



CANADIAN SIMMENTAL ASSOCIATION UPDATE

JUNE 2025





2024-25 CSA BOARD OF DIRECTORS

- **JENNIE MUTCH**, VERNON, PEI (PRESIDENT)
- **RANDY NOBLE**, LLOYDMINSTER, SK (FIRST VP)
- **BEN FARRANT**, LOUSANA, AB (2ND VP)
- **SHANE WILLIAMS**, EAST GARAFRAXA, ON (PAST PRESIDENT)
- **BARCLAY SMITH**, CHERHILL, AB
- **NEIL CARSON**, ROSSBURN, MB
- **SCOTT MATTHEWS**, COOKSHIRE-EATON, QC
- **LEANNA MITCHELL**, BARRIERE, BC
- **BLAIR MCINTOSH**, MAYMONT, SK
- **KYLE LEWIS**, SPRUCE GROVE, AB

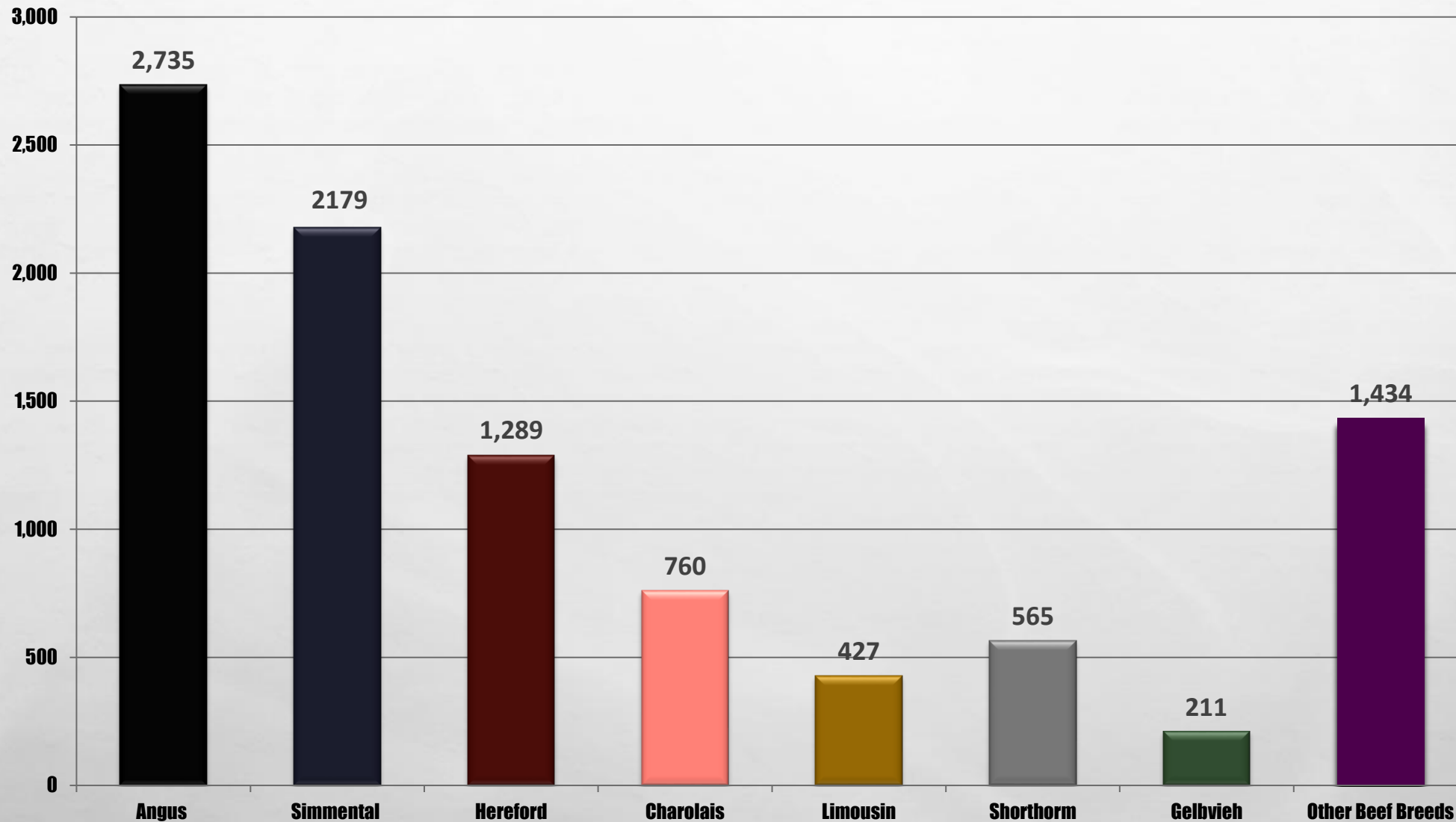


CSA Staff

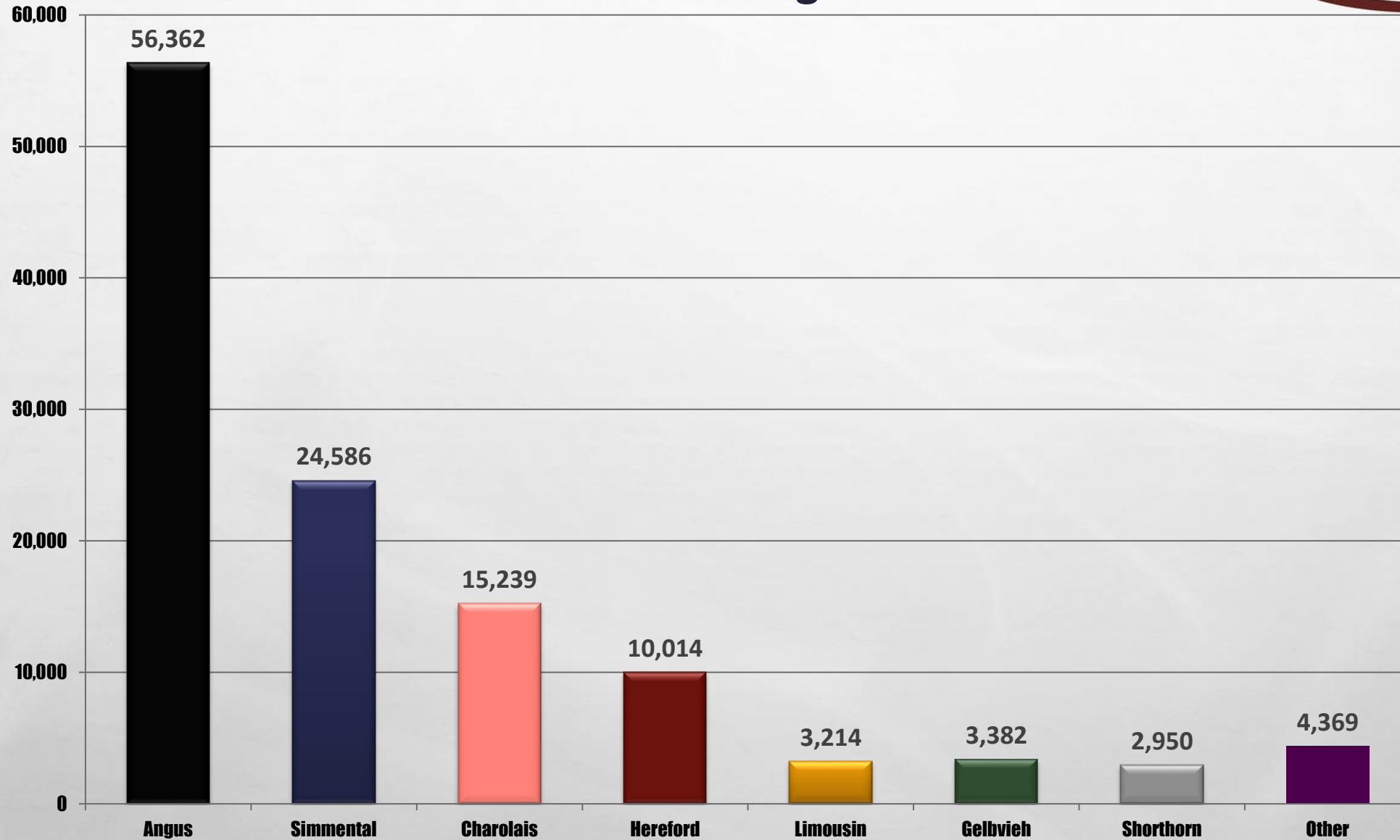
- **Bruce Holmquist**, General Manager
- **Barb Judd**, Office Manager
- **Perry Welygan**, Registry/Member Services
- **Rita Ricioppo**, Accounting(Part Time)
- **Devra Leavitt**, Admin/Member Services
- **Laurie Macdonald**, Registry/Member Services
- **Laura Shuttleworth**, Admin Assistant/Registry
- **Sue Giles**, Programs Coordinator
- **Jennifer Scott**, YCSA Coordinator
- **Dwayne Martin**, CSA/SC Fieldman
- **Olivia Woytiuk**, Summer Intern



