Lacey Fisher
Amherst, NS

Kara Enright
Tweed, ON

Deanne Young
Breton, AB

Kelly Ashworth
Oungre, SK

HOST PROVINCE – MARITIME SIMMENTAL ASSOCIATION BOARD OF DIRECTORS / 2012

Peter Gaunce
President
New Scotland, NB

Donald Godfrey
Vice-President
Meadow Bank, PEI

Ralph Taylor
Secretary
Truro, NS

Bill MacLeod
Treasurer
Fredericton, NB

Richard Armstrong
Director
Kingston, NS

Geraldine Van Agten
Director
Petitcodiac, NB

Don Jenkins
Director
Charlottetown, PEI

Lacey Fisher
Director / YCSA Rep
Amherst, NS

James MacKenzie
Director
Truro, NS

CSA STAFF & CONSULTANTS

Barb Judd
CEO of Office Management

Bruce Holmquist
CEO of Programming & External Relations

Beth Rankin
Registry & Member Services

Margo Cartwright
Marketing Co-ordinator

Perry Welygan
Registry & Member Services

Darryl Snider
Simmental Country Sales Representative

Carol White
Office Assistant / Reception

Emily Grey
YCSA Coordinator

CREO Episteme Ltd.
Chris Sanford / Mike Brooks
Information Technology

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

Absolute Business Solutions
Rita Ricioppo
Bookkeeping

Spring Creek Consulting
Sandy Russell
Simmental Innovations Manager

CANADIAN SIMMENTAL ASSOCIATION

DRAFT MINUTES OF THE 43rd ANNUAL MEETING

November 11, 2011, 9 am

Edmonton, Alberta

CALL TO ORDER

President Rick McIntyre called the meeting to order at 9:20 am

PRESIDENT'S WELCOME

- Thank you to the Alberta Simmental Association for hosting the AGM and National show this year. We've attended lots of great events this week - such as the National Simmental Show, ASA draft and banquet
- Acknowledge Judy Sweet who may be called from the meeting today so is not sitting at the head table with the board
- Main part of our meeting today will be Sandy Russell's genomic project presentation
- Ask everyone wanting to speak, to please do so at the microphone

MOMENT OF SILENCE

- Moment of silence in honor of all those we have lost this year
- In honor of Remembrance Day, we will also have a Moment of Silence at 11 am

GUEST INTRODUCTIONS

- Past Presidents - Barry Labatte, Ken Lewis, Bruce Holmquist. Yesterday Murray Jacobson and Ian Mitchell attended committee meetings
- Welcome to American Simmental Association's past president Mike Stoltey and wife Kathy attending today. [Mike] thank you Rick. We are attending in lieu of Jerry Lipsy who is at the ASA national show at this time. ASA is releasing a multi-ease and maternal calving ease EPD this fall, plus the beginning of docility EPD.

APPROVAL OF AGENDA

*MOTION: by Judy Sweet, to approve the agenda as presented.
Second, Kelly Ashworth
CARRIED*

APPROVAL OF THE 42ND ANNUAL GENERAL MEETING MINUTES

*MOTION: by Dave Erixon, to approve the 42nd AGM minutes as presented.
Second, Gaylene Groeneveld
CARRIED*

VOTING PROCEDURES

President Rick McIntyre 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 12 of AGM report
- Sandy Russell has been appointed parliamentarian
- Margo Cartwright and Sean McGrath are appointed scrutineers
- 34 voting members people present, plus 46 proxies, for a total of 80 votes

BOARD ELECTION - FIRST CALL FOR NOMINATIONS

Rick McIntyre made first call for nominations

- There are three (3) director terms expiring; Rick McIntyre, Don Lundberg, Fraser Redpath
- The following nominees have let their names stand for CSA directors:
 - Don Lundberg, nominated by SSA
 - Fraser Redpath, nominated by MSA
 - Kelly Ashworth, nominated by SSA
 - Deanne Young, nominated by ASA
- Rick called for nominations from the floor

PRESIDENT'S REPORT – RICK MCINTYRE

President's written report on page 13 is for 2010 but it is so difficult to report on just that year with all the major changes and ongoing accomplishments for this breed

- Thank you to Judy Sweet, our genomics project would not be possible without the contribution from Judy Sweet in memory of her late husband Garth
- GSF has now been accepted as a charitable foundation by the Government. Many rules to follow

- Past boards hired Dale Kelly, whose leadership, team building and vision into the future proved invaluable
- Thank you to Dale and previous boards for the foresight in setting aside a portion of the Genesis monies to fund the project
- Breed Improvement committee has had to keep some information behind closed doors due to the confidentiality while getting the CAAP project approved
- Sean and Bob, take my hat off to them. Extra expertise has taken our breed improvement to a new level
- Bruce Holmquist did an excellent job his efforts in the political arena to get project approval.
- Membership – Total Herd Enrollment is the backbone. More predictability to our cattle through breed improvement is a tool to provide to your customers. Data collection, contemporary groups, total reporting are things we need to pay attention to
- Other information we are collecting will also be used in the future for further analysing
- Pictures – importance to keep for history preservation

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

DIRECTOR OF PROGRAMMING & EXTERNAL RELATIONS REPORT

- BRUCE HOLMQUIST

Once again my pleasure to be the Director of Programming for the Association

- Great to see how strong our Simmental herd is out there, in the cattle markets and the acceptance of Simmental in the commercial industry
- Honour to work with such a solid board. Rick has done an excellent job following Everett; the CSA board is a nice mix of people with a variety of talents
- Blessed with great staff – Barb Judd totally committed to the Simmental breed with many other connections in the beef industry; registry team Perry and Beth who have many years of experience; Darryl and Margo work hard for the association and magazine; Emily Grey and Andrea Arbuckle with YCSA; RAK breed improvement consultants Sean McGrath and Bob Kemp; Chris and Mike in IT; Sandy Russell who is new to team
- Media Edge and T Bar C continue to be our service providers in our marketing efforts
- We now have a presence at CCIA and CCA tables where it is important to be heard
- World Simmental Federation – current President to next year. We have a unique mix of genetics and will continue to see an influence of milking/dual purpose Simmental. Try to find a way to find new revenue options
- Everything we do, we try to do for the best interest of the membership

***MOTION: by Ken Lewis, to approve the Director of Programming and External Relations report as presented by Bruce Holmquist
Second, John Sullivan
CARRIED***

AUDITED FINANCIAL STATEMENTS – JOHN SULLIVAN

Highlights of 2010 year end financial information on page 16 of AGM book:

- Balance sheet – little change from 2009
- Consolidated Statement of Operations is very similar to 2009 as well. The only thing I would like to bring your attention to is under expenses “Sponsorship to Foundation” should read “Sponsorship to YCSA”
- Changes in net assets – one thing you will notice is the deficiency of revenue over expenses of \$99,458. Once the Garth Sweet Foundation was approved as a charity we had to move that money over to the new GSF books

Comments/Questions from the floor

[Jim Smith] Why did the YCSA sponsorship go down from \$22,000 to \$10,000?

[John] the YCSA had new income from the YCSA calendar and T Bar C golf tournament. The CSA money was moved into the Promotional budget.

[Maureen Mappin-Smith] Why has the advertising gone down when the breed is doing so well? [Bruce] good question, the provincial advertising grant program is in there and there were some provinces who did not utilize all of the money that we had budgeted for them.

***MOTION: by John Sullivan to approve the financial statements as presented
Second, Deanne Young
CARRIED***

APPOINTMENT OF AUDITORS

***MOTION: by John Sullivan, to appoint DNTW as auditors for the upcoming year end
Second, Bill Swenson
CARRIED***

SECOND CALL FOR NOMINATIONS

Rick McIntyre made second call for nominations

- There will be one more call for nominations

ADVERTISING/PROMOTION AND SIMMENTAL COUNTRY – FRASER REDPATH

Thank you to Farmfair and the ASA for welcoming us here. The show yesterday was unreal, cattle displayed show the strength of our breed.

