

AGENDA
CANADIAN SIMMENTAL ASSOCIATION
58th ANNUAL MEETING

Saturday, July 26, 2026 1:00 pm

- CSA President's Welcome and Call to Order – Randy Noble, President
- Moment of Silence
- Acknowledgement of Directors and Guests – Randy Noble
- Approval of Agenda
- Approval of 57th Annual General Meeting Minutes
- President's Report – Randy Noble
- CEO's Report – Roxane Lieverse
- 2025 Reviewed Financial Statement – Barclay Smith
- Appointment of Auditors
- Committee Reports:
 - Advertising/Promotion and Simmental Country – Blair McIntosh
 - Breed Improvement – Scott Matthews
- Young Canadian Simmental Association – Megan Prouse
- New Business
 - Recommendations from the Floor
- Introduction of 2026-27 Directors
 - Appointment of New Directors
 - Recognition of Outgoing Directors
- Invitation to the 2027 Canadian Simmental Association Convention
- Motion to Ratify the Actions and Proceedings of the CSA Board of Directors and Officers for 2025
- Adjournment of Meeting

***Participants are encouraged to attend the Friends of Canadian Simmental Association following the close of
the Canadian Simmental Association Annual General Meeting***



PRESIDENTS OF THE CANADIAN SIMMENTAL ASSOCIATION

1969 - 70	Travers Smith, Cardston, Alberta	1996 - 97	Miles Glasman, Russell, Manitoba
1970 - 71	Dr. Allan Dixon, Calgary, Alberta	1997 - 98	Ken Lewis, Spruce Grove, Alberta
1971 - 72	LeRoy Barry, Carivale, Saskatchewan	1998 - 99	Yves Gagnon, Vinoy, Quebec
1972 - 73	Ross Mitchell, Douglas, Manitoba	1999 - 00	Tracy Graf, Edmonton, Alberta
1973 - 74	Jack Ball, Brant, Alberta	2000 - 01	Ron Wooddisse, Palmerston, Ontario
1974 - 75	Dr. Allan Dixon, Calgary, Alberta	2001 - 02	Ian Mitchell, Barriere, British Columbia
1975 - 75	Gerry Kaumeyer, Calgary, Alberta	2002 - 04	Brian McCarthy, Moosomin, Saskatchewan
1976 - 77	Stan Church, Calgary, Alberta	2004 - 06	Bruce Holmquist, Kinistino, Saskatchewan
1977 - 78	Keith Sveinson, Calgary, Alberta	2006 - 08	Dr. Murray Jacobson, Shaughnessy, Alberta
1978 - 80	Jim Shaw, Edmonton, Alberta	2008 - 10	Dr. Everett Hall, Owen Sound, Ontario
1980 - 82	Mel Wolfe, Douglas, Manitoba	2010 - 11	Rick McIntyre, Churchbridge, Saskatchewan
1982 - 84	John Draper, Douglas, Manitoba	2011 - 13	Ron Nolan, Markdale, Ontario
1984 - 86	Stan Church, Calgary, Alberta	2013 - 14	Fraser Redpath, Mather, Manitoba
1986 - 87	Dick Stoddard, Waterloo, Quebec	2014 - 15	Kelly Ashworth, Oungre, Saskatchewan
1987 - 88	Bill Small, Craven, Saskatchewan	2015 - 16	Lacey Fisher, Amherst, Nova Scotia
1988 - 89	Ralph Whitfield, Souris, Manitoba	2016 - 18	Lee McMillen, Carievale, Saskatchewan
1989 - 91	Roger Deeg, Lyalta, Alberta	2018 - 20	Garth Rancier, Killam, Alberta
1991 - 93	Barry LaBatte, Gladmar, Saskatchewan	2020 - 22	Marlin LeBlanc, Estevan, Saskatchewan
1993 - 94	Allan Preston, Hamiota, Manitoba	2022 - 24	Shawn Williams, East Garafraxa, Ontario
1994 - 96	Michael Burns, King City, Ontario	2024 - 25	Jennie Mutch, Vernon, PEI
		2025 -	Randy Noble, Lloydminster, Saskatchewan

CSA BOARD OF DIRECTORS / 2025-2026

Randy Noble	Barclay Smith	Ben Farrent	Jennie Mutch	Neil Carson
President	1st Vice-President	2nd Vice-President	Past President	<i>Rosburn, MB</i>
<i>Lloydminster, SK</i>	<i>Lousana, AB</i>	<i>Cherhill, AB</i>	<i>Vernon, PEI</i>	
Kyle Lewis	Leanna Mitchell	Blair Williamson	Blair McIntosh	Scott Matthews
<i>Vernon, PEI</i>	<i>Barriere, BC</i>	<i>Lambton Shores, ON</i>	<i>Maymont, SK</i>	<i>Cookshire-Eaton, QC</i>

CURRENT CSA STAFF & CONSULTANTS

Roxane Lieverse	Barb Judd	Sue Giles	Olivia Woytiuk
Chief Executive Officer	Office Manager	Director of Marketing and Public Relationships	Public Relations & Social Media Coordinator
Rae-lee Erickson	Dwayne Martin	Rita Ricioppo	Sean McGrath
YCSA Coordinator	Field Manager	Bookkeeping Services	Breed Improvement Advisor
Laurie Macdonald	Carrie MacDonald	Devra Leavitt	Perry Welygan
	Registry & Member Services		
	Ian Yin	Michael Brooks	
	Network Support	CSA Registry Software Support	

CANADIAN SIMMENTAL ASSOCIATION
DRAFT MINUTES OF THE 57th ANNUAL GENERAL MEETING
July 26, 2025, 1 pm
Weyburn, Saskatchewan

CALL TO ORDER

President Jennie Mutch called the meeting to order at 1:05 pm

PRESIDENT'S WELCOME – JENNIE MUTCH

- Welcome to 2025 Annual General meeting of the CSA. Thank you to the Saskatchewan Simmental Association for hosting,
- I remind all participants to sign the attendance sheet so we have an official record of all in attendance.
- Members wishing to vote on motions must hold a valid yellow voting card, which can be obtained at the registration desk for a few more minutes.
- Members wishing to make a recommendation for the CSA board's consideration can write them on the green forms on your tables. They must be signed and seconded by another CSA member also holding a vote card. A recommendation from the floor is a suggestion to the board of directors. It may be discussed at the discretion of the chair to be added to the agenda at the next board of directors meeting.
- Recommendation forms can be given to Sue Giles at any time prior to new business. Recommendations will be given to the board of directors during New Business.
- This meeting will be conducted under Roberts Rules of Order and the Parliamentarian is Ken Lewis.
- Scrutineers are Sue Giles and Dwayne Martin.
- We have quorum with 45 voting members in attendance and online.