Canadian Beef Breed Memberships 2024



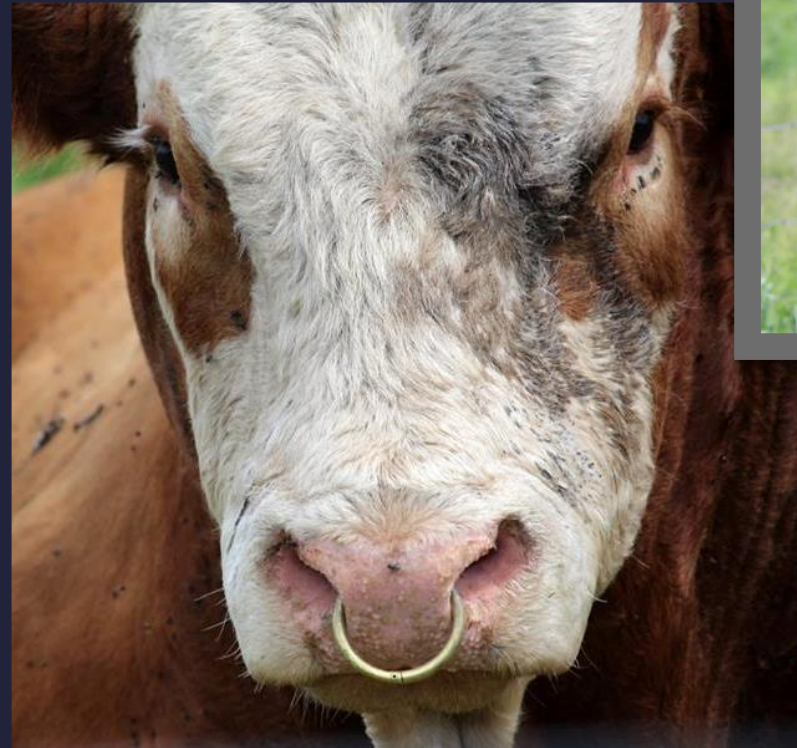
Canadian Beef Breed Registrations 2024



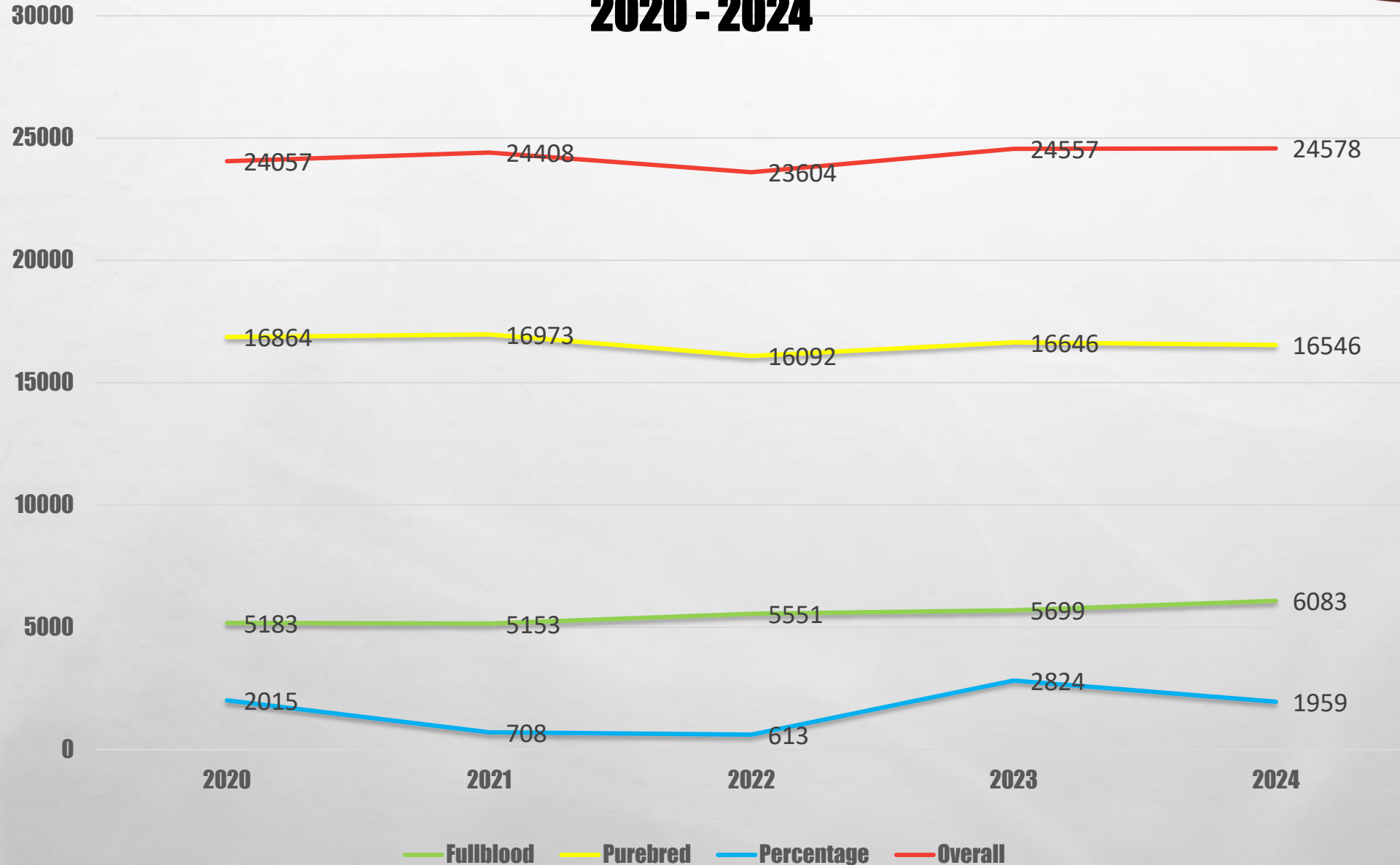
Registry Statistics as of December 31st, 2024



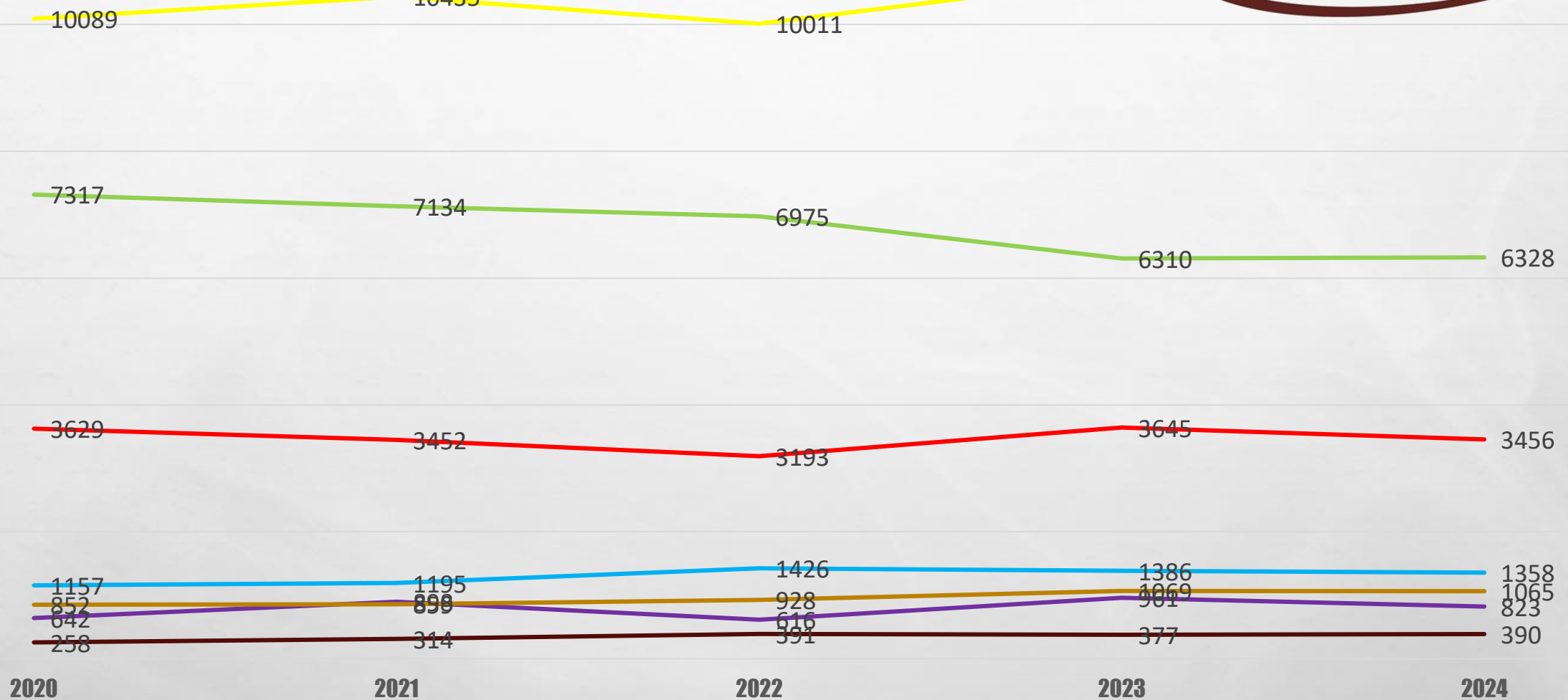
- **2179 CSA memberships**
- **Total Herd Enrollment (THE)**
 - 770 herds
 - 37,998 cows enrolled
- **Registrations 24,578**
 - Purebreds **(67%)**
 - Fullbloods **(25%)**
 - Percentage **(8%)**
- **Transfers**
 - 11,567
- **Online Simmental.com users**
 - 900 +