- The ad and promo committee consists of Fraser as Chair, Randy, John, Lacey, Don, Bill Swenson and Tara Fritz
- 2010 bull sales were unbelievable. Many new bull buyers due to the hard work of the provincial associations as well as the marketing effect of the CSA and office
- Continue to advertise in Cattlemen's magazine; also placed an ad in Angus Advantage magazine to promote the benefits of crossbreeding
- Monthly E-newsletter has been a nice tool to keep up on what's happening. Encourage provincial associations to forward news items and activities
- Encourage members to advertise in CSA's official publication Simmental Country and Commercial Country magazines to promote your programs
- Thank you to the provincial associations, without you we would not be able to reach the remote areas. We do want to see the provinces make use of as much money as they can that is supplied by the association
- Never be afraid to pick up the phone and call myself or another director

Questions/Comments:

Randy – how many members think there should be more money spent on promotion?

Barry Labatte – need advertising to let people know about it. Commercial cattle sales have been great recently; publish stories to let industry know how great this breed is.

Fraser – it's an ongoing process. Many good news stories across the country aren't known to the board members. Please pick up the phone or send us an email to let us know who to contact for those stories. Also to note, that the promotion budget was increased last year by \$20,000.

Deanne Young - commend the advertising committee for going back into the Cattlemen magazines. We need to support all the provinces – while in Vanderhoof, BC we saw signage from all breeds other than Simmental. Stopped at 3 local auction markets and there was nothing. Think we need to get back to the grass routes of advertising.

Fraser – MSA board makes signs and sends promo items to every auction mart in Manitoba. We as a board would like to see BC use the dollars that are they are receiving but are not utilizing.

Deanne – suggest we use our board members and office staff to assist some provinces by going to their AGM's, or auction marts.

Bruce – that has been offered, understands it is frustrating. Alberta has a great group of members who promote Simmental. BC had Reanne Sanford doing this for a long time and Lorne Webster has been president for years. BC has simply run out of steam.

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

BREED IMPROVEMENT – RON NOLAN

Our AGM and reports are based on the 2010 year but there is so much exciting progress to talk about in this current year.

- Encourage DNA testing, ultrasound testing
- Very impressed on the new percentile graphs on the website
- Thank you to Rick for all your work on Breed Improvement
- All the board is now involved on the BI Committee

***MOTION: by Stewart Ainsworth, to approve the Breed Improvement report as presented
Second, Judy Sweet
CARRIED***

Ron introduced Sandy Russell and Dr. Steve Miller; very proud of the Genomics Project and confident it will keep us forefront of the beef industry

Simmental Innovations presentation by Sandy Russell, Genomics Project Manager, Steve Miller, University of Guelph, Sean McGrath, RAK Consulting, and Bruce Holmquist, CSA

<<<AGM Luncheon 12:30 – 1 pm>>>

YOUNG CANADIAN SIMMENTAL ASSOCIATION – LACEY FISHER

Thank you to the ASA for hosting such a great event. Please read highlights of 2010 in the written YCSA committee report.

- This year the Manitoba National show was cancelled due to lack of entries largely due to the spring weather conditions
- Discussions on changing the age limit of YCSA members
- YCSA are happy to be part of a strong breed with a strong future
- YCSA thanks T Bar C for their contribution to the youth programs and to those who contributed to the YCSA calendar auction
- YCSA is passionate about this breed – challenge CSA members to please attend a TCSA Classic near you
- Thank you to CSA for your support
- Thank you to YCSA President Andrea Arbuckle for all her hard work

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

THIRD AND FINAL CALL FOR NOMINATIONS

Rick made 3rd call for nominations

***MOTION: by Randy Mader, to close nominations for the CSA Board of Directors
Second, Judy Sweet
CARRIED***

Nominees:

Fraser Redpath

- Happily married to wife Kate, celebrated our 25th wedding anniversary this summer. One son Cory, who is employed with JD in sales
- We raise Simmental and Simmental only. With father became members in 1978 and haven't used another breed since
- Spent six years on MSA board and retired the same year as going onto the CSA board
- Two years as Chairman of the promotion committee and last year served as CSA 2nd vice president
- Hope to support you for another three years

Don Lundberg

- Thank you for attending your AGM
- Run 400 head of purebred and commercial cows with son Ryan
- Been involved with Simmental since 1971, through the highs and the lows
- Very privileged to serve three years on your board; was on SSA board prior
- Have tremendous staff who do the groundwork
- Would like to continue being involved as we move forward in exciting times with new genomics projects

Kelly Ashworth

- From Oungre, SK – located south east of Regina a couple hours
- Happily married to wife Janice and we have four children
- run a grain and cattle operation; calve 225 cows
- Been in Simmental business since 1998
- Work really hard for our younger generations
- Been on SSA board the past seven years; know there is a lot of work and know what it takes

Deanne Young, Breton, AB

- Indirectly been involved with Simmental since late 60's when parents started in business
- 28 years in own business with husband Rob and girls Stacy and Crystal
- Run 65 head of cows and an extensive embryo program
- Helped write YCSA constitution as a junior with Bruce and Rick
- Thank you to Alberta board for your nomination
- Feel we need to promote more
- YCSA is a passion
- Hasn't been on any provincial board but am a wife to one who has been on the ASA board
- Appreciate your support

Election of Directors – ballots circulated and returned for counting

GARTH SWEET FOUNDATION

The Garth Sweet Simmental Foundation is now a complete separate entity from CSA, since being approved as a charity organization.

- Thank you again to Judy Sweet for your generous donation that started it all.
- Now that we have a charity status, we are able to offer tax receipts, providing all CRA stipulations are met. To make it simple the people that donated an item get a receipt for anything with a fair market value and those who purchase will get a receipt for what they paid at a percentage above the fair market value cost.

Congratulations to 2011 Dr Dixon scholarship recipients:

- Megan Robertson, Nova Scotia
- Jill Harland, Saskatchewan
- Tyler Buba, Alberta

Election Results (by ballot)

- three duly elected directors are
 - Fraser Redpath
 - Kelly Ainsworth
 - Deanne Young

***MOTION: by Dan Skeels, to destroy the election ballots
Second, Darryl Snider
CARRIED***

PROVINCIAL SIMMENTAL ASSOCIATION REPORTS

***MOTION: by Robert Lind, to adopt all the provincial reports in their entirety as printed
Second, Gaylene Groeneveld
CARRIED***

NEW BUSINESS

President Rick announced with regret that Dale Kelly, CSA's General Manager of ten plus years is moving on to a new venture. We really appreciate everything Dale did for us during this time.

- Rick thanked Dale for his professional business approach; insight into team building; finding and bringing in the right people; background in the livestock industry; insight and ability to look into the future. Dale's markings will be left on the wall for a very long time.

Barb and Bruce have accepted a new offer as co-management for CSA

- Barb – CEO of Office Management
- Bruce – CEO of Programming and External Relations

Dale Kelly – thank you, it's been a great experience to be involved in the Simmental business.

- I have now been involved with three purebred beef breeds and it is rare to find people as courageous as Simmental breeders.
- Thank you to the generosity and vision of directors who are all pioneers.
- The Genomics project is going to favorably reshape the Canadian Simmental future; we are on the ground floor of critical R and D work. Simmental has received a significant investment from governments to support this project, benefiting the beef industry and breed. Once we execute this project successfully, there is a good chance future investments from government will be very possible because of the track record earned. Congratulations to you.

Retiring directors

Comments and presentation by President Rick McIntyre

- Thank you to Don Lundberg – Don has been in the business for many years and had lots of input to offer, which we greatly appreciate
- Don – thank you, Rick. The strength of the breed is only as strong as the people. It has been a pleasure to work with the CSA board of directors.

Ron Nolan – one more retiring from the board – President Rick worked tirelessly for the board and association and we thank you.

2012 AGM

Lacey Fisher – The Maritimes Simmental Association would like to invite you all to the 2012 AGM and YCSA National Show in Nova Scotia, August 2012

Motioned by Maureen Mappin-Smith to adjourn the meeting at 2:00 pm

VOTING PROCEDURES AND IDENTIFICATION OF MEMBERS

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

Ron Nolan

2011 was a good year, not only was it the launch of our Genomics project, as well as the ADF and ALMA projects, but it was a good year for Simmentals in general as we held our own in the number of registrations, T.H.E. enrollment and number of members, also acquiring a number of new members. Sales of bulls and females continued to top the purebred market throughout Canada. This success was achieved while the numbers of breeders and cattle were on the decline. With that said, we should be immensely proud of the breed and its performance in comparison to the overall industry.