MOMENT OF SILENCE FOR CSA MEMBERS WHO HAVE RECENTLY PASSED

INTRODUCTION OF 2025 DIRECTORS, PAST PRESIDENTS AND GUESTS

- 2024 – 25 CSA Board of Directors – Jennie Mutch - President, Randy Noble - 1st Vice, Ben Farrant - 2nd Vice President. Other directors include Leanna Mitchell, Barclay Smith, Kyle Lewis, Blair McIntosh, Neil Carson, Shane Williams and Scott Matthews
- CSA Past Presidents in attendance today are Barry Labatte, Miles Glasman, Ken Lewis, Garth Rancier, Bruce Holmquist, Marlin LeBlanc, Shane Williams, Lacey Fisher, Kelly Ashworth, Lee McMillen
- Guest Jon DeClerck – American Simmental Association Executive Vice President

APPROVAL OF AGENDA

MOTION by Garth Rancier, to approve the agenda.

Second, Blair Williamson

CARRIED

APPROVAL OF THE 2024 ANNUAL GENERAL MEETING MINUTES

MOTION by Jason McLean, to approve the 56th CSA AGM 2024 minutes.

Second, Ken Lewis

CARRIED

PRESIDENT'S REPORT – JENNIE MUTCH

- Firstly, the tours on Thursday were exceptional
- On behalf of the Canadian Simmental Association and the Board of Directors, welcome to the 2025 CSA AGM and Convention in Weyburn, Saskatchewan. The Annual General Meeting is an important platform to reflect on our achievements, set future goals, and strengthen our commitment towards our membership. I would like to express a heartfelt thank you to the organizing committee within the Saskatchewan Simmental Association, the CSA staff, and all those involved in planning this event. Hosting an AGM is a significant commitment, and we value your dedication to the breed
- With ambitious goals, progressive determination, and a commitment to quality from our membership, the Simmental breed holds a highly respected position within the beef industry. We should take pride in our achievements and continue to support responsible and strategic decision-making that advances Simmental's position
- The CSA Board convenes in spring and fall, as well as through conference calls between in-person meetings. Prior to Board meetings, the CSA Committees, consisting of elected Board of Directors and appointed delegates, meet to discuss areas of focus and interest. The Breed Improvement Committee, led by Scott Matthews, continues to drive discussions and engagement on issues related to Simmental's advancement in Canada and globally. The Promotion Committee, chaired by Blair McIntosh, focuses on enhancing advertising options for our members and has taken on additional responsibilities guiding the Legacy Media Project. Our Finance Chair, Barclay Smith, ensures careful attention to detail, keeping us financially

stable and meeting budgetary goals. The YCS program remains vibrant, and I commend the national and regional youth boards for their active involvement and contributions to numerous successful youth events nationwide. Special thanks to Ben Farrant, CSA Liaison to the National YCSA Board, and Jen Scott, our new YCSA Coordinator, for their guidance and dedication. Many breeders, including myself, benefited from the YCS program, where we acquired invaluable life skills and forged lifelong friendships

- Hosting the 2024 World Simmental Fleckvieh Congress was a major endeavor for the CSA, and I want to express my genuine gratitude to everyone who played a role in making the event both memorable and motivating. Our committed CSA staff, dedicated organizing committee, numerous volunteers, enthusiastic breeders, energized YCS members, valued partners, and devoted sponsors all came together to ensure the success of this truly world-class event
- The CSA continues to collaborate closely with the Friends of the Canadian Simmental Foundation Board of Directors to advance the CSA membership, and particularly youth, for generations to come. A sincere thank you to the Foundation chair, Garth Rancier, for his guidance and contributions to the Foundation's continuing success. I would also like to extend a special acknowledgment to the Foundation for its support as the title sponsor of the 2024 World Simmental Fleckvieh Congress
- I welcome Barclay Smith, Randy Noble, and Kyle Lewis who are returning to the CSA board for a three-year term. Renewal is crucial to any organization's growth and success, and accordingly I extend a warm welcome to our incoming board member, Blair Williamson. On behalf of the entire board, with sincere gratitude we give our thanks to Shane Williams as an outgoing director and past president. We have valued your insights at the board table, your dedication to the breed, and your unwavering positivity and integrity
- The backbone of the CSA is our dedicated, knowledgeable, and engaged staff. It takes a collective effort to advance a breed association, while efficiently managing day-to-day services for our expanding membership. I welcome three new talented members to the CSA team: Jen Scott, YCSA Programs Coordinator; Dwayne Martin, Simmental Country Sales Representative; and Olivia Woytiuk, Summer Intern managing the CSA Legacy Media Project. Each of you bring unique skill sets that enhance the capabilities and services of the Canadian Simmental Association. Thank you for joining the team!
- As I reflect on my tenure as president, I am humbled by the opportunity to have served this community. I extend my gratitude to the CSA Staff, Board of Directors, and the entire membership for your individual contributions and genuine commitment to building upon the strength of the Simmental breed. As we look to the future, let us continue to work together to uphold the strong values and high standards that have brought us to where we are today. By doing so, we ensure that our journey forward is not just one of growth, but also one of integrity, responsibility, and a lasting positive impact

***MOTION** by Jennie Mutch, to accept her President's report as presented.*

Second, Lorne Kwasnicki

CARRIED

GENERAL MANAGER'S REPORT - BRUCE HOLMQUIST

- Read printed report in the book at your leisure
- PowerPoint presentation
- Some of you may have heard I am leaving CSA which is true. I will not be renewing my contract when it expires, and we have a capable Transition Committee working on hiring a new GM. I have assured the board that I will remain as required to the end of March 2026 and beyond, need be. I feel fortunate to be involved in CSA board for so long. I started on the board in 2000 for 6 years as director, left for 10 months and then was asked if I would consider returning as Marketing Liaison. In 2012 I became General Manager and here we are 25 years later. I am fortunate to have been involved as a breeder and a staff member. CSA has enjoyed much success throughout the years and look forward to it continuing