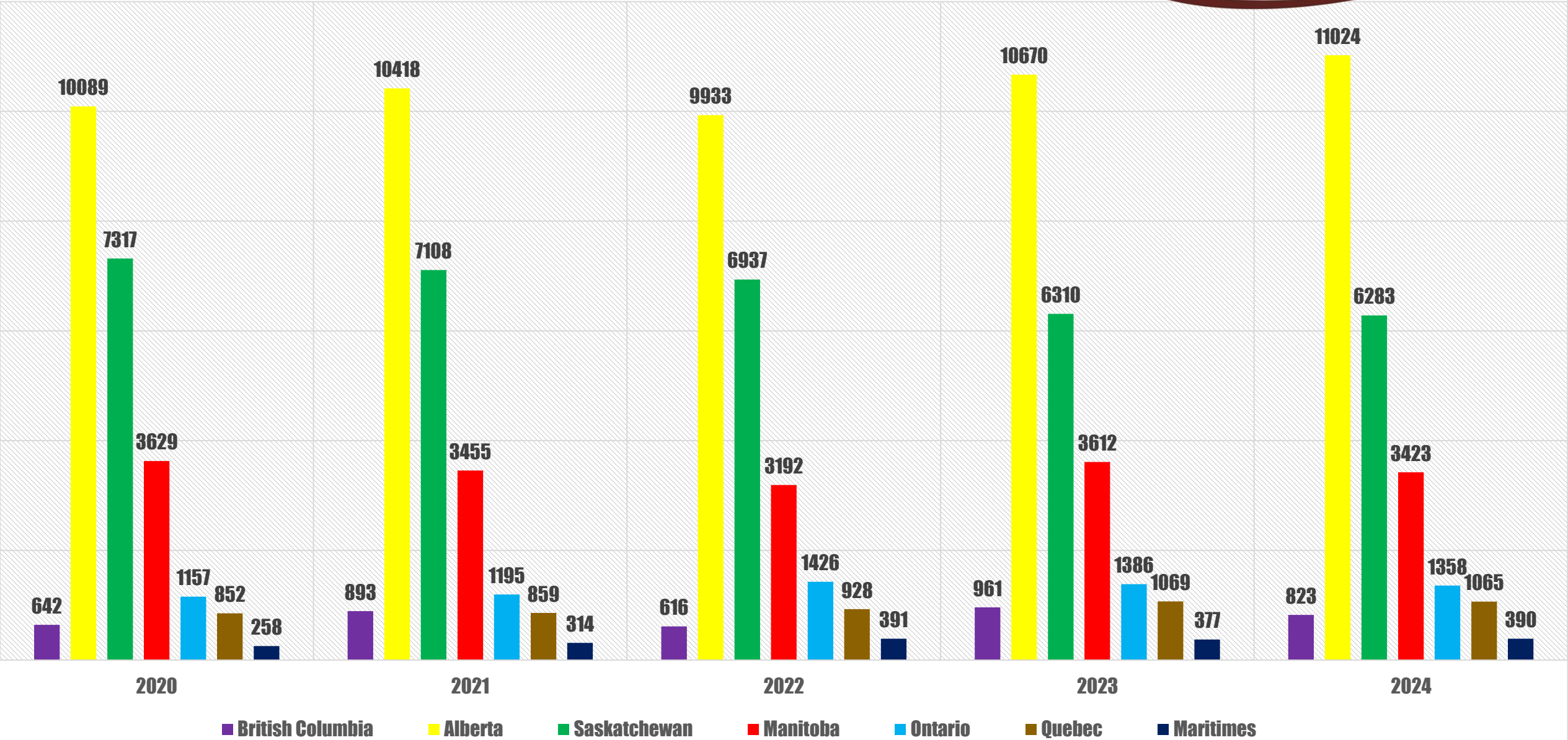
Overall Registrations 2020 - 2024



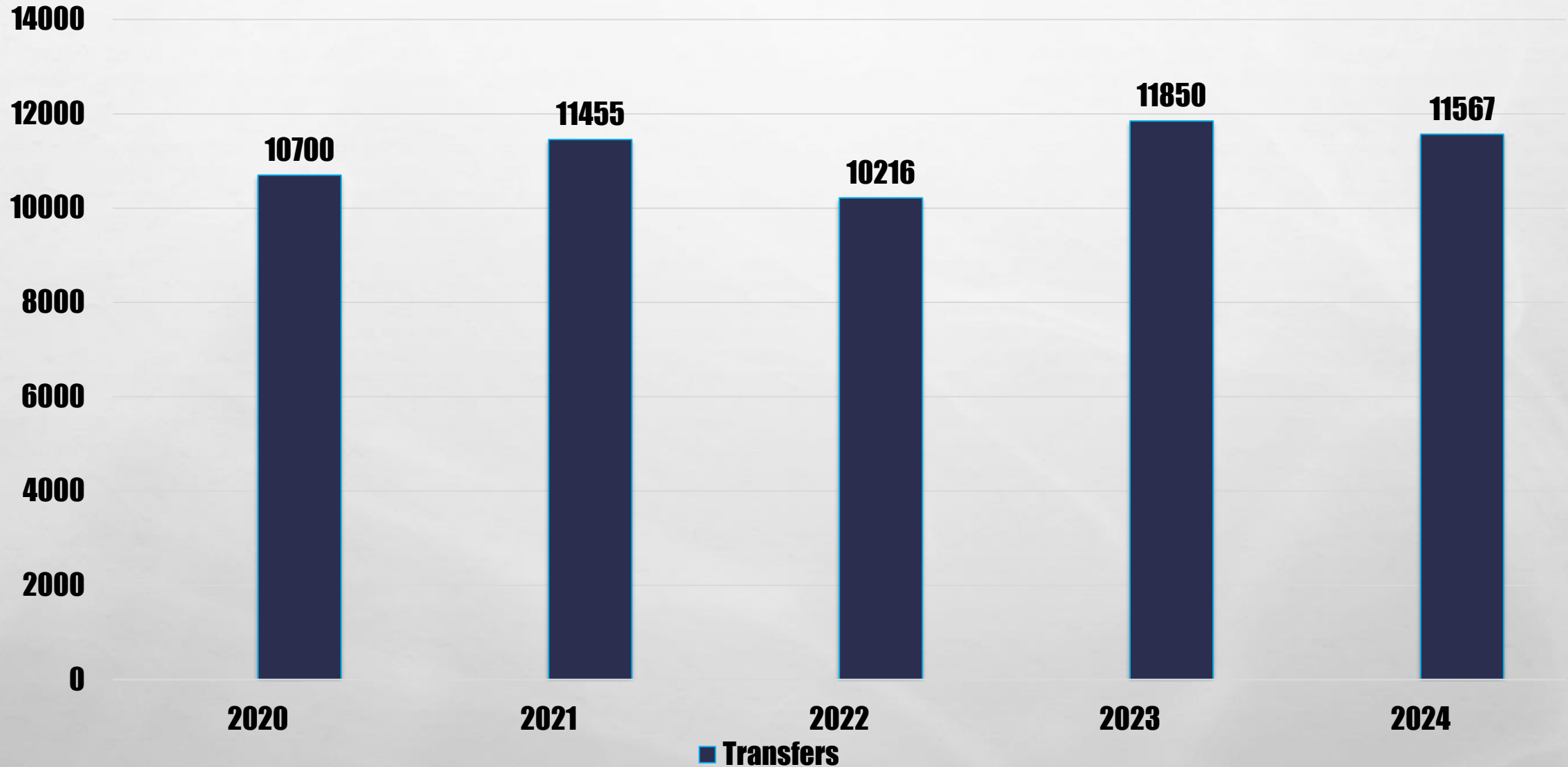
Registrations by Province 2020 – 2024



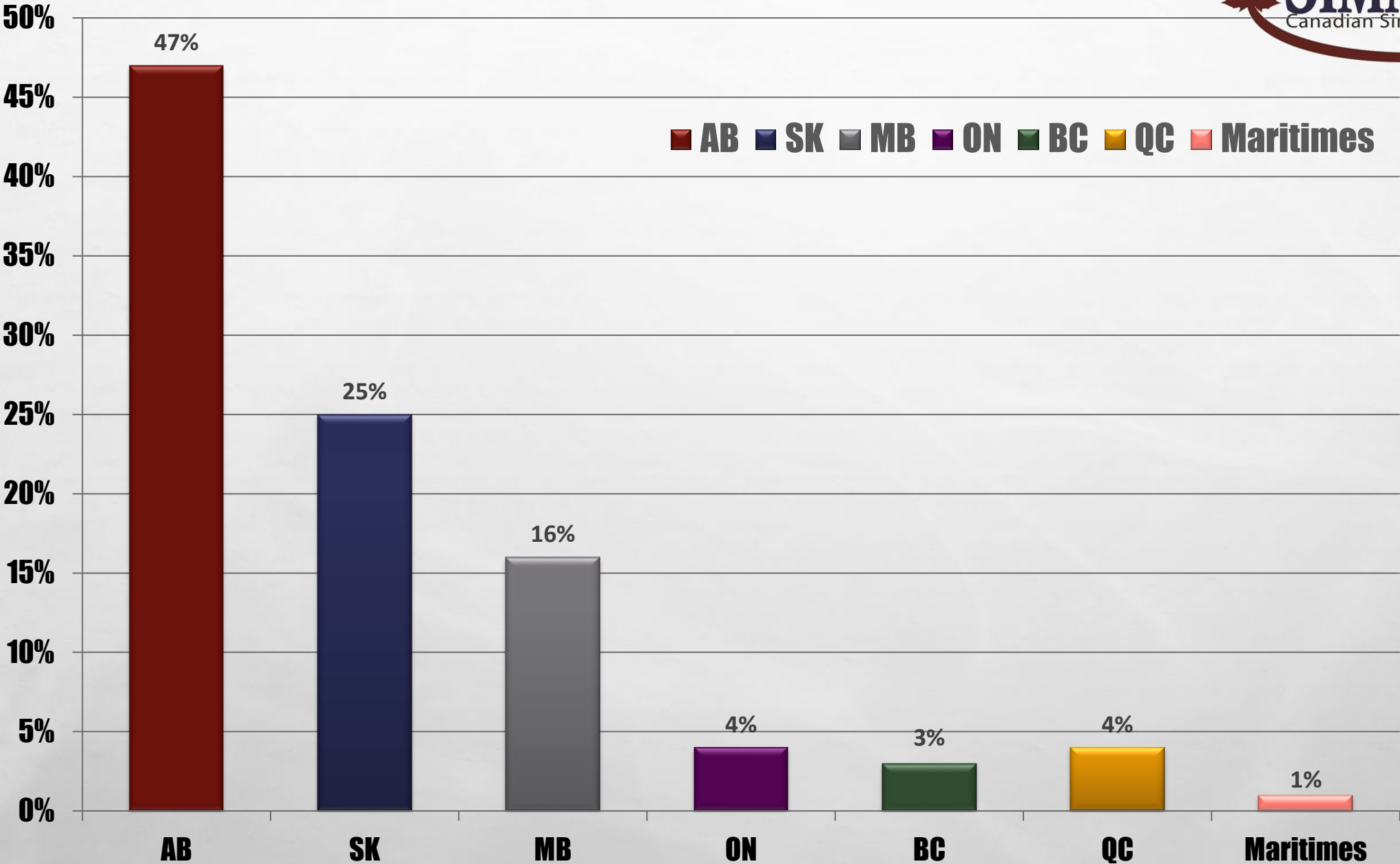