The first set of 144 steers went on test mid-year in Guelph and were harvested mid-November when the analysis could really begin. We hope to have some preliminary results at our annual meeting this summer. This relates to the AAFC/CAAP project whose objective is to develop genomic and genetic prediction tools designed to improve fertility, feed efficiency, and carcass and meat quality. While the projects signed at the end of the year consists of the ADF/ALMA project with the objective to collect carcass grading, composition, meat quality, herd of origin phenotypes and parentage collected on Western Canadian sourced Simmental influenced cattle.

Thanks again to Judy Sweet who jump started the Garth Sweet Simmental Foundation aimed at this research with a generous gift, also thanks to the CSA membership who matched this donation and for providing contributions of in-kind support.

The Garth Sweet Simmental Foundation supports the YCSA program, the Dr. Dixon Scholarship and industry research. We can report that the foundation is organized and operating successfully and I would encourage more people to get involved in the support of the foundation, through gifts or fundraising activities as there will be ongoing research to keep Simmental cattle in the forefront of the cattle industry. Congratulations to the winners of the Dr. Dixon Scholarships; Megan Robertson, Pictou, NS; Tyler Bubba, Spruce Grove, AB; and Jill Harland, Frenchman Butte, SK.

The past year has seen the departure of Dale Kelly our General Manager who provided us with sound business management and guidance over the past many years. Dale has taken on a new assignment managing a research company and we wish him well in this new endeavor, although he will continue as a Director of the Garth Sweet Simmental Foundation.

A new arrangement of Co-CEO's was implemented with Barb Judd managing all aspects of the Simmental office and Bruce Holmquist looking after programming and external relations, as well as the Simmental magazine. To date this arrangement has been working very well. I think we can be proud of the way the Association is being run by all the hard work and efforts of all our staff, which includes not only Barb and Bruce, but new staff member Carol White our office assistant and receptionist, Perry Welygan and Beth Rankin in Registry and Membership services, Daryl Snider and Margo Cartwright with the Simmental Country and Emily Grey who coordinates with our youth through the YCSA.

One of the jobs handled by our staff this year was the successful defense of an audit carried out by the CRA on our status as a non-profit organization.

I would like to once again thank Dale for all the past efforts and contributions he made to the Canadian Simmental Association and I would also like to thank all of the Board members, CSA members and staff for their help and support which made the job easy. All the best for another great year in 2012.

CEO OF PROGRAMMING AND EXTERNAL RELATIONS REPORT

Bruce Holmquist

2011 was a year in which the Canadian cattle industry continued to gain confidence and renewed optimism in its future. Cattle prices which began to increase in late fall 2010 continued their upward climb to levels not seen for many years. Simmental bull sales were the talk of the entire beef industry with record prices and while selling more bulls than ever before. Simmental certainly did lead the way!

At the 2011 AGM held in Edmonton, Rick McIntyre completed his position as President and his six year term on the CSA Board of Directors. Rick also served a three year term as director from 1989-1991 giving a total of nine years of commitment to the CSA and its membership. Thank you to Rick for his dedication to the Simmental Breed and to the CSA. Your interest and focus on all areas, and especially in genetic improvement of the breed, has helped position us well. A new CSA executive was elected seeing Ron Nolan becoming President, Fraser Redpath moving to the position of Vice President and Randy Mader joining the executive committee as 2nd Vice President. Thank you to our retiring director, Don Lundberg and welcome to our new board members, Deanne Young and Kelly Ashworth. 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 provides direction for your association.

The 2011 CSA Annual General meeting also saw a transition within the management of CSA as Dale Kelly completed his service as General Manager. Dale joined the CSA in 2001 and was of the longest serving that position. Through his leadership several new programs were developed and the CSA grew stronger through a period of time that was very challenging for the Canadian beef industry. His foresight and forward planning positioned the association to be able to take advantage of several opportunities that has allowed Simmental to increase its market share. The CSA board of directors have employed a new management structure with Barb Judd moving to the position of CEO of Office Management while I have accepted the position of CEO of Programming and External Relations while retaining the responsibility of management of the association's publications; Simmental and Commercial Country.

The CSA is very fortunate to have a great compliment of full time and contracted staff whose dedication and commitment to the Simmental breed play a very significant part of our success. Barb Judd and the registry team, Perry Welygan, Beth Rankin and Carol White 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 our programming. 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, 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 continued to be our service providers in productions of our magazine and overall marketing efforts and is a constant source of expertise and services.

An important part of my position is directing the programming developed 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 at these tables and I have been pleased to work on your behalf. Through that presence CSA has been a visible part of the International Livestock Congress, CCA Semi-Annual and Annual Meetings, Canadian Beef Breeds Council Board Meetings, CCIA Traceability Working Group, Beef Improvement Federation, Livestock Markets Association of Canada conference.

A considerable amount of resources is focused on positioning Simmental in a leadership role in the area of genetic improvement. Our Simmental Innovations project has begun and through the partnerships CSA has established, we are now well positioned to move the industry forward by providing superior and more predictable genetics which we will identify through our programs. The CSA is committed to providing the best tools possible for our members to advance their breeding programs and ultimately the beef industry.

The World Simmental Fleckvieh Federation held its 2011 technical meetings in Udine, Italy. The business portion of the conference saw reports on various Simmental breed improvement initiatives and I was pleased to provide reports on our CSA work in that field, as well as an overall update on North American beef research programming. The WSFF is a financial supporter in our Canadian as well as the American projects.

Canadian Simmental is on a roll and continues to gain acceptance as the Continental breed of choice. This will continue to grow as long as we as an association and as Simmental breeders focus on using all the tools and programming available to move forward.



Independent Auditors' Report

To the Members of the Canadian Simmental Association

Report on the Financial Statements

We have audited the accompanying consolidated financial statements of the Canadian Simmental Association which comprise the consolidated statement of financial position as at December 31, 2011 and the consolidated statements of operations, changes in net assets, cash flows, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility

Management is responsible for the preparation and fair presentation of these consolidated financial statements in accordance with Canadian generally accepted accounting principles and for such internal control as management determines necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' responsibility

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

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

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

Opinion

In our opinion the consolidated financial statements present fairly, in all material respects, the financial position of the Canadian Simmental Association as at December 31, 2011 and its financial performance and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

Other Matters

The consolidated financial statement of the Canadian Simmental Association for the year ended December 31, 2010, were not audited but a review engagement was completed with an unqualified report dated May 31, 2011.

Calgary, Alberta
July 4, 2012

(Signed) "DNTW"
Chartered Accountants, LLP

CANADIAN SIMMENTAL ASSOCIATION
CONSOLIDATED STATEMENT OF FINANCIAL POSITION

As at December 31, 2011

	2011	2010 <i>(unaudited)</i>
ASSETS		
CURRENT ASSETS		
Cash	\$ 383,395	\$ 260,631
Marketable securities (Note 4)	1,176,438	1,059,063
Accounts receivable	134,518	58,427
Prepaid expenses	12,551	13,284
	1,706,902	1,391,405
PROPERTY, PLANT AND EQUIPMENT (Note 5)	38,099	32,567
	\$ 1,745,001	\$ 1,423,972
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable and accrued liabilities	\$ 280,090	\$ 70,669
Goods and services tax payable	14,822	13,152
Deferred revenue (Note 6)	135,995	29,315
Due to related parties (Note 7)	70,636	25,362
	501,543	138,498
NET ASSETS		
General fund	1,205,359	1,252,907
Invested in property and equipment	38,099	32,567
	1,243,458	1,285,474
	\$ 1,745,001	\$ 1,423,972