***MOTION** by Bonnie Glasman, to accept the General Manager's as presented.*

Second, Graham Kathol

CARRIED

AUDITOR REVIEWED FINANCIAL STATEMENTS – BARCLAY SMITH

- Please refer to the AGM book to access the financials as circulated
- This is an easy job when we are such a good position
- Another positive budget this year, we are in great shape
- This doesn't mean we are spending money at will
- Budgets show where we are going to spend and we feel our financials show that
- If you have any questions, please bring them to us

***MOTION** by Barclay Smith, to approve the CSA 2024 auditor reviewed financial statements as presented.*

Second, Jason McLean

CARRIED

APPOINTMENT OF AUDITORS

***MOTION** by Barclay Smith, to appoint BDO as auditors for the upcoming year end.*

Second, Blaine Barnett

CARRIED

ADVERTISING/PROMOTION AND SIMMENTAL COUNTRY – BLAIR MCINTOSH

- It has been another strong year for Simmental breeders, and with markets approaching record highs, we are poised for a very prosperous fall. Years of dedicated breeding and stewardship within our association and its members have positioned Simmental as a true leader in the Canadian beef industry
- The objective of the Canadian Simmental Association (CSA) Board of Directors is to make decisions that ensure the Simmental breed continues to advance and remain at the forefront of the Canadian beef industry. We are fortunate to have a dedicated and capable support staff that take the Board's direction and turn our ideas into reality
- This past year, the Advertising/Promotion Committee consisted of Blair McIntosh, Jennie Mutch, Ben Farrant, Barclay Smith, Mariah Wotten, Shane Williams and Leanna Mitchell. We met in both March and October to discuss and implement initiatives that further promote our breed
- This year we have been working at getting the Legacy Media Project up and going. Olivia Woytiuk has joined the CSA team to work on the Legacy Project with partial funding from the Friends of Canadian Simmental Foundation. This project aims to preserve the history and influence of the Simmental breed in Canada. It will include thoughts and recordings of influential members of the Simmental community also preserving and archiving our breed's history
- Our major publications, Simmental Country and Commercial Country, continue to be invaluable promotional tools for the CSA and its members. We remain committed to producing publications that showcase the Simmental breed while supporting our members' marketing goals. Simmental Country reaches over 2,500 readers, and Commercial Country has an audience of more than 14,000. We are constantly working to enhance content and encourage breeders to incorporate these platforms into their marketing strategies
- Our Award of Excellence (AOE) shows have been announced for 2025, and we would like to thank and recognize the tremendous efforts of Simmental exhibitors across the country who promote our breed. We are also grateful to Red Flame Ranch, who has once again graciously donated the buckles for the Champion Male and Female of our AOE shows
- Our CSA promotional products have been updated, and all items can be found on the CSA website under the Merchandise tab. We have a great assortment of products, so be sure to check them out! Additionally, we continue to partner with Mark's Work Warehouse to offer product discounts and embroidery services for CSA members
- Our CSA E-Blast continues to see steady engagement and is sent out monthly to keep members informed about CSA news and events. If you have something you'd like to share with the membership, feel free to reach out to our office staff. Additionally, our website and Facebook page are popular, informative communication platforms that are regularly updated by our Staff
- We have an outstanding product and a dedicated membership that consistently markets top-quality Simmental and Simmental-influenced cattle through bull, female, and feeder sales. Thank you for making Simmental the breed of choice and for contributing to our continued success

***MOTION** by Blair McIntosh, to accept the Advertising/Promotion and Simmental Country report as presented.*

Second, Dave Erixon

CARRIED

BREED IMPROVEMENT – SCOTT MATTHEWS

- What an incredible year of progress and momentum for Simmental. This past year the Breed Improvement Committee has continued to benefit from the work and dedication of both past and present committee members, staff and CSA Board of Directors. The BIC was comprised of myself as Committee chair, Shane Williams, Randy Noble, Neil Carson, Garth Rancier, Ken Lewis, Marlin Leblanc, Rob Voice, Jared Sherman, Dave Milliner, Kyle Lewis and was supported by CSA Staff, Sean McGrath, Bruce Holmquist and Barb Judd
- One addition to the last several BIC meetings has been involving Mike Brooks. The experience Mike and his group has with software development, programming and leadership has helped us make some changes to our online registry system and we continue to look forward in helping improve and develop tools with Mike's guidance
- The input, leadership and support from Sean McGrath over the many years he has worked with CSA, has enabled our Committee and our Board of Directors to be at the forefront of genetic advancements, changes to our evaluation and all things Genetic Improvement
- This past year we have continued our efforts to re-enforce the value of data collection. Although we have concentrated resources to collecting genotyping, we remain committed to the need to continue to obtain valuable phenotypic data to strengthen the data base and empower the evaluation with accuracy. With this in mind, we continue to believe in strengthening the evaluation for our members and their customers to be ONE of the many tools available to help drive change
- With this spirit we continue to support the development of the Canadian Beef Improvement Network has remained a focus. We also have strong representation at the Canadian Beef Breeds Council and would like to thank Garth Rancier and Ken Lewis for the commitment as we navigate towards a path of cooperation, data sharing, and leadership to help shape tomorrow's beef industry in Canada
- Success is the sum of learning, training, instruction, experience and practice. With this in mind, we will continue to build from our core, be challenged with new ideas and initiatives and remain focused to continue to lead, develop and strengthen Simmental's position in the industry