Registrations by Province 2020 – 2024



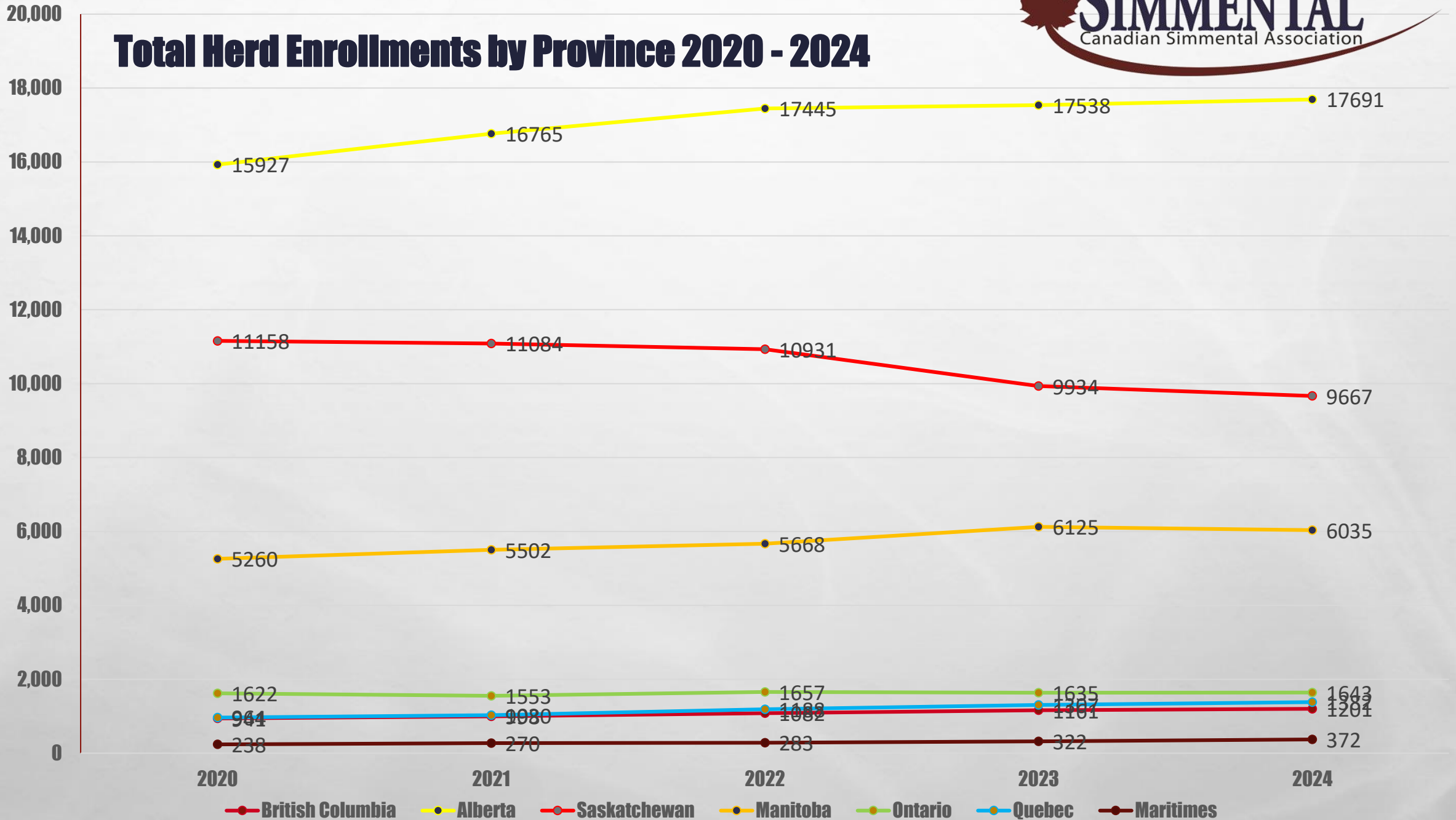
Transfers 2020 - 2024



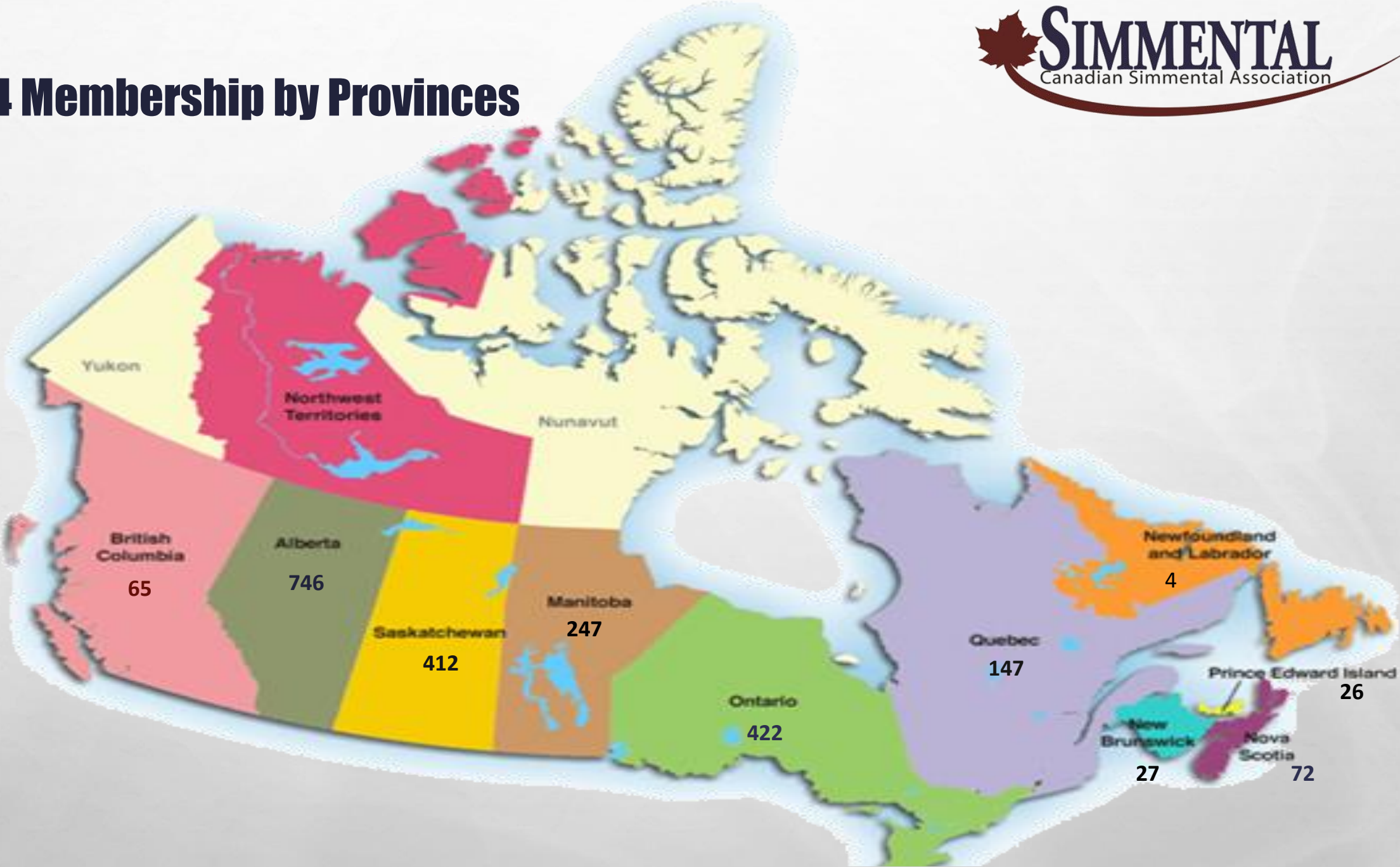
2024 THE by Province (%)