APPROVED ON BEHALF OF THE BOARD OF DIRECTORS

_____ Director

_____ Director

The accompanying notes are an integral part of these financial statements

CANADIAN SIMMENTAL ASSOCIATION
CONSOLIDATED STATEMENT OF OPERATIONS

Year Ended December 31, 2011

	2011	2010 <i>(unaudited)</i>
REVENUE		
Total herd enrolment	\$ 566,481	\$ 510,455
Simmental Country Magazine (Schedule 1)	350,850	334,907
CAAP project (Schedule 2)	214,286	-
Registrations	173,020	167,401
Memberships	68,150	67,175
Lab services	50,260	42,402
Other services	39,762	37,141
Transfers	27,504	31,192
CAFI reimbursements	16,401	15,306
	1,506,714	1,205,979
EXPENSES		
Simmental Country Magazine (Schedule 1)	348,306	331,961
Salaries and employee benefits	332,731	309,810
CAAP project (Schedule 2)	301,275	-
Breed improvement committee	136,973	74,406
Advertising and promotion	97,641	79,760
Provincial levies	66,245	66,604
Travel	65,848	73,850
Computer	53,157	44,040
Lab service	42,424	36,770
Utilities, property taxes and insurance	33,769	30,771
Office	26,334	25,874
Interest and bank charges	22,876	22,041
Professional fees	21,557	11,944
Postage and freight	18,303	19,702
Telephone	16,285	15,624
Amortization	10,980	15,673
Sponsorship to Foundation (Note 7)	10,000	10,000
Annual general meeting	8,327	8,690
Repairs and maintenance	7,131	6,371
Donations to Foundation (Note 7)	-	233,993
	1,620,162	1,417,884
OTHER INCOME		
Interest	31,039	31,507
Realized gain/(loss) on marketable securities	(1,424)	2,476
Unrealized gain/(loss) on marketable securities	41,817	61,889
	71,432	95,872
DEFICIENCY OF REVENUE OVER EXPENSES	\$ (42,016)	\$ (116,033)

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, 2011

	General Fund	Invested in Property and Equipment	2011 Totals	2010 Totals <i>(unaudited)</i>
Balances, Beginning of the Year	\$ 1,252,907	32,567	1,285,474	1,401,507
Investment in property and equipment	(17,216)	17,216	-	-
Deficiency of revenue over expenses	(30,332)	(11,684)	(42,016)	(116,033)
Balances, End of the Year	<u>\$ 1,205,359</u>	<u>38,099</u>	<u>1,243,458</u>	<u>1,285,474</u>

The accompanying notes are an integral part of these financial statements

CANADIAN SIMMENTAL ASSOCIATION
CONSOLIDATED STATEMENT OF CASH FLOWS

Year Ended December 31, 2011

	2011	2010 <i>(unaudited)</i>
OPERATING ACTIVITIES		
Deficiency of revenue over expenses	\$ (42,016)	\$ (116,033)
Items not affecting cash:		
Amortization	11,684	16,575
Realized gain/(loss) on marketable securities	1,424	(2,476)
Unrealized gain on marketable securities	(41,817)	(61,889)
	(70,725)	(163,823)
Changes in non-cash operating working capital:		
Accounts receivable	(76,091)	40,541
Prepaid expenses	733	(6,012)
Accounts payable	209,421	(14,874)
GST payable (receivable)	1,670	16,221
Deferred income	106,680	(940)
	171,688	(128,887)
Cash flow from (used by) operating activities	171,688	(128,887)
INVESTING ACTIVITIES		
Purchase of property, plant and equipment	(17,216)	-
Purchases of marketable securities	(800,635)	(575,946)
Proceeds on disposal of marketable securities	723,653	594,011
	(94,198)	18,065
Cash flow from (used by) investing activities	(94,198)	18,065
FINANCING ACTIVITY		
Advances from (to) related parties (Note 7)	45,274	164,738
	122,764	53,916
INCREASE (DECREASE) IN CASH	122,764	53,916
CASH, BEGINNING OF THE YEAR	260,631	206,715
CASH, END OF THE YEAR	\$ 383,395	\$ 260,631
CASH FLOWS SUPPLEMENTARY INFORMATION		
Interest paid	\$ -	\$ -

The accompanying notes are an integral part of these financial statements

CANADIAN SIMMENTAL ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS

December 31, 2011

1. DESCRIPTION OF BUSINESS

The 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.

2. SIGNIFICANT ACCOUNTING POLICIES

These financial statements have been prepared in accordance with Canadian generally accepted accounting principles. The significant accounting policies are as follows:

(a) 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.

(b) 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.

(c) Property, plant and equipment

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

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

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.

CANADIAN SIMMENTAL ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS

December 31, 2011

2. SIGNIFICANT ACCOUNTING POLICIES (cont'd)

(d) 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.

(e) Income taxes

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

3. RECENT ACCOUNTING PRONOUNCEMENTS

Financial Statement Presentation by Not-For-Profit Organizations

In December 2010, the Accounting Standards Board issued Part III of the CICA Handbook - Accounting - Accounting Standards for Not-for-Profit Organizations. First time adoption of this Part of the Handbook is mandatory for annual financial statements relating to fiscal years beginning on or after January 1, 2012.

The adoption of this Part will not have a material impact on the Association's financial statements.

4. MARKETABLE SECURITIES

Marketable investments consisting of bonds, T bills and term deposits earn interest at rates which vary from 2.55% to 7.50% (2010 – 1.06% to 7.75%). These investments mature at various dates from March 2013 to June 2019.

CANADIAN SIMMENTAL ASSOCIATION
NOTES TO THE FINANCIAL STATEMENTS

December 31, 2011

5. PROPERTY AND EQUIPMENT

	Cost	Accumulated Amortization	Net 2011	Net 2010
Condominium	\$ 235,999	\$ 235,999	\$ -	\$ -
Publishing rights	233,000	233,000	-	-
Computer equipment/software	205,548	190,265	15,283	814
Furniture & fixtures	162,382	161,852	530	4,573
Condominium improvements	53,389	31,103	22,286	27,180
	\$ 890,318	\$ 852,219	\$ 38,099	\$ 32,567

6. DEFERRED INCOME

	2011	2010
Alberta Livestock and Meat Agency Ltd. grant (Note 12)	\$ 100,000	\$ -
Member deposits	27,023	26,380
Advertisements	5,425	-
Magazine subscriptions	3,547	2,935
	\$ 135,995	\$ 29,315

7. RELATED PARTIES

	2011	2010
The Garth Sweet Simmental Foundation <i>Common directors and management</i>		
Sponsorship	\$ 10,000	\$ 11,265
Donations	-	233,993
	\$ 10,000	\$ 245,258

The Association received a gift of \$250,000 from one of its members on November 8th, 2007 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.

	2011	2010
Due to The Garth Sweet Simmental Foundation Auction, calendar, other proceeds	\$ 70,636	\$ 25,362

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

CANADIAN SIMMENTAL ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS

December 31, 2011

8. FINANCIAL INSTRUMENTS

The Association's financial instruments include cash, marketable securities, accounts receivable, due to related parties and accounts payable. Under the standards for recognizing and measuring financial instruments, all financial assets are classified into one of the following four categories: held for trading, held to maturity, loans and receivables or available for sale. All financial liabilities are classified into one of the following two categories: held for trading or other financial liabilities.

The Association's financial assets and financial liabilities are classified and measured as follows:

Held for trading

Cash and marketable securities are designated as held for trading at fair value with any subsequent changes in fair value as a charge to the statement of operations.

Loans and receivables

Accounts receivable are recorded at amortized cost less any impairment losses recognized and approximate their fair values due to the relatively short periods to maturity.

Other financial liabilities

Accounts payable and accrued liabilities are recorded at amortized cost and approximate their fair values due to the relatively short periods to maturity.

Due to related parties are recorded at carrying amount. Its fair value is not determinable since they are non-interest bearing and have no terms of repayment.

Other amounts noted on the Statement of Financial Position are not financial instruments.

The Association has not entered into any derivative transactions. In addition, the Association's contractual arrangements do not have any embedded features.

It is management's opinion, that the Canadian Simmental Association is not exposed to significant interest, currency, or credit risks arising from these financial instruments.

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.

