

# The Word

Canadian Angus Association Newsletter

August 2015

## In This Issue

[CAA Member Directory](#)

[A note from the Tag Team](#)

[From the Angus Registry desk](#)

[A Note from Breed Development](#)

[Road Report from Brian Good](#)

[Invite to the National Show](#)

[National Angus Show contacts](#)

[Foundation Report](#)

[Mark your calendars](#)

## Featured Article



Good day, CAA members!

It's a beautiful day in central Alberta: over 20 degrees with combines crawling through local fields on canola (finally!) and reports about bull calves all over Canada coming in for processing and weaning. While the fall always means more work and effort expended by our membership, it also brings the

## CAA Member Directory

We hope by now that you have received your first annual CAA Member Directory in the mail. It is a fairly large book so you can't miss it in your stack of mail! We are very pleased with the way that the Directory turned out and feel like this is a great tool for you to reach not only your fellow Angus members but the commercial cattlemen and cattlemen across Canada. You can access the Member Directory online as well. Click [here](#) to see the online version.

Unfortunately there has been a mistake in the printing in the Manitoba section. One of the pages was duplicated, omitting another. We recognize this mistake and ask that you print the correct page out and tape it into your directory at home. The page that needs correcting is page 175.

Click [here](#) for the proper Manitoba page

## Update your information today!

If you notice in the new Member Directory that your contact info is out of date, please call us right away so we can update it for the future directories!



**CALL US TODAY!**  
1-888-571-3580

## Mettez votre information de contact à jour.

Si vous avez remarqué que vos informations de contact est incorrecte dans le nouveau répertoire des membres veuillez nous appeler afin que nous puissions le corriger pour les prochains répertoires.



1-888-571-3580 • 819-588-2311  
Cynthia Jackson, sec., Québec Angus

A note from the Tag Team!

"clipping of coupons" and evaluation of each cow's annual production. I love the fall because it sees our commercial producers, and many of our purebred ones as well, paid for their labours. And "paid" we certainly are being!

Gold Shows have kicked into high gear, with both of British Columbia's now done, one of Alberta's just about to start, Manitoba, Ontario and Quebec half done and the campaign through the Maritimes complete. October will see Olds, Alberta and Brandon, Manitoba while November will bring both Lloydminster and Regina, Saskatchewan, Edmonton, Alberta and Toronto, Ontario. It seems like most show's numbers are higher than in the recent past, showing optimism and value in the experience of taking production out for public forum evaluation.

Just yesterday the CAA Board of Directors completed their Fall Meeting here at Angus Central, following the Canadian Angus Foundation doing the same last weekend. This morning, we held our 3rd Quarter Teleconference Call with the Regional Associations to inform them as to developments and everyone expresses cautious optimism as we move into the fall. The CAA Board approved a 2016 budget that is NOT a "recession-era" budget, a fact they were emphatic in pointing out to me. They have opted, however, to reinvest in the CAA's members and I'm thrilled they are "enhancing member value" again in 2016.

One of the decisions made by the Foundation is to begin work on a new Canadian Angus History Book. Please look forward to more information about this soon as we'd like your story submitted by the end of next year.

To start off September, I completed my contribution to the Government of Alberta's Trade Mission in Turkey. While the announcement on Friday,

In our efforts to continually adapt and increase the benefits to Canadian cattle producers, the Canadian Angus Association is happy to announce new enhancements to the Canadian Angus Rancher Endorsed tag program:

- Beginning Fall 2015, Angus tag customers will be able to submit standing tag orders to be filled at the frequency of your choosing. Need 100 RFID tags shipped to you before calving each year? No problem let us know when you need them and how many you need and we will fill the order each year until you tell us to stop. Changes are made easily by contacting the office or sending in an [updated request form](#).
- The CAA is a recognized third party data provider with all major industry databases. You do not need to submit information to more than one place; we will take care of it for you. We can age verify with CCIA, upload data to BIXS, enroll you in the McDonald's Verified Sustainable Beef Pilot Program or any other program you request.
- New products are regularly added to our tag products and services. High quality syringes, tattoo equipment and management tags in a full spectrum of colours are available through the Canadian Angus Association.



Remember to brag about your calves when you sell them this fall by listing them as Angus influenced and prove it with Angus RFID tags.

Due to conditions beyond our control the tag prices will be changing effective October 1, 2015. Contact the office or visit [www.cdnangus.ca](http://www.cdnangus.ca) or more details on any of these programs.