Total Herd Enrollments by Province 2020 - 2024

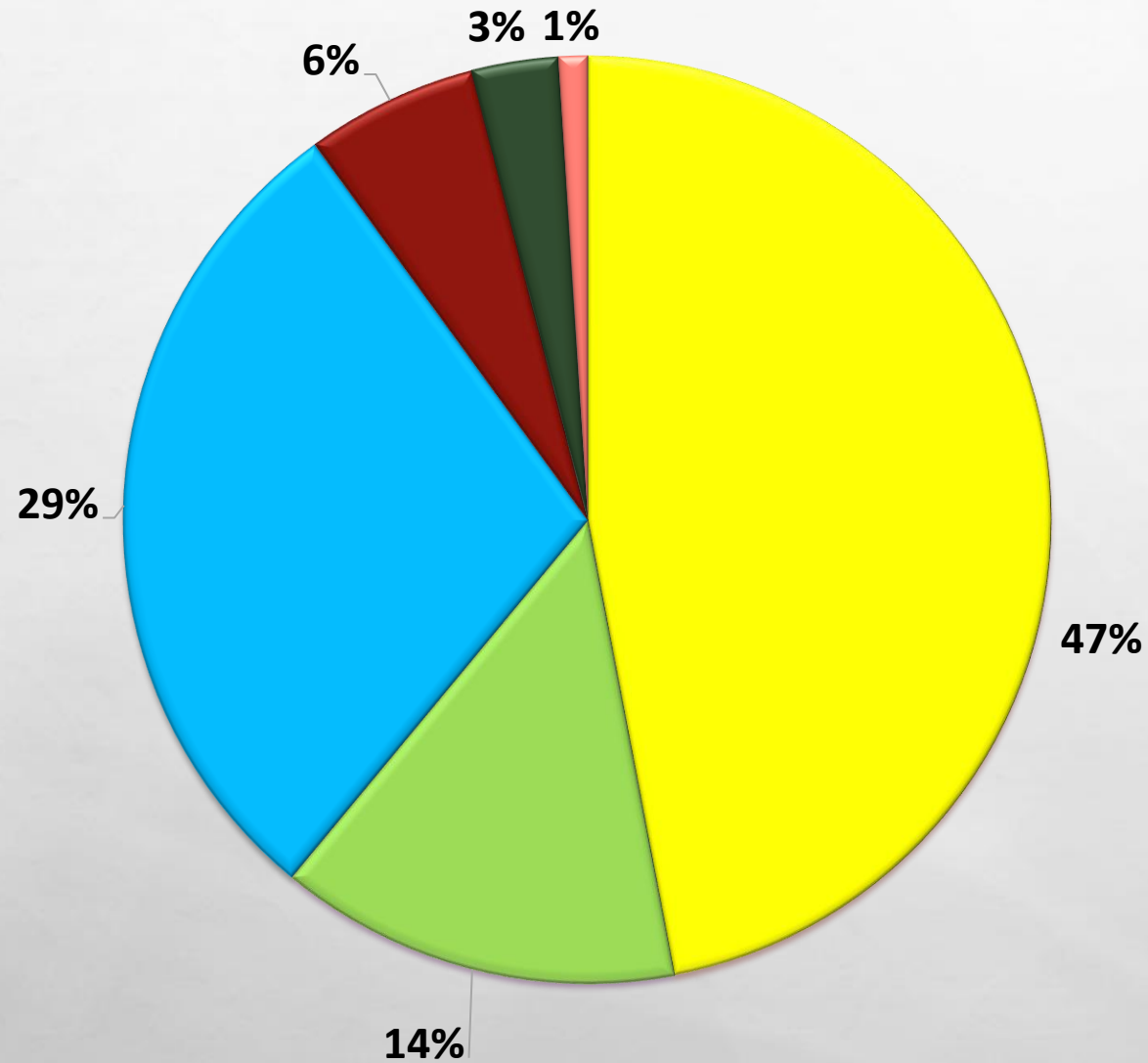


2024 Membership by Provinces



Income (expressed as %)

(as of Dec 31, 2024)



THE

Registrations

Services

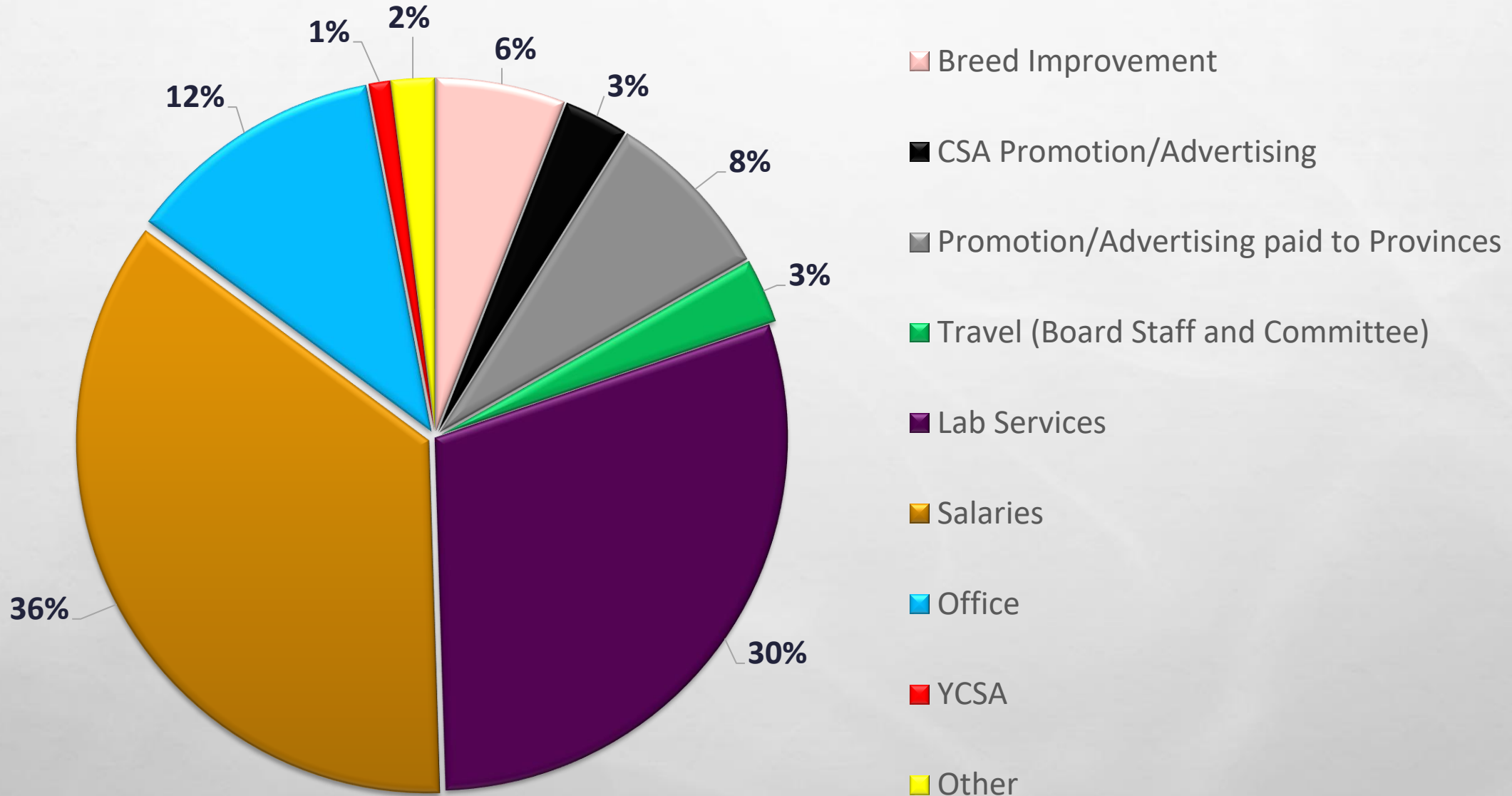
Membership

Transfers

Other

Expenses (expressed as %)

(as of Dec 31, 2024)



CSA BREED IMPROVEMENT

Breed Improvement Committee

- Scott Matthews (Chair)
- Jenne Mutch
- Shane Williams
- Randy Noble
- Neil Carson
- Kyle Lewis
- Garth Rancier
- Jared Sherman
- David Milliner
- Marlin LeBlanc




CSA DNA TEST PRICING THROUGH NEOGEN GENOMICS



Lab Charges (per sample)

Basic SNP Panel (200 SNP)	\$ 20.00
GGP-100K	\$ 45.00
100K, Horned/Polled	\$ 55.00
100K, Coat Color (homozygous black)	\$ 50.00
100K, Coat Color Dilutor	\$ 50.00
100K, Horned/Polled, Coat Color (homozygous black)	\$ 62.00
100K, Horned/Polled, Coat Color Dilutor	\$ 62.00
100K, Red Charlie	\$ 62.00
Microsatellite	\$ 25.00
Genotype Reconstruction (per sample)	\$ 50.00
Genotype Entry from another lab	\$ 7.00
Coat Color (homozygous black)	\$ 16.00
Coat Color Dilutor	\$ 16.00
Horned/Polled	\$ 30.00
Horned/Polled, Coat Color (homozygous black)	\$ 38.00
Horned/Polled, Coat Color Dilutor	\$ 38.00
Red Charlie	\$ 30.00
Freemartin	\$ 30.00
Loose Hair Sample Fee (per sample)	\$ 5.00
Sample Distribution	\$ 3.00
TSU Applicator	\$ 108.00
TSU Sample Collector (10-pack)	\$ 35.00
TSU Sample Collector (100-pack)	\$ 375.00
Hair Card (minimum order 5)	\$ 1.00 ea.
Blood Card (minimum order 5)	\$ 1.00 ea.





2025 CSA 100K DNA Program

Beginning January 1, 2025, the CSA is offering a rebate to cover part of our member's costs to do genomically enhanced parentage panels on heifers and bulls born in 2025 that are 100K DNA tested.

DNA must be submitted to the lab by December 31, 2025. All 2025 born calves with a 100K test result confirming accurate parentage verification at March 1, 2026 will be credited \$10 per animal to active CSA member accounts.



For more information, contact the CSA office:
(403) 250-7979 | cansim@simmental.com
WWW.SIMMENTAL.COM



2025 CSA DNA/Ultrasound Program

Replacement Heifer and Yearling Bull Ultrasound DNA Program

CSA is offering a rebate on replacement heifers and yearling bulls born in 2024 (M) that are ultrasound scanned and 100K DNA tested by the same member.

Completed ultrasound and 100K DNA results must be submitted to the CSA office by July 31, 2025.

CSA will credit \$27.50 per animal to active CSA member accounts by October 1, 2025.



For more information, contact the CSA office:
(403) 250-7979 | cansim@simmental.com
WWW.SIMMENTAL.COM

CSA DNA Programs



CSA PROMOTION AND MARKETING

PROMOTION COMMITTEE

- BLAIR MCINTOSH (CHAIR)
- JENNIE MUTCH
- SHANE WILLIAMS
- BEN FARRANT
- LEANNA MITCHELL
- BARCLAY SMITH
- MARIAH WOTTEN

COMMERCIAL BUYER PACKAGES



Number of packages mailed out in the past 5 years

- 2019 – 229
- 2020 – 144
- 2021 – 208
- 2022 – 306
- 2023 – 299
- 2024 – up to Aug 30, 2024 - 191

Packages Include:

- Personal letter
- CSA membership form
- Simmental Country subscription form
- Simmental information sheet
- YCSA information sheet
- Marks Work Wearhouse card
- Commercial cattle brochure
- Calving book
- RFID tag purchasing flyer

CSA ADVERTISEMENTS



Time for Profit
Time for Simmental

SIMMENTAL
Canadian Simmental Association

#13 - 4101 - 19th St. NE, Calgary, Alberta T2E 7C4
Phone: (403) 250-7979 • Fax: (403) 250-5121 • Toll Free: 1-866-860-6051
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WHO'S YOUR
DADDY?

PERFORMANCE + POUNDS + PROFIT =
SIMMENTAL
OF COURSE!