CANADIAN SIMMENTAL ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS

December 31, 2011

8. FINANCIAL INSTRUMENTS (cont'd)

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.

9. 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. As of March 2012, the contract has been terminated without incurring any penalties.

10. 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 2010.

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

11. 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.

12. GRANTS

The CSA has been approved for a research grant up to a maximum of \$375,000 from the Alberta Livestock and Meat Agency Ltd (ALMA) to be released in four installments. The first installment of \$100,000 has been received and this amount is deferred to the subsequent year to recognize revenue with the related expenses when incurred.

**CANADIAN SIMMENTAL ASSOCIATION
NOTES TO THE FINANCIAL STATEMENTS**

December 31, 2011

13. COMPARATIVE FIGURES

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

14. SUBSEQUENT EVENTS

The Association will receive the second installment of \$200,000 on or before October 1, 2012 from ALMA upon submitting a request for funding, project invoices and a satisfactory project interim progress report.

The Association has been approved for a research grant from the Agriculture Development Fund for a project to enhance competitiveness of the Canadian beef sector through genomic innovations in the Canadian Simmental breed. The maximum grant available is \$375,000 and will be released in three installments. In January 2012, the Association has received \$185,360 relating to this project and will be recognized as revenue when the related expenses have incurred.

CANADIAN SIMMENTAL ASSOCIATION
SCHEDULE 1 - SIMMENTAL COUNTRY MAGAZINE
SCHEDULE OF OPERATIONS

Year Ended December 31, 2011

	2011	2010 <i>(unaudited)</i>
REVENUE		
Advertising	\$ 284,094	\$ 273,488
Other	37,824	35,420
Subscriptions	26,432	25,999
CAAP project	2,500	-
	350,850	334,907
DIRECT EXPENSES		
Printing	184,941	178,272
Salaries and employee benefits	116,108	113,143
Travel & promotion	31,190	32,878
Education and training	6,260	-
Telephone	4,167	4,559
Bad debts	2,900	-
Interest and bank charges	1,075	587
Office and miscellaneous	775	1,114
Amortization	704	902
Postage	186	506
	348,306	331,961
Excess of revenue over expenses	2,544	2,946

CANADIAN SIMMENTAL ASSOCIATION
SCHEDULE 2 - CANADIAN AGRICULTURAL ADAPTATION PROGRAM (CAAP)
SCHEDULE OF OPERATIONS

Year Ended December 31, 2011

	Budget 2011 <i>(unaudited)</i>	Actual 2011	Actual 2010
REVENUE			
CAAP Funding	\$ 248,499	\$ 214,286	\$ -
DIRECT EXPENSES			
Activity 1 - Database expansion			
Technician	54,369	73,160	-
Travel & meeting	7,000	2,252	-
Operating & equipment	41,660	-	-
Activity 2 - Development of genetics			
PhD Quantitative Genetics	12,832	5,772	-
Technical IT support	4,000	-	-
Travel & meeting	6,500	6,657	-
Operating & equipment	15,625	16,101	-
Activity 3 - Genotyping			
PhD molecular genetics	12,832	6,163	-
Communication	1,000	1,000	-
Travel & meeting	2,500	1,275	-
Operating & equipment	40,000	-	-
Activity 4 - Genomic enhanced			
Technical IT support	4,000	-	-
Travel & meeting	500	-	-
Operating & equipment	34,375	34,294	-
Activity 5 - Technology			
Communication	1,750	1,828	-
Travel & meeting	4,390	2,556	-
Activity 6 - Professional Personnel			
Professional personnel	97,456	106,858	-
Project management	40,000	39,356	-
Project Reporting			
Financial reporting	5,000	612	-
Progress reporting	5,000	3,391	-
Translation	500	-	-
	391,289	301,275	-
Association's portion of CAAP expenditures	\$ (142,790)	\$ (86,989)	\$ -

The Association has been approved for a research grant of up to \$1,700,000 from the Canadian Agriculture Adaptation Program to be paid in quarterly installments from April 1, 2011 to March 31, 2014. The objective of the project is to develop genomic and genetic prediction tools designed to improve fertility, feed efficiency, carcass and meat quality of Simmental cattle. The Association will collect DNA & phenotypic data, conduct whole genome scanning and imputation, and develop and disseminate a series of genetic prediction tools that will allow Canadian Simmental cattle breeders to identify, select and breed cattle that have greater fertility and mothering ability, growth and feed efficiency to produce a more desirable beef product.

ADVERTISING/PROMOTION AND SIMMENTAL COUNTRY REPORT

Randy Mader - Committee Chair

Committee members: Randy Mader (Chair), John Sullivan, Lacey Fisher, Kara Enright, Judy Sweet, Deanne Young; Staff members: Bruce Holmquist, Margo Cartwright, Darryl Snider

2011 was an outstanding year for Simmental Bull and Female sales and part of this success is due to the work of the CSA marketing and promotions committee. As in the past, this committee met twice in 2011 to discuss and plan the direction of the marketing efforts of the CSA.

Electronic promotion continues to be an effective way for the CSA to communicate to its members and the cattle industry. In 2011 we enhanced our electronic exposure with the creation of a new advertising tool, the Simmental Country Eblasts, and Facebook pages for both the CSA and Simmental Country. These three new avenues complement our monthly CSA enewsletter to promote activities happening in the Simmental community.

Our efforts to communicate via printed material continued with our annual advertising contract in Canadian Cattlemen Magazine and also in the Angus Advantage. Two new promotional items were designed this year. A CSA brochure outlining the benefits of CSA membership and a trading card to promote Simmental beef for distribution at industry events or for farm gate sales. All of our printed material and advertisements are available through the CSA office and on our website for provincial association and member use.

The Simmental Country and Commercial Country magazines are the official publications of the CSA membership. In September 2011 readers of the Commercial Country magazine saw a new look to this publication. The new higher quality, lighter paper used resulted in a decrease in postage costs for the Commercial Country while allowing us to maintain the high quality publication that our readers enjoy.

We continue our relationship with Imagewear by Mark's Work Wearhouse, where CSA members receive 10% off when using their discount card. We encourage members to take advantage of this relationship as they have the ability to have the CSA logo put on articles of clothing when requested at the time of purchase.

The CSA is an active sponsor of industry events across the country. In 2011 the CSA was a proud sponsor of the International Livestock Congress - Calgary 2011, T Bar Invitational Golf Tournament, Alberta Beef Industry Convention, Ontario Beef Industry Conference, Saskatchewan Beef Industry Conference and Livestock Marketers Association of Canada. CSA Board of Directors and Staff attend many events across the country as proud promoters of the Simmental breed.

The Provincial Associations play a very important role in Simmental promotions across the country with their efforts largely funded with CSA member dollars allocated through the promotion levy program and CSA Provincial Activity Grant. The CSA would like to thank all those who are part of the provincial boards who volunteer their time and efforts to the many promotional activities in their provinces.

Thank you to our CSA members, provincial associations, board and committee members and staff for their continued efforts in the promotion of the Simmental Breed

BREED IMPROVEMENT COMMITTEE REPORT

Fraser Redpath – Committee Chair

2011 was a busy and successful year for Breed Improvement. Breed Improvement provides much of the fodder for our advertising campaigns, plays a key role in bull marketing and more importantly enables selection of seedstock by our members that fit their commercial customers needs. This success was evident in the very good bull sale results in 2011 that have carried on into the current year.

The association has worked to improve the tools available for complete selection programs. Initiatives included the continuation of the ultrasound rebate program, development of heifer pregnancy data collection, and conducting genetic evaluations.

Total Herd Enrolment (THE) is the backbone of the performance program and work continues to encourage complete reporting. This helps to eliminate culling biases in the data and enables more accurate comparisons in genetic evaluation. Complete reporting is also fundamental to evaluation of fertility and longevity traits, work that is currently ongoing in the Simmental Innovations Project. While all pedigree information is sent to the evaluation, only performance data collected through the THE program is submitted.

An additional tool that received a good response from members and their customers was the addition of percentile rank graphs (bar charts) to the animal search site. This tool provides an instant visual of where an animal fits in the Simmental population for each trait with an EPD.

