

**From:** [Canadian Angus Association](#)  
**To:** [Keltey Whelan](#)  
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Canadian Angus Association Newsletter

May 2015

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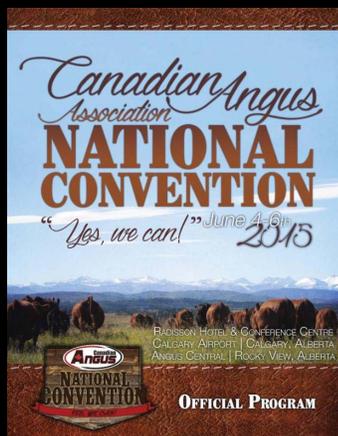


Happy Spring, everyone!

It seems like all operations are ahead of where we

## [Register here for Convention](#)

### *Commercial Cattlemen's Connection Day*



June 5th is Cattlemen's Connection Day at the Canadian Angus Convention. *Invite your commercial bull buyers for a one day gathering for all members of the beef value chain as we look to the future of beef production in Canada and work together to strengthen our industry.* The day will begin with a panel comprised of Tom Fenwick, Rich Vesta, Rick Wright, Fred Taylor and Lyle or Ed Miller. Each of the panelists will give an update on their sector before a Q&A period at the end. Three keynote speakers will then follow the panel. The first is Dr. Kent Andersen from Zoetis discussing genomics in beef cattle, and then Matt Sutton- Vermeulen will give us an update on the McDonald's Verified sustainability program in Canada. Debroah Wilson from BIXSco Inc. will also talk briefly on the next steps of the BIXS program.

Lunch will then be served at GrowSafe in Airdrie, AB. The group will then tour GrowSafe, Alta Genetics and Harmony Beef for the afternoon. The night will end with a steak BBQ and funny money casino at the Angus headquarters: Angus Central (292140 Wagon Wheel Blvd Rocky View County, AB T4A 0E2). The night will also feature the work of local artists and a silent auction.

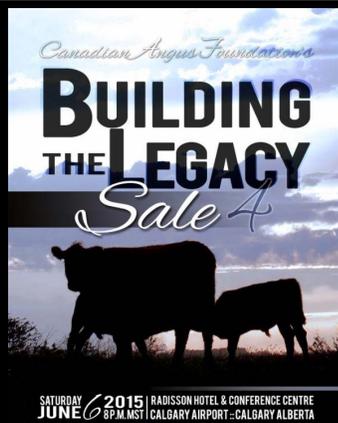
The registration fee (\$70 + GST) includes lunch and a steak BBQ dinner that evening. Come out to network, listen to great speakers and meet other cattlemen and/or cattlegomen in our great industry. Call us today (888-571-3580) to register or click "REGISTER FOR CONVENTION" above. You can also learn more about CAA Convention [here](#) through the official program!

## [Register here to be an online bidder](#)

normally are here in south central Alberta. In talking to people coast-to-coast in recent weeks, however, we know there are a lot of folks dramatically in need of moisture. Here's to hoping that we all get the weather we need at this critical time for farm and rangeland management.

Your national Angus headquarters have been 'abuzz' with activity these past few weeks, definitely more than normal, with increased member activity coming in (applications for registrations, transfers and CAPP weight submissions, among other varied items) as well as National Convention preparations. Please consider attending our "Yes We Can!" Convention next week at your Angus Central and in Calgary. You've worked hard, and this is an opportunity to have some fun, network with your fellow Angus stockmen from across Canada, meet your Board of Directors and staff and maybe learn a few things, too, if you want to! There will be participation from every region. Our market is just so strong that we all have reason to celebrate, and we'd like to do so with you among your national Angus fraternity!

We are pleased to include a tour of the soon-to-open Harmony Beef plant as part of our Friday "Cattlemen's Connection Day" and our "Building the Legacy 4" Canadian Angus Foundation fundraiser auction sale is absolutely another stellar collection of the breed's best. I continue to be humbled and honoured by the value of what our nation's Angus seedstock producers donate... yes... DONATE... to fundraise for our Foundation. While the catalogue is available on-line and a link is included here in this newsletter for you, EVERY MEMBER of the Canadian Angus Association will receive the catalogue by



## Building the Legacy is close!

#BTLS4 The time has come and the catalogue is done! The Canadian Angus Foundation's Building the Legacy 4 Sale will take place on Saturday, June 6 at 8 p.m. (MST). We are extremely excited about all the donations this year. From genetic lots, to art and experiences, there is something for everyone. Take a moment to look through the catalogue [today!](#)

You are more than welcome to attend the sale happening on the Saturday night of Convention at the Radisson Airport Hotel in Calgary (6620 36th Street NE Calgary AB T3J 5M9). If you cannot make the sale please talk to one of our sales consultants (listed in the catalogue) and let them look after your bidding. The sale will also be live streamed through TEAM Auctions. Click [here](#) to learn how to log on to be an online bidder ([www.teamauctionsales.com](http://www.teamauctionsales.com)). Don't miss out on your opportunity to help show your support to the Canadian Angus Foundation.