Add The
"Money Stripe"

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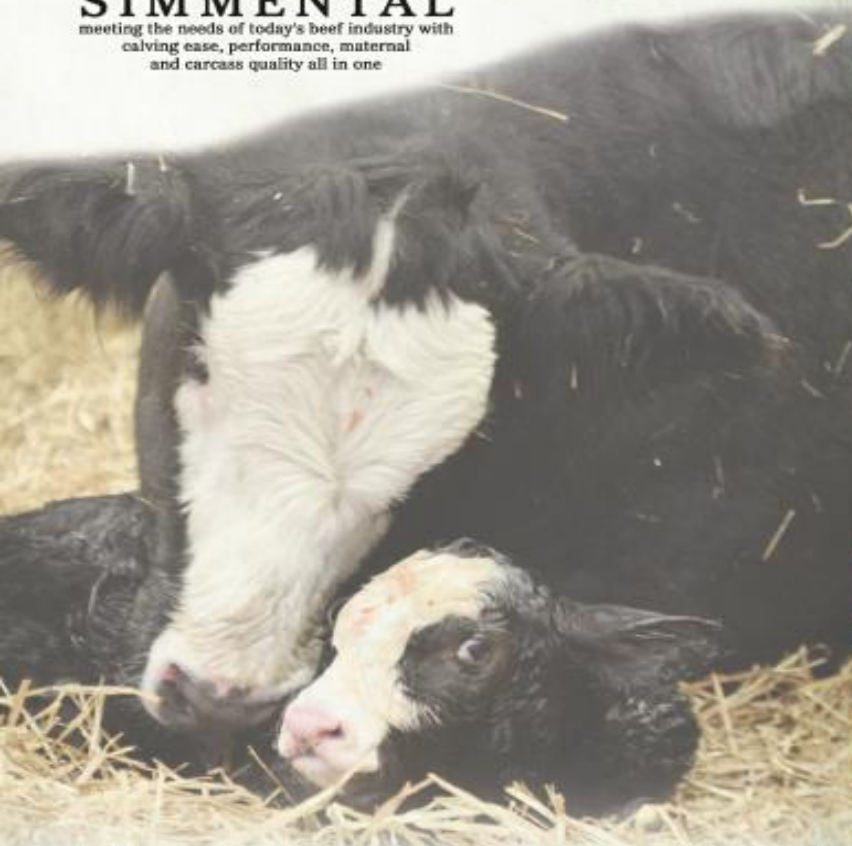
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calving ease, performance, maternal
and carcass quality all in one



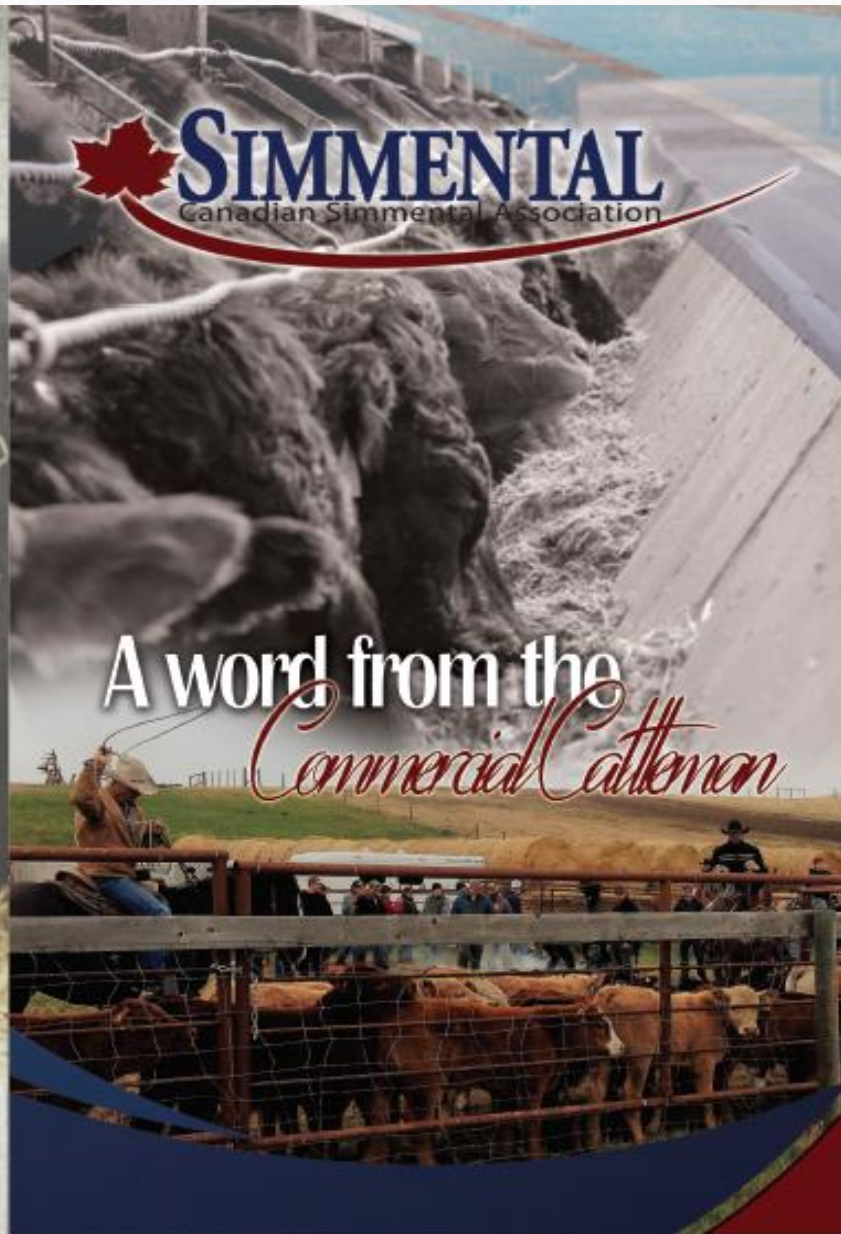
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A word from the *Commercial Cattleman*



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Simmental genetics to add profit to your program.

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**RICK & KATHRYN HAGEL -
Beiseker, Alberta**

"We use Simmental Bulls on our cow herd because we think they are the best balanced breed.

They have great performance from calving to weaning and carry on with that same performance in the feedlot which gives a high yielding carcass. They sire calves with good feet and legs and great milk in the females."



**KODY HENRY, FAWN HILLS FARMS -
Bassano, Alberta**

"We have used Simmental in our herd for as long as they have been in Canada. We have 250 Simmental influence cows and keep back approximately 50 replacement females each year. Our cow herd is made up of a Simmental/Red Angus cross, we like the disposition we get in our females from the Simmental, the momma cows have nice udders and are really good milkers! The Simmental cross calves have a lot of growth and power."

PAUL KEMPTER - Barriere, British Columbia

"Simmental cattle always seemed to work well for our operation. We have been very pleased with the overall breeding program of black Simmental bulls bred to mostly black, with red influence cows, the combination produces a nice moderate size cow with lots of maternal and she in turn produces a calf with lots of vigor"

MIKE WURZ - Sandhills Colony

"At Sandhills Colony our beef cattle herd consists of approximately 600 red and black Simmental influence cows. The Simmental influence provides us with a great crossbreed that gives our calves tons of performance and disposition that excel in the feedlot. We like the maternal strengths of the momma cow that provides our herd with good mothering abilities, longevity and lots of milk."

DAVE RAYMOND, RAYMOND LAND AND CATTLE - Aneroid, Saskatchewan

"It is a value-added opportunity for the ranch" says Dave Raymond. "Last year our half Simmental/Angus bred heifers fetched an average selling price of just under \$3,500 each at our annual bred heifer sale in early December". The Raymond's focus on improving the maternal traits in their herd. Growth is important, but they are also looking for traits that improve good milk production, easy calving, good temperament and easy keeping. "The cross breeding program with Simmental also ensures we are producing cattle with good feet and legs."

**DAROLD AND KARA ENRIGHT, ENRIGHT CATTLE COMPANY -
Tweed, Ontario**

"We like the Simmental or SimmAngus cross because they finish nicely with some back fat and produce a nice carcass size." Says Kara Enright. As well since she works with the cattle quite a bit by herself and with their children in tow, Kara says she really appreciates the quiet temperament of Simmental cattle."

KEVIN ROUTLEDGE - Hamiota, Manitoba

In the mid-1980s the Routledge family introduced Simmental bulls to their herd and the transition to Simmental influenced cattle began. The beef herd which has expanded over the years, has long-relied on Simmental genetics to produce calves with higher weaning weights in the fall. "I like the fact that compared to the earlier days, the breed has produced a moderate sized animal, we select replacement Simmental influenced females based on good temperament, good milk production and mothering ability."

JEFF & LAURIE MILLER - Calgary, Alberta

"We like keeping back Simmental cross heifers for replacement females because of their maternal quality, they always have good udders and great milking ability. Our Simmental crossbreeding program has also provided us with lower birth weights and high performance in our calves each year.

The Simmental influence calves we keep in the feedlot have some of the best marbling and yield grades. These calves always do well on feed and don't get excessively fat like some other cattle can.