***MOTION** by Kirsten Fornwald, to accept the Breed Improvement report as presented.*

YOUNG CANADIAN SIMMENTAL ASSOCIATION – BRODYN LABATTE

- I am very humbled to have the opportunity to be the National YCSA president for the 2024/2025 year. This past year was met with great success and opportunities for the YCSA members to interact and learn amongst each other. We started out with our Leadership conference in May in Guelph, Ontario, which hosted 45 youth members from across Canada and our National Show will be held this July in Weyburn, SK, which will host around 90 juniors. Thank you to Kelsey Manske for your stepping back into the role as YCSA coordinator last year
- I am pleased to welcome Jennifer Scott to our board as our new YCSA coordinator in 2025. We have really enjoyed working alongside Jennifer and she has been a huge part of the success that the YCSA has seen this year. Back in May I was able to attend our leadership conference in Guelph, ON and I can say for myself and on behalf of my board it was a great success. It was filled with opportunities to meet new members from across Canada and learn from some very highly qualified speakers and individuals throughout the weekend. The weekend consisted of tours to Dwayann Simmentals, a meat tenderness demo and meat lab tour of the University of Guelph, and a tour of the Ontario Beef Research Center. We were also fortunate to host keynote speakers throughout the weekend that delivered educational presentations to our junior members. We look forward to continuing our leadership conference in the future and seeing the conference alternate from eastern to western Canada
- I am happy to announce that our 2026 National Show is set to be held in the Maritimes and exciting times are ahead. We are hopeful in the continuation of our leadership conference and already starting to plan for our 2026 conference
- Our Saskatchewan Provincial YCSA Board is pleased to be hosting the 2025 National YCSA show here Weyburn, with 110 head of cattle and 90 YCSA members attending. We are honored to have Kirk Stierwalt present, especially for the junior members
- I would like to thank the countless volunteers within our Saskatchewan Breed Association, our Saskatchewan YCSA Board, parent volunteers, and our Saskatchewan YCSA coordinators Dean Sentes and Hayley LaBatte for all their hard work and contribution to this year's show
- As I take a step back from the past year as president, I feel very honored to have been given this opportunity to take on this role with the National Show and CSA convention being held very close to home. I want to take this moment to welcome everyone to attend this year's show and enjoy some very exceptional cattle, junior exhibitors, and hospitality
- Thank you for all your continuous support to the YCSA program

MOTION by Kyron Manske, to accept the Young Canadian Simmental Association report as presented.

Second, Lee McMillen

CARRIED

SUSPENSION OF THE CSA ANNUAL GENERAL MEETING

- President Jennie Mutch asked for motion to suspend Canadian Simmental Association AGM for the Friends of Canadian Simmental Foundation AGM

MOTION by Marlin LeBlanc, to suspend the Canadian Simmental Association AGM for the Friends of Canadian Simmental Foundation AGM.

Second, Joanne Handley

CARRIED

RESUMPTION OF THE CSA ANNUAL GENERAL MEETING

- President Jennie Mutch asked for motion to resume the Canadian Simmental Association AGM

MOTION by Kyron Manski, to resume the Canadian Simmental Association AGM.

Second, Blair Williamson

CARRIED

NEW BUSINESS

- Recommendations from the floor
 - That the CSA continue with the Legacy project, and look at more history projects, such as groups and associations that we grew from

Moved by Ken Lewis

Seconded by Marlin LeBlanc

- Thank you for these recommendations which will be added to the agenda at the next board of directors meeting for discussion

INVITATION TO 2026 CANADIAN SIMMENTAL CONVENTION IN NOVA SCOTIA

- Jennie Mutch extended an invitation from the Maritime Simmental Association to attend the 2026 CSA Convention and YCSA National Show in the Annapolis Valley, Nova Scotia, July 23 -26, 2026
- The organizing committee including secretary Ella Lentz, has already met three times. There will be cattle and wine tours

RECOGNITION OF OUTGOING DIRECTOR

- Jennie Mutch acknowledged Shane Williams – knew Shane slightly prior to joining the board. Come to know his dedication to the breed, fabulous sense of humour, and always positive about all aspects of industry – ‘it’s all good’

INTRODUCTION OF 2025-26 CSA BOARD OF DIRECTORS

- Welcome Blair Williamson to the CSA board; Blair is a past president of the OSA board, am certain he’s going to be a great addition
- Congratulations to Kyle Lewis on this first term, and Randy Noble and Barclay Smith for their second term on the board

RATIFY 2024 ACTIONS AND PROCEEDINGS OF THE CSA BOARD

- President Jennie Mutch asked for motion to ratify the 2024 actions and proceedings of the Canadian Simmental Association Board of Directors

MOTION by Garth Rancier, to ratify the action and proceedings of the CSA Board of Directors for the year 2024.

Second, Marlin

CARRIED

MOTION by Chet Jans, to adjourn the meeting at 2:10 pm

CANADIAN SIMMENTAL ASSOCIATION

RANDY NOBLE- President

On behalf of the Canadian Simmental Association and the Board of Directors, welcome to the 2026 Annual General Meeting. The AGM is an important occasion to reflect on the progress we have made, celebrate the people who make this association strong, and set our sights on the opportunities that lie ahead. Thank you to all members, guests, and supporters who have joined us today.

These are genuinely exciting times for the cattle industry, and the Simmental breed is exceptionally well-positioned within it. The data continues to affirm what our members have long believed — that Simmental cattle offer outstanding performance, versatility, and value. We should take pride in what the numbers reflect and remain committed to the strategic decisions that continue to advance Simmental's standing on the national and global stage.

This year brings a significant milestone for our association. We are incredibly fortunate to have had Bruce Holmquist serve as our General Manager for 15 years. Bruce's leadership, institutional knowledge, and unwavering dedication have been foundational to the CSA's growth and success. A formal celebration of his remarkable contributions will take place at Canadian Western Agribition, and we look forward to honouring him in a manner that befits his service.

At the same time, we are pleased to welcome Roxane Lieverse as our incoming Chief Executive Officer. Roxane brings fresh energy and vision to the role, and we are confident that her leadership will guide the CSA into its next chapter with strength and purpose. Welcome, Roxane — we are glad to have you at the helm.

The CSA is also fortunate to be supported by a strong and dedicated Board of Directors. Their commitment to the breed and to our membership is reflected in every decision made on behalf of this association. I would like to extend sincere thanks to our outgoing directors for their years of service and the contributions they made at the board table. Your dedication has left a lasting impression, and we are grateful. I am equally pleased to welcome our incoming directors — we look forward to the perspectives and energy you bring to the work ahead.

None of what we accomplish would be possible without the commitment of the CSA staff. Day in and day out, they manage the operations, support our members, and advance the mission of this association with professionalism and care. Thank you for everything you do — your dedication does not go unnoticed.

We also remain grateful for the ongoing partnership of the Friends of the Canadian Simmental Foundation. Their support continues to strengthen our ability to invest in the future of the breed and the next generation of Simmental breeders. We value this relationship deeply and look forward to all that we will accomplish together.