## [Register here for Carcass 101](#)

### Carcass 101 - Few spots left



This is the second year for this initiative hosted by the Canadian Angus in partnership with Certified Angus Beef®, supported by the Alberta Livestock and Meat Agency (ALMA). The agenda for the two-day course includes live cattle evaluation, identification of the parts and value of the beef cattle carcass, global differences in carcass utilization, a cutting demonstration and utilization of carcass data as well as discussions of genetics, genomic testing and opportunities for market growth.

Have a look at the 2015 schedule [here](#).

This event is being held at Olds College, 4500 50 St, Olds, Alberta. Please check out the website [www.cdnangus.ca](http://www.cdnangus.ca) for full registration details. The cost of the event will be \$350 plus GST and includes all sessions plus the opening reception Tuesday evening, lunch and dinner Tuesday and lunch on Wednesday.

### Get Engaged!

Karla Ness

The second 'Meet the Producer' is out and it features producers from right across Canada. Take a moment to learn a bit more about the producers in our great industry!

Canada Post within the next week. Given the extraordinary nature of the donations we have, I think every CAA member needs to 'see it to believe it', so everyone will have the catalogue this year, for the first time ever.

And I'm also excited about the number of 'launches' we are going to make at Convention, including:

- CAIPP (Commercial Angus Identification and Performance Program);
- Canadian Angus Foundation Cookbook;
- 15,000-distributed CAA Member Directory (mailed September 15th) & Bull Buyer's Guide (February 1st);
- New "Official" Association Wendy Risdale (artist) Black Angus and Red Angus prints;
- And the 'relaunch' of our website, on its new platform with its significantly different look and brand.

We also share our printed "Annual Report" with those in attendance at Convention. It will be posted on-line during Convention and then mailed later in June to those of you whose communications preferences (as you've shared such with us) indicate you want a mailed copy, so please be looking for that.

During Convention, we are also excited to welcome and host representatives from the American Angus Association,



Meet the Producer 2

At your National Convention Karla Ness and Keltey Whelan will be giving two presentations. The first will be about different ways that you can market your livestock and the second is how to use twitter effectively. Please join the girls on Saturday morning for these presentations and let them help you to further your marketing!

If you have any stories that you would like to share with the Angus office that could be featured on AC-TV we would love to hear about them! Please contact Karla Ness at [kness@cdnangus.ca](mailto:kness@cdnangus.ca)

## *A Note from Breed Development*

Kajal Devani

Up Coming Events - Members who are performance and information orientated might be interested in the following events:

- EPD and Genomics Workshop - CAA Convention 2015, June 6, Calgary
- Future Fare - June 16, 2015, Calgary
- UCVM Beef Cattle Conference - June 18, 19, 2015, Calgary

National Cattle Evaluations (NCE): both of these are now under way! NCEs are where we gather all the performance data for Angus calves in North America and generate predications of genetic merit for them. To learn more about these genetic selection tools have a look at this video: <https://www.youtube.com/watch?v=vUJjMRbARKA>. The results of both NCEs are expected to be available in August.

## *Road report from Brian Good*

For the month of June here are some events Field Services will be attending:

- June 3 to 6 CAA Convention , Headquarters, Rocky View, Alta.
- June 7 to 9 SSGA Convention & AGM, Swift Current , Sask.
- June 8 to 10 CCA& CAB Carcass 101, Olds , Alta.
- June 23 WBDC , Tremunde Field Day, Lannigan , Sask.
- June 24 T-C Golf Tournament, Saskatoon, Sask.

Red Angus Association of America, Certified Angus Beef and the Mexican Angus Association, host of this October's World Angus Secretariat. Speaking of which, we have included information about this event in this newsletter again this month, and you should consider going if you can spare the time. A large group of Canadians will attend and all of our strongest international trading partners will be in attendance, so please consider it. If you are interested, please let us know at Angus Central and we'll help you with arrangements as best we can.