The internet continues to grow in importance to our members and their customers, as the search site (<http://search.simmental.com>) collects several thousand hits each month, and the online member site is accounting for over 60% of performance data submitted to the association. If you would like to sign up for the online system, please contact the CSA office. It provides instant reporting, inventory updating, and other reporting features to empower your breeding program.

The genetic evaluation continues to be run at AGI in a prompt and professional manner. The evaluation includes external EPD from both the South African and US Simmental populations, as well as Angus and Red Angus EPD for genetics used in Canadian breeding programs. Fullblood average EPD and percentiles are also made available on request to those members who value the information contained within.

A lot of the focus of the breed improvement committee in the last year has been on understanding of genomics (the study of DNA) and how that fits into beef cattle breeding. Most of you will be aware that the CSA is engaged in a large research project that is looking at fertility/longevity, feed efficiency, carcass and meat quality, and the incorporation of genomics. This represents a significant investment in the future of the breed, and the committee will have many interesting decisions to make regarding development and deployment of these new breeding tools.

The CSA has also made significant efforts at member education including presentations at the annual meeting and publication of regular extension materials in the Country and Enews updates. I would encourage members to take the time to read the information that is out there as it outlines many beneficial programs and also assists in helping to keep up with the rapidly evolving science of beef cattle breeding.

It is a very exciting time to be in the Simmental business, with high demand for the cattle and excitement in the industry. The basis of breeding good cattle using objective tools to assess their merit will continue to serve the breed into the future.

YOUNG CANADIAN SIMMENTAL ASSOCIATION COMMITTEE REPORT

Lacey Fisher – YCSA Committee Chair

2011 has proven to be a successful year for the YCSA program.

The YCSA held 6 regional classics across the country. The classics held were as follows:

- Quebec Classic, Victoriaville, Quebec, Oct 7th-8th, 2011 – 41 participants
- Manitoba Youth Beef Round Up, Neepawa, Manitoba, July 29th-July31st, 2011 – 5 participants
- Wild Rose Classic, Olds, Alberta, July 12th- 15th, 2011- 34 participants
- Ontario OYCSA Trillium Classic, Roseneath, Ontario, August 27th-28th, 2011 – 27 participants
- Maritime YCSA Classic, Truro, Nova Scotia, August 25th-26th, 2011 – 35 participants
- Saskatchewan Tiger Lilly Classic, Prince Albert, Saskatchewan – August 3rd-6th, 2011 – 28 participants

2011 Highlights

The year began with National Board meeting in Calgary held in March. Board members added a great deal of knowledge and enthusiasm towards the program. In attendance was YCSA Coordinator Emily Grey, the national board and myself.

The 2011 National Board

National President: Andrea Arbuckle

Vice President: Francis Gagnon

Executive Officer: Mike Godfrey

Alberta President: Austin Fisk

Manitoba President: Emily Hickson

Ontario President: Chelsea O'Connor

Saskatchewan President: Lee Stilborn

Maritime President: Laura Parsons

At the meeting, the 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 2011 that runs parallel to 2010's year-end financial statements.

The Board went on to complete an internal review of the YCSA program, including a "SWOT analysis", to identify its Strengths, Weaknesses, Opportunities and Threats; as a tangible method in planning for the future:

Strengths - 1) The CSA AGM and YCSA National classic to be held in conjunction with one another 2) Calendar fundraiser proven to be a success, let's continue to build on that for 2011.

Weaknesses –1) The YCSA is not visually recognizable 2) The organization and its members are not labeled to be as strong as the group would like 3) Budget did not provide enough compensation for those who attended the National Classic.

Opportunities – 1) Advertise and recruit more members 2) Embrace all breed shows and promote the Simmental breed within them 3) Revitalize the Alberta YCSA program 4) Implement an adult advisory program across the country to help strengthen the program

Threats – 1) Is 21 years old a better ending age for the YCS program?

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/threats head-on.

The YCSA benefits directly from the success of the Garth Sweet Simmental Foundation Auction, YCS Calendar Fundraiser, and from donations they received directly from our breeders, the CSA and the T Bar C Invitational Golf Tournament. Thank you for all of these contributors for their generous donations to our program. The continued support has allowed the youth to allocate funds towards developing new initiatives and maintaining existing programs.

The YCSA program continues to be an “industry leader” amongst the National Junior Beef Programs in the country. Our goal is to see the group continue to grow, learn and share their knowledge with the other junior programs.

Thank you to the dedication of CSA staff members and the generosity and assistance/support from our breeders for supporting the youth throughout the year.

As the CSA Director who has the pleasure of working with this organization, I challenge my fellow CSA members to attend a YCSA Classic near you and witness the knowledge of programs and talents contained within our youth.

If you have any questions or concerns about the YCSA program, please do not hesitate to contact me directly.

MARITIME SIMMENTAL ASSOCIATION REPORT

Ralph Taylor - Secretary

The year 2011 was a busy year for the Maritime Simmental Association. Cattle prices spiked which created some enthusiasm. Of course, there is generally enthusiasm for the Simmental breed and breeders.

The Maritime Simmental Association held their annual meeting on February 19, 2011 at the Maritime Test Station at Nappan, Nova Scotia.

It was noted that the YCS National show of 2011 would be held in conjunction with the Manitoba Youth Beef Roundup, July 19th to 21st and the CSA Annual meeting to be held at Farmfair, November 4th to 13th in Edmonton, Alberta.

It was decided to invite the CSA to have their AGM and National YCS show in Truro, August 23rd to 25th in 2012.

The Simmental Show and Sale was held at the Nova Scotia Provincial Exhibition grounds on August 26th and 27th, 2011. There were about eighty Simmentals in the show and the Sale took place on August 26th at 7:00 pm. There were good quality cattle in the Sale and the show was exceptionally strong.

At the Maritime Beef Test Station the Simmental breed had the highest selling bull. This is an indication that the Simmental breed is regaining good standing in the bull market.

The increase in cattle prices have given renewed interest in the breed.

Hope to see you all at the 2012 AGM in Truro, Nova Scotia on August 23rd to 25th. Come and bring your family and enjoy some Maritime hospitality. A good lobster supper is planned.

BRITISH COLUMBIA SIMMENTAL ASSOCIATION REPORT

Rob Starr – Secretary

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 2011 BC Cattlemen's convention held in Prince George. This event is always a great success and allows cattlemen purebred/commercial alike to network over three great days.

The good times appear to be here for the cow/calf sector of BC. Last spring saw a strong but cautious interest in bulls both at the sales and at the ranch. There was strong interest in cow/calf pairs with sales ranging from \$1300 – 1900 depending on age and condition of the pair. In my area there have been several herds started by young families that are new to the cattle business, which is encouraging to see. As spring and summer continued so did the rain, making it frustrating for those involved in harvesting forage crops. However the quantity was amazing when one remembers the previous two years. The resulting pasture growth provided grazing well into the fall as well as heavier weights as the cattle came to market.

October 1st was the day, Williams Lake Stockyards was the place as the inaugural Pacific All Breed Invitational Female Sale rolled into gear. At the end of the day 56 head averaged \$1883/head. Six head of Simmental females averaged \$2200/head and by all accounts the sale was a great success. A note of congratulations goes out to Jack Brown and Erin Kishkan for their tireless efforts as well as the rest of the committee. There will definitely be more Simmental cattle at the 2012 Sale.

October is also calf sale month for the commercial sector. Thousand dollar calves were not unheard of at auction barns across the province, with many herds averaging \$800 – 900 a head on 600 weight calves. As the calf sales tapered off the bred heifer and cow market picked up steam. With sales of Simmental X heifers bred Red Angus reaching \$1450 and herd dispersals topping \$1550 for excellent quality young Simmental cows. While the prices for cattle this past year are better than we have seen since the spring of 2003, other factors including drought, fire, economic turmoil and energy costs, in addition to the BSE crisis have come to play to affect the cost of production.