Looking ahead, the CSA has several key areas of focus that will shape our direction in the coming year. We are pleased to announce meaningful changes to Simmental Country, our flagship publication, designed to better serve and reflect our membership. Alongside this, the CSA is embracing a digital-first approach — ensuring that our communications, resources, and engagement with members are modern, accessible, and forward-thinking. These initiatives reflect our commitment to meeting our members where they are and positioning the CSA for continued relevance and growth.

As I look across this room, I am reminded of the strength of this community — the breeders, the families, the staff, and the volunteers who give so much to this breed and to one another. It is a privilege to serve as your President, and I am confident that by working together, our best days are ahead.

CANADIAN SIMMENTAL ASSOCIATION

COLLABORATION: ROXANE LIEVERSE – CEO & BRUCE HOLMQUEST- PAST GENERAL MANAGER

As we reflect on 2025, it is extremely easy to feel encouraged by the continued strength of Simmental seedstock and the value our genetics bring to the beef industry. It is in this positive context that we submit this report, providing an overview of the year for the Canadian Simmental Association (CSA).

As you are aware, Bruce Holmquist retired effective March 2026, and I assumed the role of CEO at the beginning of the year. Bruce leaves an exceptional legacy, with his impact deeply embedded within the CSA. At the same time, leadership transition presents an important opportunity for reflection and renewal—an overarching theme for the Association in 2026.

In 2025, the CSA experienced continued membership growth of approximately 3%, even as the broader Canadian cattle industry saw ongoing herd contraction and declining membership across many beef breed associations. This growth reflects the strong value proposition of Simmental genetics, both within the seedstock sector and the commercial industry, where demand for our genetics continues to increase.

The past year was also pivotal for the Board and the organization as a whole, as efforts were undertaken to recruit new leadership. This work prompted meaningful discussions around succession planning and the long-term direction of the CSA. As a result, the organization is well positioned for renewal and innovation in the years ahead.

During my transition into this role, I have been impressed by the depth of expertise and commitment demonstrated by our Board. I would like to sincerely acknowledge the significant time and effort our Board members invest each month to represent the interests of the membership.

Our Registry staff continue to deliver exceptional service to members. As we move into 2026, the CSA will advance its Digital-First initiative, enabling greater self-service functionality within the Registry system and improving efficiency, turnaround times, and service delivery.

Across our other key focus areas—Breed Improvement, Promotions, and the Youth programme—2025 was marked by important achievements, including the successful TEAMS Conference and growth in subscriber reach and global engagement.

While there is much to celebrate, rising staffing and operating costs will require careful management in 2026. The CSA will focus on leveraging technology, reducing inefficiencies, and maintaining strong service levels for members.

Additional focus will be placed on data management, member privacy, and genetic information as the industry continues to evolve in a more data-driven environment.

In closing, I would like to extend my sincere thanks to our members, staff, Board, and to Bruce Holmquist. I look forward to connecting with members and working together to support the continued success of the CSA in the years ahead.



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INDEPENDENT PRACTITIONER'S REVIEW ENGAGEMENT REPORT

To the Members of the Canadian Simmental Association:

We have reviewed the accompanying consolidated financial statements of the Canadian Simmental Association which comprise the consolidated statement of financial position as at December 31, 2025, and the consolidated statements of operations, changes in net assets, cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

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

Practitioner's Responsibility

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

Our responsibility is to express a conclusion on the accompanying consolidated financial statements based on our review. We conducted our review in accordance with Canadian generally accepted standards for review engagements, which require us to comply with relevant ethical requirements.

A review of financial statements in accordance with Canadian generally accepted standards for review engagements is a limited assurance engagement. The practitioner performs procedures, primarily consisting of making inquiries of management and others within the entity, as appropriate, and applying analytical procedures, and evaluates the evidence obtained.

The procedures performed in a review are substantially less in extent than, and vary in nature from, those performed in an audit conducted in accordance with Canadian generally accepted auditing standards. Accordingly, we do not express an audit opinion on these financial statements.

Conclusion

Based on our review, nothing has come to our attention that causes us to believe that these financial statements do not present fairly, in all material respects, the consolidated financial position of Canadian Simmental Association as at December 31, 2025, and the results of its consolidated operations and its consolidated cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

BDO Canada LLP

Chartered Professional Accountants

Calgary, Alberta June
16, 2026

BDO Canada LLP, a Canadian limited liability partnership, is a member of BDO International Limited, a UK company limited by guarantee, and forms part of the International BDO network of independent member firms.

The accompanying notes are an integral part of these financial statements

Consolidated Statement of Financial Position
As at December 31, 2025
(Unaudited)

	2025	2024
Assets		
Current		
Cash and cash equivalents	\$ 1,486,589	\$ 733,708
Marketable securities (Note 3)	2,285,474	2,717,860
Accounts receivable	23,593	78,815
Inventory	-	14,755
Prepaid expenses	14,198	13,547
	<u>3,809,854</u>	<u>3,558,685</u>
Property and equipment (Note 4)	<u>14,758</u>	<u>21,294</u>
	<u>\$ 3,824,612</u>	<u>\$ 3,579,979</u>
Liabilities		
Current		
Accounts payable and accrued liabilities	\$ 181,111	\$ 127,769
Goods and services tax payable	23,891	21,526
Deferred revenue (Note 5)	55,603	24,776
	<u>260,605</u>	<u>174,071</u>
Net assets		
Unrestricted net assets	3,549,249	3,384,614
Invested in property and equipment	14,758	21,294
	<u>3,564,007</u>	<u>3,405,908</u>
	<u>\$ 3,824,612</u>	<u>\$ 3,579,979</u>

APPROVED ON BEHALF OF THE BOARD OF DIRECTORS

Director

Director

Consolidated Statement of Operations
For the Year Ended December 31, 2025
(Unaudited)