Plans are also being finalized for Carcass 101. We still have about 12 spots open to attend this excellent collaborative venture with our friends at Certified Angus Beef LLP, held at Olds College. Even if you have to travel some to get there, I really think you will find it valuable learning and excellent networking.

Finally, before you know it, our National Junior Showdown will be here, which is held in Olds, Alberta this year, a return to one of the largest Showdowns ever back in 2003. I suspect this year will be another great event, following last year's excellent organization and attendance in Virden, MB.

June is maybe our busiest month each year for industry events at which we hope to represent Canadian Angus. Please take a look at the "Events" schedule in the newsletter and see if you are interested in attending any of these valuable industry

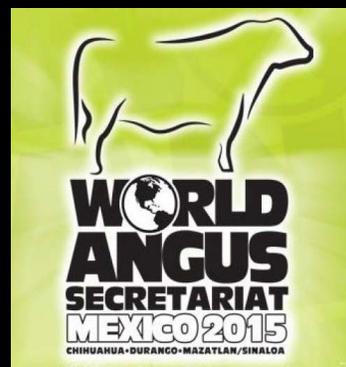


Photo credit: Larid Senft

*Your Canadian Angus Association is happy to take e-transfers as a method of payment!*

### *World Angus Secretariat - Mexico 2015*

We encourage everyone to learn more about the World Angus Secretariat that is hosted in Mexico this coming



October ([www.worldangussecretariat.com.mx](http://www.worldangussecretariat.com.mx)) There are various activities planned including tours, speakers and networking opportunities with Angus breeders from all across the world. If you decide that you would like to attend this event please try to book your travel with Monica Hillis of TierOne Travel, Calgary (403 203 9266 and email: [monica.hillis@tieronetravel.com](mailto:monica.hillis@tieronetravel.com)) so you can have similar travel arrangements with your Canadian Angus family.

## *CJAA News and Updates*

### *Showdown Entry Form is available*

CJAA

It is almost that time of year again! Showdown will be held in Olds, AB this year from July 16-18. The [Entry form](#) is now available online. Please note that the deadline is June 1, 2015. Get your forms in today! Read more about Showdown [here](#).

### *U.S. Exchange program Opportunities*

Do you want to travel south to attend one of the American Angus or

updates yourself. As always, it is great to see you!

I hope and trust that all is well, and that the rain comes to those who need it.

Until next month...

Cheers,

Rob Smith

American Red Angus Events?  
Learn more about each trip- [LEAD 2015](#) or [RoundUp 2015](#)

Apply through the CJAA before May 10th!

[LEAD Application](#)  
[RoundUp Application](#)

**Self-Directed Travel Bursaries Available**

The Canadian Angus Foundation offers assistance for national and international travel for young Angus breeders. From that 'trip of a lifetime overseas' to something as simple as your regional cattlemen's conference, the CAF may provide some funding to help you get there. There are still funds available to be used before the end of this year. Please note that awards are considered on a first come, first served basis so submit your application as soon as possible. Please note that applications are due at least 15 days prior to the event that you wish to attend. [Click here for more information or to apply.](#)

*I was lucky enough to be one of the chosen delegates to be rewarded a travel bursary to take the short hike to Guelph Ontario and attend the 2015 Goal Conference. With out the travel bursaries in place it would have not been possible for me to attend.*

*Learning everything that I did at Goal to add to my knowledge of agriculture as I pursue my future in this field was something every young Angus enthusiast should have the opportunity to do. The new connections that I made from America and also from the eastern parts of Canada will be something I hold onto for future opportunities. Hearing from the keynote speakers and other delegates on the trip about their positive experience in the industry for the youth was very inspiring. Knowing more about the bursaries that are in place with the Canadian Angus Association is a great benefit to me for I hope to apply again in the future. A huge thank you in everything you do for the Canadian Angus youth.*

*Written by Tyler Dietrich, Forestburg, AB*

**Mark your calendars**

- June 4-6 CAA National "Yes We Can" Convention; Calgary, AB
- June 8-10 Carcass 101; Olds, AB
- June 15- CJAA Scholarship deadline
- June 9-15 Maritimes Tour and Junior Show
- June 16 ALMA Future Fare 2015; BMO Center, Calgary, AB
- June 22 AC-TV episode 3 goes live
- June 24 T-Bar Invitation Golf Tournament

**Quick Links**

[Canadian Angus Association](#) [Canadian Junior Angus Association](#) [Canadian Angus Foundation](#)

[CAA Events Calendar](#)

Find us online!



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