"We use Simmental Bulls in our commercial herd because they have the best disposition. Simmental bulls have a great confirmation with a better leg and foot. Using Simmental bulls has allowed us to create strong working relationships with the purebred breeders we buy bulls from and personally we just like the cross of the red and black cattle"



SIMMENTAL

Making
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BETTER



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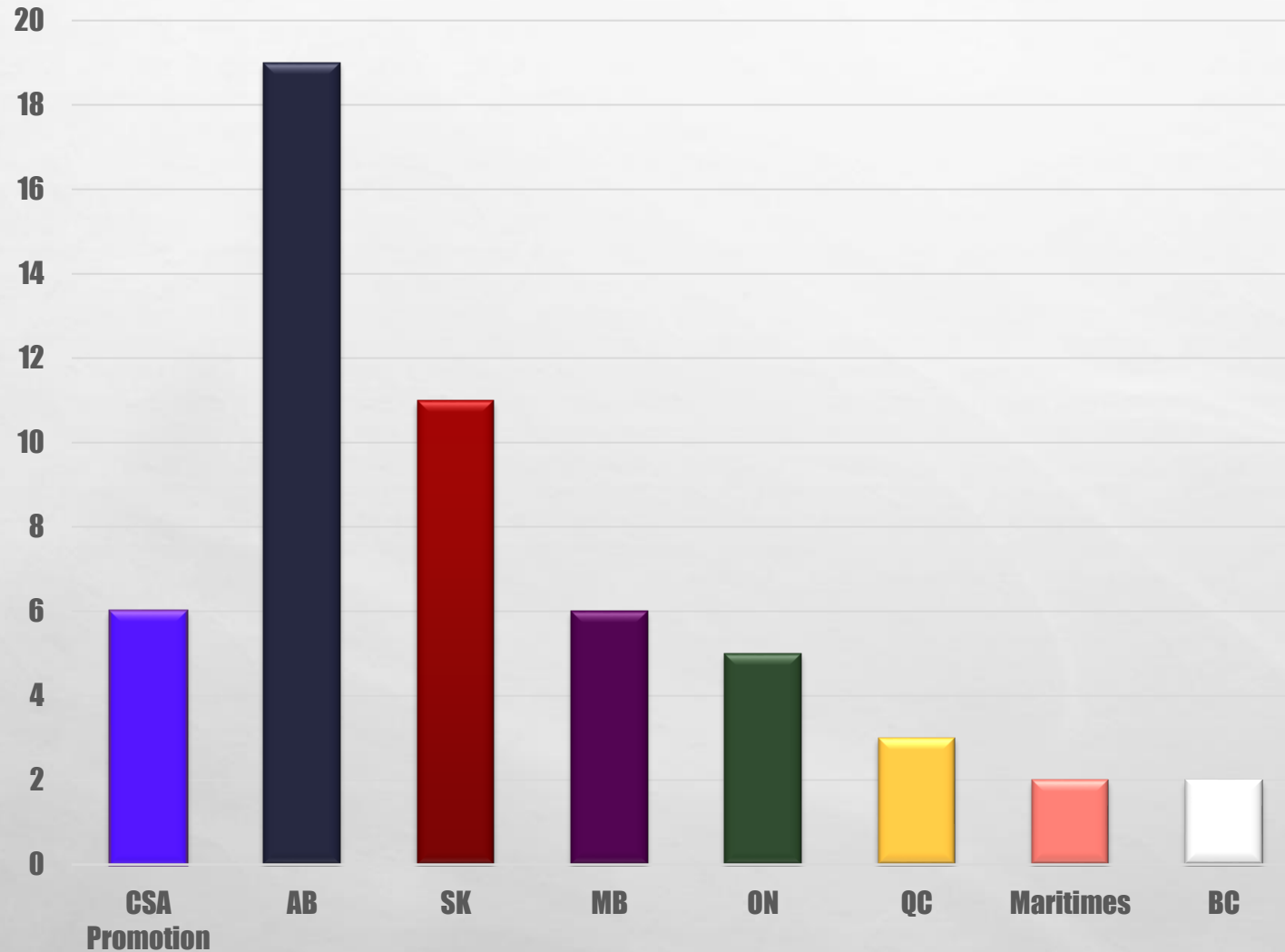
Making
Black
BETTER



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% OF TOTAL PROMOTIONAL FUNDING



PROMOTIONAL ITEMS AVAILABLE



- Image wear/ Mark's Work Wearhouse – 10% discount cards, ability for embroidery on purchased items.
- Promotional clothing now available from the CSA office
- Brochures and magazines
- Styrofoam cups – 12 oz size
- Calving books
- Marketing Made Easy Booklets
- Pens
- Roper Gloves
- Fitting Pants
- Note Pads
- Backpacks
- Travel Mugs
- Leather Gloves



CSA SIMMENTAL RFID TAGS

AS OF FEBRUARY 28, 2025 THE CSA HAS
SOLD 170,800 TAGS SINCE WE BEGAN
SELLING THEM IN APRIL 2017



START CALVING OFF **right**
Tag Blue



Purchase RFID Tags through the CSA Webstore or by phone
tags.canadaid.ca or 1-877-909-2333

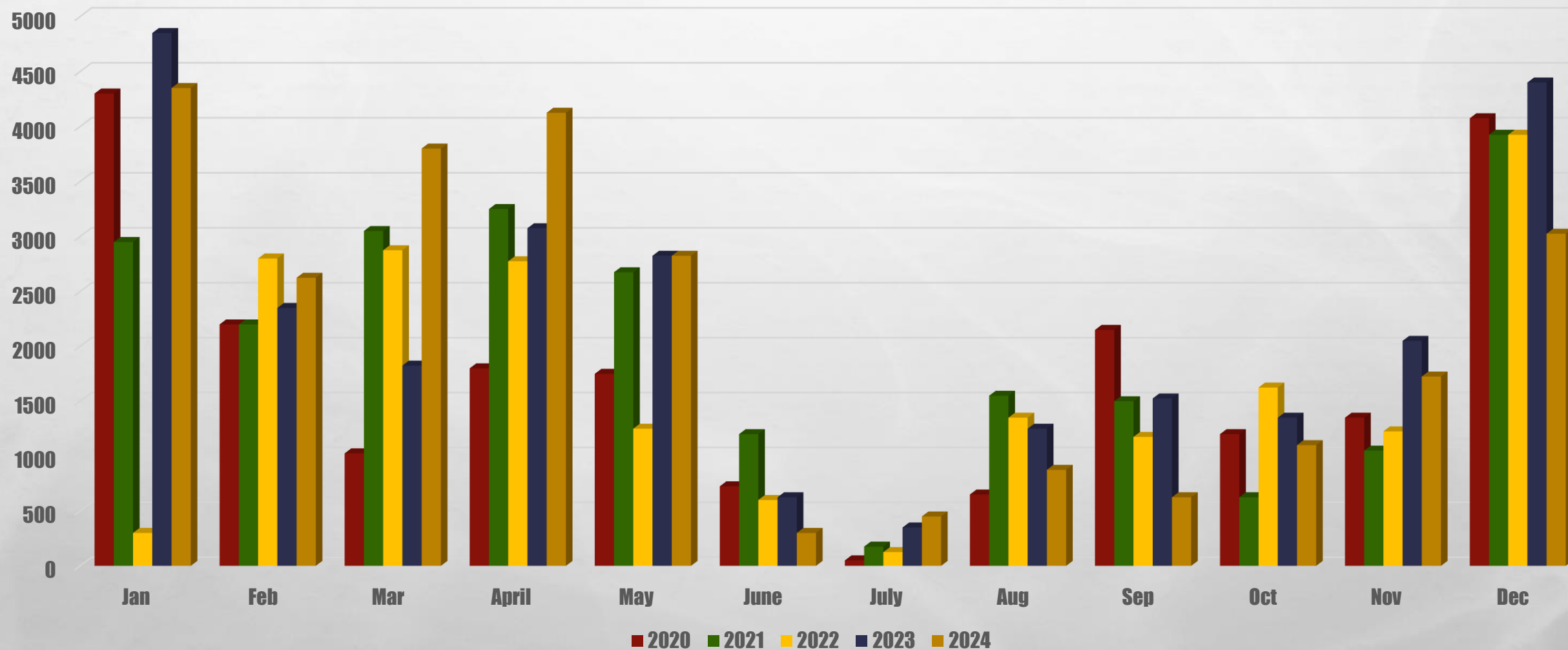


DATAMARS
ComfortEars 13-4021 19th St. NE Calgary, AB T2E 7C4
www.simmental.com ALLFLEX

2020 - 2024



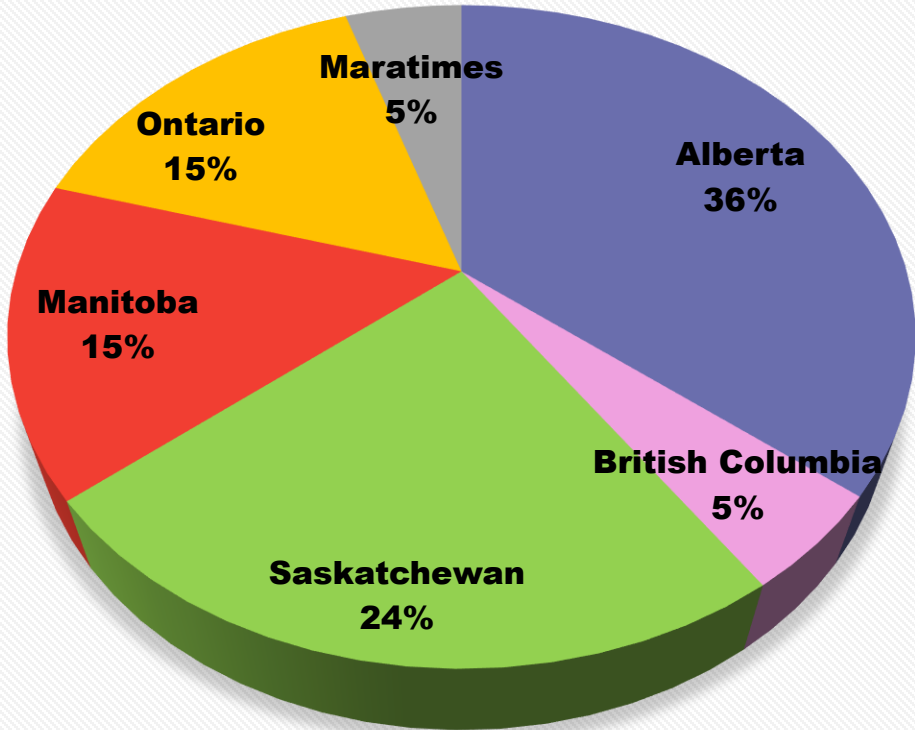
RFID Monthly Tag Sales Yearly Comparison



Total Tags Sold By Month

YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
2017	X	X	X	625	750	750	225	300	1250	475	2400	3400	10,175
2018	3550	2050	775	1400	1400	750	50	875	1400	725	1700	1275	15,950
2019	3500	1250	1700	2075	1675	850	150	1125	600	850	750	3200	17,725
2020	4300	2350	1025	1800	1750	725	50	650	2150	1200	1350	4075	21,425
2021	2950	2200	3050	3250	2675	1200	175	1550	1500	625	1050	3925	24,150
2022	3000	2800	2875	2775	1250	600	125	1350	1175	1625	1225	3925	22,725
2023	4850	2350	1825	3075	2825	625	350	1250	1525	1350	2050	4400	26,475
2024	4350	2625	3800	4125	2825	300	450	875	625	1100	1725	3025	25,825
2025	3725	2625											6,350

RFID Purchases by
Province/Region



Alberta British Columbia Saskatchewan Manitoba Ontario Maratimes

CSA AWARD OF EXCELLENCE PAST WINNERS

CELEBRATING THE SIMMENTAL SHOW FEMALE AND BULL OF THE YEAR



2023 Award of Excellence

CALGARY, ALBERTA – IN 2017 THE CANADIAN SIMMENTAL ASSOCIATION (CSA) ESTABLISHED THE AWARD OF EXCELLENCE PROGRAM TO SHOWCASE AND RECOGNIZE BREEDERS WHO EXHIBIT REGISTERED SIMMENTAL SEED-STOCK ACROSS CANADA EACH YEAR. WE ARE ONCE AGAIN PLEASED TO ANNOUNCE THIS YEAR'S TOP 5 AWARD OF EXCELLENCE FEMALES AND BULLS.