	2025	2024
Revenue		
Total herd enrolment	\$ 869,734	\$ 829,676
Lab services	633,883	510,824
Simmental Country Magazine (Schedule 2)	314,890	441,573
Registrations	271,882	245,300
Memberships	103,925	102,700
Young Canadian Simmental Association ("YCSA") (Schedule 3)	96,515	116,605
Transfers	50,835	46,560
Other services	37,232	33,465
World Congress income	25,000	291,125
Rental income	24,000	10,000
AMP reimbursements	7,317	16,654
	2,435,213	2,644,482
Expenses		
Salaries and employee benefits	604,890	548,665
Lab service	513,775	465,522
Simmental Country Magazine (Schedule 2)	358,828	402,120
Provincial promotion funding	137,000	130,217
Breed improvement	131,171	85,192
Travel	114,224	93,107
Advertising and promotion	112,302	55,602
YCSA (Schedule 3)	112,703	98,600
Bank charges	68,591	67,251
Strategic Succession Planning	69,285	-
Utilities, property taxes and insurance	52,262	51,324
Computer	40,967	39,001
Office	33,596	37,625
Postage and freight	33,332	25,229
Sponsorship to YCSA	15,000	14,250
Professional fees	13,227	11,307
Telephone	10,758	10,473
Annual general meeting	9,950	-
Repairs and maintenance	9,470	8,255
Amortization	9,510	15,073
World Congress expenses	-	420,766
	2,450,841	2,579,578
Other income (loss)		
Interest (schedule 1 & 3)	93,487	122,564
Realized loss on marketable securities (Schedule 1)	(18,616)	(29,739)
Unrealized (loss) gain (Schedule 1)	98,856	63,891
	173,727	156,716
Excess of revenue over expenses	\$ 158,099	\$ 221,620

Consolidated Statement of Changes in Net Assets
For the Year Ended December 31, 2025
(Unaudited)

	Unrestricted net assets	Invested in property and equipment	2025 Total	2024 Total
Net assets - beginning of year	\$ 3,384,614	\$ 21,294	\$ 3,405,908	\$ 3,184,288
Investment in property and equipment	(2,974)	2,974	-	-
Excess (deficiency) of revenue over expenses	167,609	(9,510)	158,099	221,620
Net assets - end of year	\$ 3,549,249	\$ 14,758	\$ 3,564,007	\$ 3,405,908

The accompanying notes are an integral part of these financial statements

Current		
Cash and cash equivalents	\$ 465,341	\$ 349,824
Marketable securities	1,733,495	1,769,713
Accounts receivable	32,398	37,459
Prepaid expenses	4,905	6,349
	<u>2,236,139</u>	<u>2,163,345</u>
Property and equipment	<u>58,460</u>	<u>71,909</u>
	<u>\$ 2,294,599</u>	<u>\$ 2,235,254</u>
Liabilities		
Current		
Accounts payable and accrued liabilities	\$ 30,581	\$ 39,811
Goods and services tax payable	16,516	26,012
Deferred revenue	<u>19,588</u>	<u>108,159</u>
	<u>66,685</u>	<u>173,982</u>
Net assets		
Unrestricted net assets	2,169,454	1,989,363
Invested in property and equipment	<u>58,460</u>	<u>71,909</u>
	<u>2,227,914</u>	<u>2,061,272</u>
	<u>\$ 2,294,599</u>	<u>\$ 2,235,254</u>

CANADIAN SIMMENTAL

Note to the Consolidated Statement

For the Year Ended December 31, 2025

1. Description of organization

The Canadian Simmental Association (the "Association" or "CSA") was formed for the encouragement, development and regulation of breeding of Simmental cattle in Canada. The Association was incorporated under the Federal Animal Pedigree Act on February 20, 1969 which imposes rules of conduct on the Association and its members acting as purebred livestock breeders. The Association is a not-for-profit organization under section 149.1(i) of the Income Tax Act and is therefore not subject to income taxes as long as it maintains its not-for-profit status.

2. Significant accounting policies

Management has prepared the consolidated financial statements of the Association in accordance with Canadian accounting standards for not-for-profit organizations ("ASNPO") in Part III of the CPA Canada Handbook. The consolidated financial statements have, in management's opinion, been properly prepared using careful judgement with reasonable limits of materiality and within the framework of significant accounting policies summarized below.

Controlled entities

Controlled not-for-profit entities are consolidated in the Association's financial statements.

The Association controls Simmental Country (1997) Ltd. and The Young Canadian Simmental Association ("YCSA") which are wholly-owned subsidiaries.

Simmental Country (1997) Ltd. is incorporated under the Federal Animal Pedigree Act for the purpose of publishing a regular magazine addressing various Simmental cattle topics and is exempt from income tax under section 149.1(i) of the Income Tax Act.

YCSA is an unincorporated arm of the CSA. All funding is held in segregation for the benefit of the YCSA mandate but consolidated under the CSA for financial reporting and governance purposes.

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, transfers, memberships, registration and subscription revenue is recognized in the period to which it relates. Payments in advance for memberships and subscription are recorded as deferred income and classified as a current liability.

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.

Cash and cash equivalents

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

Marketable securities

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

CANADIAN SIMMENTAL

Property and equipment

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

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

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

Contributed 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.

Measurement uncertainty

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

Financial instruments

Financial instruments are recorded at fair value when acquired or issued. In subsequent periods financial assets with actively traded markets are reported at fair value, with any unrealized gains and losses reported in income. Cash and cash equivalent and marketable securities are measured at fair value. All other financial instruments are measured at amortized cost. The financial instruments measured at amortized cost include accounts receivable and accounts payable and accrued liabilities. The amounts due to/from related parties are measured at the exchange amount. Changes in fair values are recognized as realized gains or losses in the statements of operations and financial assets and liabilities are tested for impairment each reporting date.

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

CANADIAN SIMMENTAL

3. Marketable securities

Marketable securities include bonds, T-bills, term deposits, preferred shares and common shares of publicly traded entities and are reported at fair values. In the current year, marketable securities consisted of bonds and T-bills.

	2025	2024
Marketable securities		
GICs with 2.00% (2024: 3.00%-3.70%) interest, maturing in December, 2026	59,026	677,460
Fixed income	1,665,027	1,682,656
Equities	561,421	324,383
Alternatives and other	-	33,361
	\$ 2,285,474	\$ 2,717,860
	2025	2024
Investment income		
Interest income	81,852	116,459
Realized loss	(18,616)	(29,739)
Unrealized gain	98,856	63,891
	\$ 162,092	\$ 150,611

4. Property and equipment

	Cost	Accumulated amortization	Net 2025	Net 2024
Condominium	\$ 235,999	\$ 235,999	\$ -	\$ -
Publishing rights	233,000	233,000	-	-
Computer equipment & software	300,500	299,310	1,190	2,180
Furniture & fixtures	171,246	169,996	1,250	-
Condominium improvements	135,687	123,369	12,318	19,114
	\$ 1,076,432	\$ 1,061,674	\$ 14,758	\$ 21,294

As of December 31, 2025, the City of Calgary property assessment value of the condominium was \$1,140,000 (2024: \$1,110,000).