As the industry recovers and rebuilds, the need for top quality efficient genetics will be in great demand. Cattle capable of adapting to the economic and management needs of the commercial cattlemen exist right here in BC on the farms and ranches of any BC Simmental breeder. With a variety of hide colors (red, black or Fleckvieh) and convenient polled option, our cattle offer calving ease, milk, muscle and performance.

April 2012 saw prices up 20 – 30% on average at Vanderhoof and Williams Lake bull sales.

ALBERTA SIMMENTAL ASSOCIATION REPORT

Maureen Mappin-Smith – President

The 2011-2012 Alberta Simmental Association will be starting the year off with a tour in conjunction with our AGM in June. Two Simmental operations will be visited in the course of the day, with over 100 Simmental enthusiasts expected to be in attendance. We have a full day of events, including a guest speaker to address the subject of succession planning.

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, for the second year in a row!! Great work team Simmental, it was a great night to be a part of the breed.

Farmfair in 2011 was host to the National Show and Canadian Simmental Association Annual General Meeting. This event hosted the largest breed show at Farmfair in 2011, and had a very successful sale, with the high seller, and over half of the sale cattle coming from the Simmental barn in this multi-breed sale. The AGM was also hosted at Farmfair, and all in attendance reported a first class event.

Based on direction from our membership, the ASA put together an Alberta Breeders Map and directory, which was distributed at Farmfair, and is continuing to be available throughout the province at auction marts and various events. We hope to produce updated directories every two to three years in order to keep them current and available.

The Alberta YCS had a very successful show in Olds in July 2011 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. Although the Alberta YCS has decided to host their own show at the end of July in Bashaw, the ASA has made the decision to support the Synergy program financially, so young Simmental enthusiasts may take part in that great program in 2012, and be eligible for the great scholarship opportunities.

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 clubs into a draw for two blowers. The first two blowers were awarded to the winning clubs at Farmfair 2011 which were very well received and we will be doing this again in 2012.

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!

SASKATCHEWAN SIMMENTAL ASSOCIATION REPORT

Tara Fritz – President

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 160 head that were stalled at Agribition. The Agribition Sale went exceptionally well and averaged \$7552.08 on 24 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 13 Gold Memberships and 121 Silver Memberships that participated in The Pick of the Barn in 2011. There were a few changes to the 2011 Pick of the Barn including only calendar year heifer and bull calves were eligible to be entered and the “Miss Agribition Simmental Heifer Jackpot”. Ten dollars from every membership sold went into a jackpot and everyone received one vote on who they thought would be the favorite heifer calf of the Pick of the Barn nominees. Miss Agribition 2011 was Mader Twisted Sister nominated by Mader Ranches and they split the jackpot of \$1320 with Greg Workman, MB. Silvercreek Simmentals, AB were the lucky winners of the Pick of the Barn and they selected McIntosh Chloe nominated by McIntosh Livestock, Maymont, SK. 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 Kulyk Simmentals, North Battleford, SK and was won by Matt Holmquist, Kinstino, SK. The scholarship auction raised over \$5000. \$3000 was award to 2 – 1st and 2 – 2nd year scholarship recipients. Thank you to the Kulyk Simmentals for your generous donation. Stoughton Farms has generously donated the 2012 SSA Scholarship heifer.

The 2011 Bull Promotion was also a success. The bull promo promotes being a SSA member and it also ensures that registration papers are transferred on a timely matter. Congratulations to our 2011 winner – Elgin Forster, Outlook, SK for purchasing a bull from Dale Storebo, Beechy, 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!

This will also be my last year as president as I will be stepping down this summer. Due to current job restrictions, I don't feel I have the time needed to dedicate to this position. I look forward to continuing on as past president and promoting this wonderful breed!

MANITOBA SIMMENTAL ASSOCIATION REPORT

Donalee Jones – Secretary

We started the year with great enthusiasm after a well-organized and well attended national show in 2010. The Simmental business in Manitoba has been a buzz throughout the past year with tremendous sales and renewed optimism in the beef industry.

Our January all breeds AGM was well attended, and reports were given by the MSA board as well as CSA reps Bruce Holmquist and Fraser Redpath. The Dolphe Henuset Award was also presented at this time to Neil Moffat. Retiring directors Greg Workman and Tyson Birmingham were presented with gifts of appreciation for their efforts.

In March our President, Darryl Perkin, attended the CSA meeting as part of the Breed Improvement Committee where several topics were discussed: including, EPDs, the CSA website, and the exciting genomics project.

The winter months last year saw us wrap up loose ends from the national show and prepare for a summer show in Treherne June 26th. With excessive moisture throughout the province, many people found it difficult to be prepared for a summer event, but the good people of Treherne had a well-run event and many exhibitors turned out for a fun day of showing and friendship.

At Manitoba Livestock Expo in November, the Simmental Select was again successful, 10 head entered with Oakview Simmentals having their bred heifer picked by Jonathan Karsin of Elie. The Simmental show was held on November 4 with 61 entries. Tyler Libke of Sunny Valley Simmentals from Hanley, SK was the judge. A big thank you to all the volunteers who helped out and made the day a success.

In the past year the MSA has made a commitment to get signage up in all auction marts in Manitoba. Currently we have signs in Brandon, Virden, Ashern and Killarney auction marts. We feel it important to renew an image of Simmental in these establishments as well as advertise our website which in turn gives people access to our members. The signs show 3 bulls representing the diversity of the Simmental breed.

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' toques 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 Rebecca Curle of Minnedosa, and the second to Brady McLeod of Brookdale.

Our YCS kids once again took part in The Manitoba Youth Beef Roundup, August long weekend 2011. There were clinics for showmanship, grooming, judging and nutrition, and the event was considered a YCSA Classic. There were also competitions for arts, advertising, scrapbooking, marketing and photography. Everyone did an excellent job in representing the Simmental breed.

The MSA once again sponsored Commercial Producer of the Year Awards, which were presented by both our provincial associations. The Keystone Simmental Association selected the Dana & Megan Johns and the Pembina Triangle Association recognized Maurice Desrochers of Mariapolis for their success in using Simmental genetics.

In the early part of 2011 Barry and Glenda Chescu of Twin Brae Simmentals contacted us and graciously donated a heifer for the YCS Scholarship fund. We would like to thank the Chescu's for their donation. The heifer was won by the Beautiful Plains Ag Complex in Neepawa. No applications for the MSA scholarship were received in 2011, and therefore the funds will be held in savings until a scholarship is awarded.

ONTARIO SIMMENTAL ASSOCIATION REPORT

Keitha Harris- Donovan – President

As we move into the 2012 year for the Ontario Simmental Association I would like to highlight some of the events and successes of the 2011 year. The board of directors continues to look for new ideas to promote our breed and welcomes suggestions and participation from the membership.

Melissa Ledoux continues to publish the Ontario Advocate which is distributed to all OSA members, Ontario Simmental breeders, Ontario YCS members and a growing list of commercial cattlemen. We encourage our members to submit addresses of commercial buyers to add to our mailing list. 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. We hope to continue to publish sale results and show results in our upcoming issues.

The OSA website has been maintained by Juanita Elmhirst who continues to assist the association with keeping the website updated and listing upcoming events submitted by our members.

We held a very successful Simmental Show at the 2011 Royal with approximately 127 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 Breed characteristics.

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 page advertising in the Advocate. To enter you had to submit at least one birth record from the CCIA for a 2011 calf. The draw took place at the 2011 Royal and this year's winners were Dwayne and Andrea Horst of Dwayann Simmentals, Arthur, Ontario.

Every year a Commercial Cattleman of the Year Award is presented on behalf of the Association, the 2011 winners were Carl and Cheryl Russwurm.

The OSA Ultrasound Program subsidized \$10.00 for each female born in 2011 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 first edition of the Ron Wooddisse Memorial Carcass Class was held at the 2011 Royal Agricultural Winter Fair Simmental Beef Show. This class will continue for the 2012 Royal show.

The 2011 Futurity Show at the Royal Agricultural Winter Fair was again a success and will continue for 2012.

Ron and Carla Nolan, Bar 5 Stock Farms donated a heifer for our raffle. Proceeds from this raffle assist with our youth programs. Ron and Carla were the winners on the ticket pull and they graciously donated her back to the OSA and sold her at the Bar 5 Spring Spectacular XXXIX sale on March 31, 2012. Proceeds of the Auction continue to support our youth programs throughout the year.