September 4th of blue tongue identified in Ontario effectively pulled our export status to a number of countries of, primarily, semen, I believe we will begin trade to Turkey within the next year. Turkey is a highly productive country with effective infrastructure to handle value-added food processing. Their dairy industry is advanced and their beef sector will be the same in the coming 25 years. While 'dual-purpose' cattle are their mainstay (like so much of Europe... sadly, in my humble opinion...), the eastern part of their country is more suited to grazing pastures and, hopefully, Angus will propagate there. Turkey is motivated to develop their cattle and beef sectors and are excited about working with Canadian genetics, provided they can afford them.

While attending the Red Angus Association of America Convention earlier this month, I heard one of the primary architects of the new United States Beef Strategy speak of the extraordinary importance of trade with Canada and Mexico. This is interesting to me because, in all of my travels to the U.S., NEVER before have I heard anyone speak of this. And, this time, here is one of their nation's leading trade policy analysts and writers praising U.S. trade with Canada and their need to protect and even leverage such; this was a very insightful presentation, to be sure! Coupled with the Canada Beef Inc. Annual Forum and Business Meeting here in Calgary, it's exciting to see how Canadian beef is increasingly being recognized around the world and sought after. In its 5th year of existence, Canada Beef CEO Rob Meijer reports that countries are now pursuing Canada rather than us continually 'pushing' our product to them; Canadian beef exports are continually in an optimal situation.

We hope you are enjoying your 2015 CAA Member Directory. We are very proud of this collaboration with

# From the **ANGUS** registry

## GUIDELINES FOR COLLECTING HAIR ROOT SAMPLES FOR DNA & SNP GENOTYPING

### *What you will need:*

**Small Envelope** - write the animal ID (tattoo and/or registration number)

**Application Form** – this must be obtained from the Association and included with your package

**Comb or Brush** – clean and rid of old hair prior to use for sampling

**Tape** – to secure hair sample

### **COLLECT HAIR FROM THE TIP OF THE TAIL SWITCH, THE ROOT ENDS (FOLLICLES) CONTAIN THE DNA. SAMPLES MUST BE PULLED NOT CLIPPED.**

1. Clean the tail switch to remove any foreign material. Comb or brush the tail to remove any dead hair. If needed, wash clean and rinse with water. Wait for the tail to be completely dry. The sample must be free of urine or manure. Dirty samples will not be processed. Contamination will make the sample unfit for testing.
2. Wrap approximately 5 – 10 strands of hair around a finger, about 2 inches away from the skin and give a sharp pull. Inspect the hair to ensure that the follicles are attached. Hair strands without follicles do not contain DNA and cannot be tested.
3. Repeat Step #2 until you have obtained approximately 40 to 50 hair roots.
4. Place all the hair roots at one end with the long strands pointing straight down. Secure the hairs together with adhesive tape wrapped approximately 1 inch from the follicles. Place the sample in a labelled envelope and immediately seal to minimize contamination. Hair from only one animal is to be placed in each envelope.
5. If doing more than one animal, WASH HANDS before starting the next animal or use a clean pair of surgical gloves. This will reduce the risk of cross-contamination of the samples. Repeat Steps #1-4 for each animal.
6. Place completed application form and identified hair sample envelope in a large envelope addressed to:

Delta Genomics  
4424 TEC Centre, Enterprise Square  
10230 Jasper Ave  
Edmonton AB  
T5J 4P6

The package may be sent by regular Canada Post mail service, if you are sending Xpress Post, please do not request a signature at time of delivery.

## A Note from Breed Development

Submitted by: Kajal Devani Msc

CAA Director of Breed Development

**WEANING WEIGHT DEADLINE IS NOVEMBER 1.** If you don't have your weaning weight worksheet please look under your 'Download Files' online to see if you have a missing herd inventory data sheet - these must be completed in order to have a weaning weight worksheet generated for you. Please contact the office if you need any assistance.

Get your pedigree extracts requested in time!

Your Association provides you with an extremely valuable service: electronic pedigree extracts that include complete pedigree and performance information on

our "strategic partner" on the venture, "Today's Angus Advantage". Your CAA has not experienced a 'dime' of expense on the creation of our **Member Directory**; "Today's Angus Advantage" is responsible, as per our agreement, to bear the cost of printing and postage. The deal is the same for our new **Bull Buyer's Guide**, which will be available for your advertisements prior to early January next year. We anticipate these new CAA member tools will become annual projects and see huge use from year-to-year.

CAA President Tammi Ribey, Past President Corinne Gibson and I will be your official delegates to the World Angus Secretariat in Mexico in October and we will further develop topics such as a global Angus evaluation and trying to standardize the testing requirements of Angus cattle globally as a prerequisite to registration and/or transfer into foreign Herd Books. We look forward to seeing our global Angus trade partners and hope for results that will assist you with your international marketing strategies.