5. Deferred revenue

	2025	2024
YCSA	25,893	-
Member deposits	16,115	11,607
Magazine subscriptions	9,595	7,869
Damage deposit	2,000	2,000
Prepaid rent	2,000	2,000
Advertisements	-	1,300
	\$ 55,603	\$ 24,776

6. Related party

During the year, the Association received \$35,000 from the Friends of Canadian Simmental Foundation for the Team Conference and National Classic travel and \$7,500 for the Legacy Project. All of these transactions were carried out 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.

7. Financial instruments

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

Credit risk

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

Interest risk

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

Currency risk

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

8. Contractual obligations

The Association has entered into a contract with a printing company for the production of Simmental Country magazine and Commercial Country magazine. The contract is effective from June 1, 2012 to May 31, 2017. In 2017 there was an addendum to the original contract extending the term five years commencing on June 1, 2017 to May 31, 2021. In 2021, there was an additional addendum which extended the agreement to July 31, 2026.

9. Comparative Figures

Certain comparative figures have been reclassified to conform with the current year's presentation. This reclassification has no effect on the prior year's net income.

CANADIAN SIMMENTAL
Schedule 1 - Canadian Simmental Association
Non-Consolidated Schedule of Operations
For the Year Ended December 31, 2025
(Unaudited)

	2025	2024
Revenue		
Total herd enrolment	\$ 869,734	\$ 829,676
Lab services	633,883	510,824
Registrations	271,882	245,300
Memberships	103,925	102,700
Transfers	50,835	46,560
Other services (note 6)	37,232	33,465
World Congress income	25,000	291,125
Rental income	24,000	10,000
AMP reimbursements	7,317	16,654
	2,023,808	2,086,304
Direct expenses		
Salaries and employee benefits	604,890	548,665
Lab service	513,775	465,522
Provincial promotion funding	137,000	130,217
Breed improvement	131,171	85,192
Travel	114,224	93,107
Advertising and promotion	112,302	55,602
Strategic Succession Planning	69,285	-
Bank charges	68,591	67,251
Utilities, property taxes and insurance	52,262	51,324
Computer	40,967	39,001
Office	33,596	37,624
Postage and freight	33,332	25,229
Sponsorship to YCSA	15,000	14,250
Professional fees	13,227	11,307
Telephone	10,758	10,473
Annual general meeting	9,950	-
Repairs and maintenance	9,470	8,255
Amortization	9,510	15,073
World Congress expenses	-	420,766
	1,979,310	2,078,858
Other income (loss)		
Interest	91,735	119,647
Unrealized (loss) gain	98,856	63,891
Realized loss on marketable securities	(18,616)	(29,739)
	171,975	153,799
Excess of revenue over expenses	\$ 216,473	\$ 161,245

CANADIAN SIMMENTAL
Schedule 2 - Simmental Country Magazine
Non-Consolidated Schedule of Operations
For the Year Ended December 31, 2025
(Unaudited)

	2025	2024
Revenue		
Advertising	\$ 250,700	\$ 326,100
Subscriptions	34,190	33,649
Other	30,000	81,824
	314,890	441,573
Direct expenses		
Printing	182,141	238,355
Salaries and employee benefits	85,541	66,084
Magazine postage	66,548	93,037
Travel and promotion	21,848	1,720
Office postage	1,482	1,058
Telephone	1,030	1,009
Bank charges	158	207
Office and miscellaneous	80	250
Amortization	-	400
	358,828	402,120
(Deficiency) excess of revenue over expenses	\$ (43,938)	\$ 39,453

Schedule 3 - Young Canadian Simmental Association
Non-Consolidated Schedule of Operations
For the Year Ended December 31, 2025
(Unaudited)

	2025	2024
Revenue		
National classic (note 6)	\$ 58,055	\$ 78,805
Auction (note 6)	15,000	15,000
Team conference registrations/sponsorship (note 6)	15,400	-
YCSA admin fee	5,060	4,650
AJSA reimbursement	3,000	3,000
Online auction	-	15,100
Donations	-	50
	96,515	116,605
Direct expenses		
National YCSA show	74,348	84,476
Team Conference expenses	21,333	-
Travel	16,359	13,574
Advertising and promotion	500	173
Bank charges	163	112
Administration	-	265
	112,703	98,600
Other income (loss)		
Interest	1,752	2,917
	1,752	2,917
Excess of revenue over expenses	\$ (14,436)	\$ 20,922

PROMOTION COMMITTEE

BLAIR MCINTOSH - COMMITTEE CHAIR

It has been an exceptionally strong year for Simmental breeders, with markets approaching record highs, we are poised for a very prosperous fall. Years of dedicated breeding and stewardship within our association and its members have positioned Simmental as a true leader in the Canadian beef industry.

The objective of the Canadian Simmental Association (CSA) Board of Directors is to make decisions that ensure the Simmental breed continues to advance and remain at the forefront of the Canadian beef industry. We are fortunate to have a dedicated and capable support staff that take the Board's direction and turn our ideas into reality.

This past year, the Advertising/Promotion Committee consisted of Blair McIntosh, Jennie Mutch, Ben Farrant, Barclay Smith, Mariah Wotten, Randy Noble and Leanna Mitchell. We met in both March and October to discuss and implement initiatives that further promote our breed.

The Legacy Media Project has been a very well received and all videos to date can be found on the CSA website. Olivia Woytiuk has done a great job with her work on the Legacy Project with partial funding from the Friends of Canadian Simmental Foundation. This project aims to preserve the history and influence of the Simmental breed in Canada. It will include thoughts and recordings of influential members of the Simmental community also preserving and archiving our breed's history.

Our major publications, Simmental Country and Commercial Country, continue to be invaluable promotional tools for the CSA and its members. We remain committed to producing publications that showcase the Simmental breed while supporting our members' marketing goals. Simmental Country reaches over 2,500 readers, and Commercial Country has an audience of more than 14,000. We are constantly working to enhance content and encourage breeders to incorporate these platforms into their marketing strategies.

Our Award of Excellence (AOE) shows have been announced for 2026, and we would like to thank and recognize the tremendous efforts of Simmental exhibitors across the country who promote our breed. We are also grateful to Red Flame Ranch, who has once again graciously donated the buckles for the Champion Male and Female of our AOE shows.