GRAND CHAMPION Female

1st CVR Miss Peppe 211
Owned by: Black Gold Simmentals of Lloydminster, SK
Exhibited at: Olds Fall Classic, Lloydminster Stockade Round-up, Farmfair International & Canadian Western Agribition
Total: 147 pts

2nd GG STATE OF ELEGANCE 16K
Owned by: Ty-D Livestock & Darlene Scriber of Steamtown, AB
Total: 121 pts

3rd BARLEE HEARTS ON FIRE 05H
Owned by: Jerry Barber of Shawville, QC
Total: 99 pts

4th FUSION LIVING THIS DREAM
Owned by: Fusion Livestock and Double RN Ranching of Metcalfe, ON
Total: 96 pts

5th BLACK GOLD MS HAYLEIGH 153K
Owned by: Bar SK Cattle Co. Ltd.-Kehler Eaton of Lloydminster, SK
Total: 89 pts

GRAND CHAMPION Show Bull

1st MADER Big Energy 971
Owned by: Bohrsen Marketing & Max Farms of Olds, AB
Exhibited at: Olds Fall Classic, Farmfair International, & Canadian Western Agribition
Total: 102 pts

2nd WF CAPITAL 164L
Owned by: Wallgren Farms of Edgerton, AB
Total: 100 pts

3rd DK KINGSLAND 9L
Owned by: DK Land and Cattle Corp. of Lampman, SK
Total: 79 pts

4th TY-D'S MAN O WAR 71L
Owned by: Ty-D Livestock of Steamtown, AB
Total: 74 pts

5th PAW JUAN PABLO 121J
Owned by: Wheatland Simmental Stock Farm of Bienfait, SK
Total: 70 pts

THE WINNERS WERE ANNOUNCED AT AGRIBITION ON WEDNESDAY NOVEMBER 22ND BY GENERAL MANAGER BRUCE HOLMQUIST. CONGRATULATIONS TO ALL THE SIMMENTAL BREEDERS WHO EXHIBITED A GREAT BUNCH OF SIMMENTAL CATTLE IN 2023!

Buckle Sponsor:
RED FLAME RANCH
LOMA, MT
EST. 1992

For more information, contact the CSA office:
(403) 250-7979 | cansim@simmental.com
www.simmental.com

2024 RECIPIENTS AWARD of EXCELLENCE

FOR IMMEDIATE RELEASE
December 9, 2024

Calgary, Alberta – In 2017 The Canadian Simmental Association (CSA) established the Award of Excellence program to showcase and recognize breeders who exhibit registered Simmental seed-stock across Canada each year. We are once again pleased to announce this year's top 5 Award of Excellence Females and Bulls.

Black Gold Ms Hayleigh 213K
2024 CSA Award of Excellence Female
Awarded to Black Gold MS Hayleigh 213K – owned by Black Gold Simmentals of Lloydminster, SK, exhibited at Olds Fall Classic, Farmfair International Stockade Round-up, Farmfair International & CWA for a total of 116 pts.

DAS CaSh 111K
2024 CSA Award of Excellence Bull
Awarded to TY-D/DAS CaSh 111K – owned by Ty-D Livestock & Darlene Scriber of Steamtown, AB, exhibited at Olds Fall Classic, Farmfair International, Lloydminster Stockade Round-Up, & CWA for a total of 123 pts.

2nd – McIntosh Lady 50K – owned by Horner Cattle Company of Minnedosa, MB, with a total of 101 pts
3rd – Boss Lake MS Ella 334L – owned by Boss Lake Genetics of Parkland County, AB, with a total of 87 pts
4th – Boss Lake Ms Passion 414M – owned by Boss Lake Genetics of Parkland County, AB, with a total of 81 pts
5th – RNR Miss Sheila 211M – owned by Double RN Ranching of Lloydminster, SK, with a total of 78 pts

2nd – Oates Ring of Fire 5M – owned by Oates Cattle of Cobden, ON, with a total of 70 pts
3rd – WF Moxed Out 184M – owned by Wallgren Farms of Edgerton, AB, with a total of 67 pts
4th – Double Bar D Linchpin 431K – owned by Double Bar D Farms of Gretna, SK, with a total of 62 pts

5th (Tie) – Sun Star High Card 20K – owned by Sun Star Simmentals of Sedgewick, AB, with a total of 61 pts
5th (Tie) – SMRT Gerdinger 20L – owned by SMRT Livestock of Husar, AB, with a total of 61 pts

The winners were announced at Agribition on Wednesday November 27th by General Manager Bruce Holmquist. Congratulations to all the Simmental Breeders who exhibited a great bunch of Simmental cattle in 2024!

Thank you to Red Flame Ranch for Sponsoring the AOE Championship Buckles!

For more information please contact:
Canadian Simmental Association
#13 4101 – 19th St. N.E. Calgary, AB T2E 7C4
Phone: 1-403-250-7979 or email cansim@simmental.com

CSA AWARD OF EXCELLENCE RULES AND REGULATIONS



- All animals that are exhibited in any CSA Award of Excellence show must be registered or recorded with the CSA.
- As per the CSA's bylaws, all animals need to be tattooed before they are six months of age. Although the animals are welcome to compete in the show, animals that are not properly registered or have tattoos upon the arrival of the participating show will be ineligible to compete for AOE points.
- Young Canadian Simmental Association shows do not qualify for the AOE.
- Cattle exhibiting in designated AOE shows are encouraged but not required to be tagged with a Canadian Simmental RFID back button tag.
- Complete and accurate show results must be submitted to the CSA office no later than two weeks after their respective provincial show.



OFFICIAL PUBLICATIONS OF THE CANADIAN SIMMENTAL ASSOCIATION



Advertising Opportunities with the Simmental Country:

Simmental Country published 5 times a year; Commercial Country 2 times a year.

E-blasts – Targeted at Simmental Breeders and Commercial Producers

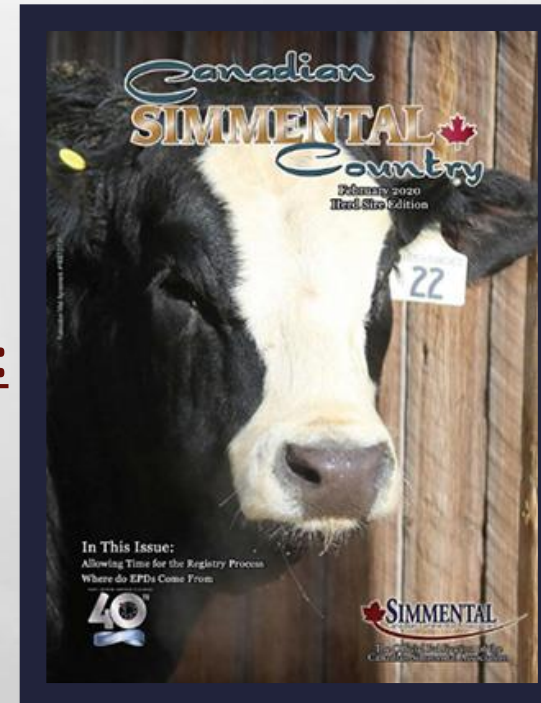
7 and 4 issue Advertisement Contracts

Business Card Ads

Other opportunities with the Simmental Country:

Sales Reporting

Submission of Front Cover Photos



NATIONAL YCSA BOARD OF DIRECTORS 2024/2025

- **President – Brodyn Labatte**
- **Vice President – Trinity Martin**
- **2nd Vice President – Garren Skeels**
- **Megan Prouse**
- **Heidi McFadden**
- **Claudia Veilleux**
- **Chloe Loane**
- **Cade Cruikshank**
- **CSA support- Jennifer Scott, Ben Farrant, Bruce Holmquist**



2024 YCSA MEMBERSHIP BY PROVINCE





FOUNDATION AGM 2023 - 2024 A YEAR IN REVIEW





2026 CSA AGM Convention & YCSA National Classic

in the Maritimes

Annapolis Valley, Nova Scotia
July 23 - 26, 2026



2026 CSA AGM Convention

Old Orchard Inn *Wolfville, NS*

Group rate available for Wednesday to Saturday nights - \$259.99

Book with Group Code: CSA

oldorchardinn.com

2026 YCSA National Classic

Hants County Exhibition Grounds *Windsor, NS*

Camping available on-site, first come, first served - \$75/night

hantscountyex.com/camping/

Other Accommodations:

Super 8 by Wyndham *Windsor, NS*

wyndhamhotels.com/super-8

*More details to
come*

*Need to
reach us?*

**Maritime Simmental
Association**



Find us on Facebook!

MaritimeSimmentalAssociation.com

MaritimeSimmentalAssociation@gmail.com