In late October, our Director of Internal Communications, Tina Zakowsky, will return from her 1-year maternity leave after welcoming Jenna into the world a year ago. It will be great having her back and working with the Member Engagement Team that has now added Keltey Whelan as our "Branding Officer". Keltey has worked these past two summers for us and her graphic design creativity, social media prowess, photography, commitment to members and understanding of our purebred sector (she is a producer herself) are all valued skills put to use on your behalf and continue creating member value. Please join me in welcoming Keltey to Team Canadian Angus!!!

Returning to comments about the Board Meeting, they approved a

your sale calves so easy catalogue making. To request the service email your Association a list of tattoos or registration numbers in sale order. Pedigree extracts are available for \$2.50 an animal and are processed within two working days of request. There is no rush service for these, they are processed as soon as possible. Please leave yourselves enough time and get your requests submitted in plenty of time.

Members are also able to request the Sales Promotion Package (\$45) which includes posting your catalogue online, promoting your sale on social media, and the use of program logos and ads.

Learn more about the new i50K tests that are now available through your association and Zoetis [here!](#)

## Road Report from Brian Good

It is that time of year again! The Fall Feeder Sales are just around the corner. Please take a minute to look at the list we have of all the sales throughout the country. There will be some of your Angus fieldmen and fieldwomen at the sales. Be sure to say hello! Please do check with your local auction market to ensure the right dates for the sales as some dates have changed since we made our ad. For the most up-to-date schedule please have a look at our events calendar on our [website](#).

Click [here](#) for the listings

2016 budget that includes a significant change to the manner in which we operate 'in the field'. Effective January 1st, 2016, we will transition our former Field Services to our new Business Development Team (BDT). The BDT will ensure national support for and liaison to our membership and industry. There will be three (3) full-time staff positions to fulfill this mandate, in these roles:

- Senior Director, Business Development: British Columbia & Alberta;
- Director, Business Development: Saskatchewan & Manitoba;
- Director, Business Development: Eastern Canada.

Two existing staff positions will be evolved into members of the new BDT. Brian Good will be responsible for BC & AB while Cheryl, with her returned home base of Southern Ontario, will take on Eastern Canada, including Ontario, Quebec and the Maritimes. We will source and hire the BDT Director for SK & MB. I estimate we will have this team in place to unveil at Convention in Quebec City in early June, 2016. This is the manner by which the BDT will plan their work schedule:

| Focus / Task                        | %age of Work Plan | Days/year |
|-------------------------------------|-------------------|-----------|
| - Meeting with members              | 30%               | 72        |
| - Attendance at purebred sales      | 20%               | 48        |
| - Attendance at regional events     | 5%                | 12        |
| - Attendance at Gold / Junior Shows | 2%                | 5         |
| - Liaising with industry            | 10%               | 24        |
| - Attendance at auction mart sales  | 10%               | 24        |

# YOU'RE INVITED!



Lloydminster Agricultural Exhibition Association  
 5521, 49 Avenue  
 Lloydminster, SK  
 S06-825-5571  
[www.lloydexh.com](http://www.lloydexh.com)  
[sam@lloydexh.com](mailto:sam@lloydexh.com)

## The National Angus Gold Shows, held with our 37th Annual



**Wednesday November 4:**  
 - Purebred Breed Shows  
 - Stockade Lady Heifer Show

**Thursday November 5:**  
 - Purebred Breed Shows  
 - King of the Ring Bull Show

**Friday November 6:**  
**The Lloyd Exh is Proud to Host:**  
 - Saskatchewan Junior Angus Show  
 - National Red & Black Angus Gold Shows  
 - Supreme Show  
 - Stockade Roundup Fall Fusion All Breeds  
 Female Sale

**Saturday November 7:**  
 - Saskatchewan Junior Angus Activities  
 - Junior Exhibitor Female Show  
 - Prospect Calf Show and Sale

**NOVEMBER  
 4 - 7, 2015**



**Watch for more details  
 on [www.lloydexh.com](http://www.lloydexh.com)**



Dear Angus Breeders;

As you may know we are hosting the 2015 National Angus Show in Lloydminster on Nov 4-7, 2015 along with the Lloydminster Roundup Show.

We are very excited to be hosting this great event. This year we are expecting up to 100 breeders and over 300 animals.

Entry forms can be found at the Lloydminster Exhibition website at [www.lloydexh.com](http://www.lloydexh.com)

If you are interested in sponsorship please read the [agreement](#) and [letter](#).



|                                    |      |     |
|------------------------------------|------|-----|
| - Engagement with ranchers/farmers | 10%  | 24  |
| - General CAA administration       | 10%  | 24  |
| - Programming                      | 3%   | 7   |
| Total:                             | 100% | 239 |

How this differs from our traditional Field Service model is twofold:

1) We will have three (3) full-time positions focusing on specific business development, rather than our current model of one (1) and a number of smaller contracts focusing mostly on straight representation.