Our CSA promotional products have been updated, and all items can be found on the CSA website under the Merchandise tab. We have a great assortment of products, so be sure to check them out! Additionally, we continue to partner with Mark's Work Warehouse to offer product discounts and embroidery services for CSA members.

Our CSA E-Blast continues to see steady engagement and is sent out monthly to keep members informed about CSA news and events. If you have something you'd like to share with the membership, feel free to reach out to our office staff. Additionally, our website and Facebook page are popular, informative communication platforms that are regularly updated by our Staff.

We have an outstanding product and a dedicated membership that consistently markets top-quality Simmental and Simmental-influenced cattle through bull, female, and feeder sales. Thank you for making Simmental the breed of choice and for contributing to our continued success.

BREED IMPROVEMENT COMMITTEE

SCOTT MATTHEWS - Committee Chair

"When we strive to become better than we are, everything around us becomes better too." – Paulo Coelho

Another year has passed, and Simmental continues to maintain and grow our stake in the Canadian beef sector. Part of this success can be attributed to the leadership of our CSA staff both past and present and the people we engage to participate on our committees. The BIC was comprised of myself as Committee chair, Randy Noble, Neil Carson, Garth Rancier, Kyle Lewis, Marlin Leblanc, Brayden Schmidt and was supported by CSA Staff, Sean McGrath, Bruce Holmquist, Roxane Lieverse, Barb Judd and our registry service provider, Mike Brooks. The experience Mike and his group have with software development, programming and leadership has helped us make some changes to our online registry system and we continue to look forward in helping improve and develop tools with Mike's guidance.

The input, leadership and support from Sean McGrath over the many years he has worked with CSA, has enabled our Committee and our Board of Directors to be at the forefront of genetic advancements, changes to our evaluation and all things Genetic Improvement.

It would be remised to also highlight the several years of guidance that CSA and the BIC has received from our past GM, Bruce Holmquist. The CSA has been long viewed as a leader both here at home and abroad and part of that leadership was due to CSA staff involvement in many groups including the Beef Improvement Federation. The CSA has committed more than ever into investing into Breed Improvement and will rely on our leaders to help guide us into our next chapters. Our breed has seen incredible market acceptance, and it will be our challenge to maintain our position as a leader and integral part of the beef sector.

With this spirit we continue to support the development of tools and alliances with suppliers and industry partners. It will be important to remain committed to data and remain focused on our development of strategies for storage, collection and analytics in this space. Our relationship with ASA and IGS continues to support our evaluation. It is important for members to understand the value in this partnership, and I encourage all to learn more about the value of being part of the IGS group. We also have strong representation at the Canadian Beef Breeds Council and would like to thank Garth Rancier and Ken Lewis for the commitment as we navigate towards a path of cooperation, data sharing, and leadership to help shape tomorrow's beef industry in Canada.

Success is the sum of learning, training, instruction, experience and practice. With this in mind, we will continue to build from our core, be challenged with new ideas and initiatives and remain focused to continue to lead, develop and strength Simmental's position in the industry.

YOUNG CANADIAN SIMMENTAL ASSOCIATION

MEGAN PROUSE- President

I am honoured to serve as the National YCSA President for the 2025–2026 year. Over the past year, the YCSA Board has worked diligently and achieved success across a number of initiatives that continue to strengthen our organization and support our members.

We began the year with the Farmgate Fundraiser Timed Auction, which provided a strong foundation for the months ahead. The success of this event was made possible by the generous support of our industry sponsors, whose contributions directly supported our programming. These funds played a key role in delivering a successful T.E.A.M. Conference in Saskatoon, Saskatchewan, as well as our National Classic in Windsor, Nova Scotia.

The T.E.A.M. Conference was a highlight of the year, featuring influential speakers from across the agriculture industry who brought valuable and diverse perspectives. Attendees also benefited from hands-on learning opportunities, including tours of the Livestock and Forage Centre of Excellence, where members were able to see innovative practices in action.

A significant contributor to our success has been our new YCSA Coordinator, Rae-Lee Erickson, whose dedication and leadership have been instrumental in organizing events that benefit not only our board, but all YCSA youth. We have also been fortunate to welcome our new Chief Executive Officer, Roxane Lieverse. Having had the opportunity to work alongside both of these outstanding women, I am confident that the Simmental breed is in excellent hands.

I would also like to extend a sincere thank you to the Maritime Board for their hard work in hosting this year's events. We are excited to welcome everyone to the Maritimes and encourage you to join us for outstanding cattle and an unforgettable experience by the sea.

Looking ahead, we are pleased to invite you to the 2027 National Classic, which will be held in Quebec. We look forward to seeing you there. Thank you for your continued support of the YCSA program. We look forward to seeing you in Windsor, Nova Scotia July 23-26.

MEMBERSHIP STATISTICS

ACTIVE MEMBERS								
Life, Annual and YCS								
As of December 31								
	2024				2025			
Province	Life	Annual	YCS	Total	Life	Annual	YCS	Total
British Columbia	40	11	14	65	43	10	9	62
Alberta	433	95	218	746	450	95	201	746
Saskatchewan	240	59	113	412	253	61	116	430
Manitoba	175	20	52	247	178	21	53	252
Ontario	198	88	136	422	211	94	143	448
Quebec	75	38	34	147	82	35	34	151
Nova Scotia	32	14	26	72	31	15	30	76
New Brunswick	12	9	6	27	13	9	4	26
P.E.I.	11	7	8	26	11	7	12	30
Newfoundland	3	1		4	2	1		3
USA & Foreign	6	4	1	11	10	4	3	17
Total	1225	346	608	2179	1284	352	605	2241

TOTAL HERD ENROLLMENTS BY PROVINCE					
	2021	2022	2023	2024	2025
Province					
B.C.	998	1082	1161	1201	1229
Alberta	16765	17445	17538	17691	18568
Saskatchewan	11084	10931	9934	9667	10022
Manitoba	5502	5668	6125	6035	6035
Ontario	1553	1657	1635	1643	1609
Quebec	1030	1188	1307	1382	1457
New Brunswick	118	133	158	180	192
Nova Scotia	85	90	100	124	122
P.E.I.	57	60	61	68	63
Newfoundland	10		3		
USA	22	22	3	3	10
Total	37,224	38,276	38,025	37,994	39,307