OSA promotional display boards are available to assist our members and clubs with promoting the Simmental Breed. These display boards may be used for booths at the farm shows, plowing matches and various other events. The Ottawa Valley Simmental Club used the displays as part of their educational display at the Ottawa Valley Farm show. They received the first prize for best educational display.

In 2011 over 170 4-H members selected Simmental animals as their project. Let's keep encouraging them and supporting them on their successes. The youth are the future of our breed. Buckets were presented on behalf of the Association to each 4-H member who successfully completed their project.

We continue to advertise in the CSA Simmental Country and other Beef magazines.

A new promotional education trading card "All About Simmentals" focusing on youth has been developed and is available for purchase through OSA. Details on how to order are in the Advocate or available by contacting one of the members of the OSA Board of Directors. Other provincial associations are welcome to purchase them for promotional events. They are available with the CSA or OSA website.

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

La remontée de l'industrie du bœuf au Québec a permis de conclure l'année 2011 au sein de l'Association Simmental du Québec. Les résultats obtenus dans les encans spécialisés a soufflé un vent de renouveau sur l'industrie bovine québécoise. Les membres Simmental ont tous bénéficié de ce regain!

Après avoir connu une année 2010 forte en activités avec la tenue de la vente de femelles en collaboration avec la Ferme Gagnon et l'accueil de la Convention nationale de l'Association canadienne, l'Association Simmental du Québec a profité de l'année 2011 pour reprendre son souffle tout en poursuivant sa présence auprès des membres et des éleveurs.

Tout d'abord, la présence de la race dans les stations d'épreuve a, de nouveau, assuré 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. Plus que jamais, les éleveurs sont conscients que produire des veaux avec un gain de poids élevé et de la performance est un besoin de l'industrie. C'est dans cet optique que notre race doit profiter de ses avantages et d'être davantage « vantée ».

La présence de la race dans le circuit des expositions a également permis d'assurer 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 2011 a connu un beau succès avec quelque 125 sujets présentés. Merci à Ken Lewis pour son travail et son professionnalisme à titre de juge. Nous tenons également à souligner le travail d'Emily Grey au sein de la relève Simmental. A nouveau cette année, les quelques 35 jeunes ont pris part aux activités tenues dans le cadre d'Expo-Bœuf. Félicitations aux participants!

La vente de femelles annuelle a toutefois fait relâche en 2011. Ce n'est que partie remise pour 2012 puisque la Ferme Gagnon a annoncé l'édition 2012 à la fin septembre. C'est un rendez-vous pour tous!

En terminant, je tiens à féliciter Rosaire Côté d'avoir repris la présidence à la fin de mon mandat. Bienvenue également à Sylvain Lambert au poste de vice-président.

The upswing of the beef industry in Québec provided a strong ending to 2011 for the Québec Simmental Association. The results obtained in the specialized auctions brought a wind of change for the Québec beef industry. All Simmental members benefited from this momentum!

After a very busy year in 2010 with the holding of the sale of females in cooperation with Ferme Gagnon and the hosting of the Canadian Association National Convention, the Québec Simmental Association used the year 2011 to catch its breath while maintaining its presence with the members and the breeders.

Firstly, the presence of the breed in test stations has again ensured an efficient promotion within the industry. Throughout Québec, the stations admitted and sold quality animals. The on-farm private sales also yielded significant results. According to the needs of the buyers and to the sales and marketing objectives, the bull sales allow for the increasing presence of the Simmental breed within the commercial and purebred breeding industry in Québec. More than ever, breeders are conscious that producing calves with high weight gain and performance is a need of the industry. In this regard, our breed must benefit from its advantages and be more "praised".

The presence of the breed in the show circuit also helped to ensure its visibility within the Québec industry. A gathering place for several breeders, the shows offer an excellent showcase of the high quality genetic calibre present in Québec. The feature event is definitely the annual Expo-Bœuf held in Victoriaville. The 2011 edition was a great success with some 125 animals presented. Our thanks go to Ken Lewis for his work and professionalism as a judge. We would also like to commend Emily Grey's work among the young Simmental supporters. Again this year, some 35 young people participated in the activities held within the Expo-Boeuf. Congratulations to the participants!

The annual sale of females did not take place in 2011. However, this was just temporary as Ferme Gagnon has announced the 2012 edition for the end of September. We hope to see you all there!

In closing, I would like to congratulate Rosaire Côté for taking over as President at the end of my term. Welcome also to Sylvain Lambert as Vice-President. Good Simmental year to all!

**2010-2011 ACTIVE MEMBERS
Life, Annual and YCS**

As of December 31, 2011

Province	2010				2011			
	Life	Annual	YCS	Total	Life	Annual	YCS	Total
British Columbia	32	15	20	67	32	12	19	63
Alberta	293	86	175	554	296	80	166	542
Saskatchewan	144	38	65	247	144	38	60	242
Manitoba	125	26	50	201	126	26	47	199
Ontario	106	59	74	239	109	64	80	253
Quebec	50	44	32	126	51	41	33	125
Nova Scotia	14	10	8	32	14	10	6	30
New Brunswick	4	3	1	8	4	4	3	11
P.E.I.	8	3	7	18	6	4	9	19
Other	9	5	0	14	8	5	0	13
Total	785	289	432	1506	790	284	423	1497

**2007 - 2011
TOTAL HERD ENROLLMENTS BY PROVINCE**

	2007	2008	2009	2010	2011
Province					
B.C.	918	855	857	729	742
Alberta	14,138	13,362	12,773	12,392	12,336
Saskatchewan	7,359	7,874	7,698	7,828	8,204
Manitoba	3,335	3,732	3,860	3,454	3,607
Ontario	1,701	1,651	1,650	1,620	1,608
Quebec	1,130	1,044	1,114	1,105	830
New Brunswick	142	158	153	134	154
Nova Scotia	106	112	106	90	95
P.E.I.	148	125	136	93	87
U.S.A.	7	5	2	6	32
Total	28,984	28,918	28,349	27,451	27,695

**2007 – 2011
REGISTRATIONS BY PROVINCE**

	2007		2008		2009		2010		2011	
Province	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
B.C.	203	263	183	231	156	224	181	220	161	282
Alberta	3591	5188	3196	4443	3364	4525	3048	4155	3482	4332
Saskatchewan	2004	2478	1803	2290	2091	2533	2066	2669	2183	2533
Manitoba	838	1894	931	1517	792	1451	1128	1714	1077	1776
Ontario	312	939	265	934	283	968	271	1046	324	991
Quebec	302	483	329	556	305	454	269	466	228	405
New Brunswick	14	66	18	50	20	34	25	55	25	49
Nova Scotia	38	108	46	99	33	118	37	105	41	113
P.E.I.	17	49	25	71	26	53	12	66	17	30
U.S.A.	11	13	32	12	8	17	3	7	56	79
	7,330	11,481	6,828	10,203	7,078	10,377	7,040	10,503	7,594	10,590
Total	18,811		17,031		17,455		17,543		18,184	

**2007 - 2011
TRANSFERS BY PROVINCE**

	2007		2008		2009		2010		2011	
Province	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
B.C.	115	85	127	92	113	74	106	53	101	47
Alberta	2278	1645	2240	2556	1980	1480	1936	1369	2029	1705
Saskatchewan	1295	877	1282	769	1288	779	1279	951	1420	655
Manitoba	501	704	594	793	556	711	660	829	632	735
Ontario	139	576	107	647	150	642	141	659	166	724
Quebec	169	202	185	221	181	140	153	132	153	126
New Brunswick	4	18	10	14	3	12	7	7	9	12
Nova Scotia	27	33	18	30	18	18	21	30	26	26
P.E.I.	13	39	8	51	12	34	9	34	8	16
U.S.A.	3	10	35	48	4	29	1	26	55	160
	4,544	4,189	4,606	5,221	4,304	3,919	4,313	4,090	4,599	4,206
Total	8,733		9,827		8,223		8,403		8,805	