2) A significantly higher percentage of time will be spent directly with members. The number of sales attended will decrease. The BDT will become the 'official representative' of the CAA at regional associations and, I hope, will be welcomed as an active part in these regional operations and vision. Further, a requirement will be to visit EVERY new CAA member with a critical mass of transferred cows.

This new project was planned last fall as part of Year 2 in the **5-year CAA Business Plan entitled: Enhanced Member Services: Building Our Future - Yes We Can!** Since Year 1 has been operating very successfully, the Board felt confident and comfortable committing to the proposed 2nd year. Our existing Field Service model will continue to the end of this year, when Brian and Cheryl transition completely to their new roles. Jack Brown, our Fieldman in BC, will retire at that time. Peter Van Staveren in ON has completed his service already and Dale Black, Maritimes, will complete his at the end of this year; we thank Peter, Jack and Dale for their time. Bill Dietrich (AB), Laird Senft (SK) and Lois McRae (MB) will carry on through the 2016 bull sale season and their services will complete effective May 1st, 2016. Again, we appreciate Lois, Laird and Bill's

We would like to thank you in advance for your sponsorship consideration and hope to see everyone in Lloydminster Nov 4-7 2015.

Please feel free to contact any of our 2015 National Angus Committee Members:

|                 |              |
|-----------------|--------------|
| Jon Fox         | 780-808-6860 |
| Shelly Fox      | 780-871-1255 |
| Misty Kay       | 780-871-4295 |
| Tanya Robertson | 780-214-6545 |
| Dean Robertson  | 780-871-2096 |
| Owen Legaarden  | 306-821-0729 |
| Greg Pugh       | 780-806-1319 |
| Jon Lock        | 306-753-7861 |
| Mike Gerlinsky  | 306-821-6446 |
| Stephen Lyer    | 306-893-2298 |

If you wish to sponsor this event please fill out the sponsorship agreement and email back to [justamere@sasktel.net](mailto:justamere@sasktel.net) or mail to the LLOYDMINSTER Exhibition office.

Thank you

2015 National Angus Show Committee

Shelly Fox, Misty Kay & Tanya Robertson



Canadian Angus Foundation  
Report

Congratulations to the many Angus Juniors who attended Showdown in Olds, Alberta this summer. The Canadian Angus Foundation was pleased to assist with prize money and travel bursaries. One cannot overlook the celebration of 100 years of 4-H in Canada this year and how the motto "Learn to do by Doing", says it all. The influence of 4-H across the nation over the last century has assisted in creating who many of us are today, whether we are young or old. Thank you 4-H!

At our Foundation meetings the last weekend in September we opted to increase Showdown Bursaries from two to six and will also offer two commercial junior travel bursaries, an opportunity to attend the Junior Angus Leadership program GOAL, which in turn will promote our Angus breed. These 'commercial' bursaries are in addition to the four already offered to our Junior membership. Please keep these in mind and share the information with your customers, members of your 4-H club and community. GOAL 2016 will be held family day weekend, February 13-15 in Ottawa, Ontario. The deadline to apply for the bursaries is January 1, and it is a

previous contribution and look forward to their 'waving the flag' from now through the next 7 months.

So we are very excited about this new development, a goal of mine since before I became your CEO, and I look forward to working with Brian and Cheryl, not to mention all of you, to ensure its effective implementation. The CAA Board demands results from this change and I have committed to achieving exactly that, so "power to" this new team!

That's all I have for this month. I hope you have a prosperous and productive October, and I look forward to communicating with you again next month!!!

Cheers,

Rob Smith  
Chief Executive Officer

very simple process. Check out the information on the [website](#).

We are starting a CAF Facebook and look forward to having information and updates on our programs posted there and we will be asking for your assistance in identifying people in some of our archive photos. Stay tuned!

There has been some research into digitizing the old herd books, animal indexes and various historical records and photos. The CAF has budgeted funds to complete some of this work in the summer of 2016. We continue to encourage families to consider donating their Angus memorabilia to the Foundation to assist in recording Angus history.

The 2016 Canadian Angus National Convention will be in Quebec City where we will host the Building The Legacy Sale. Plans and ideas for the 5th Legacy Sale, our major fund raiser, are well under way. Please consider supporting the sale either as a donor or purchaser.

The CAF cookbooks are moving quickly. They are a great gift for all ages and an excellent idea for Christmas gifts. Check with your provincial secretary for copies or contact Belinda(306-757-6133) at [bwagner@cdnangus.ca](mailto:bwagner@cdnangus.ca).

If you are looking for a unique gift this year check out the Angus Roots, The Wall of Honour or the Breeder's Choice on the CAF website. They would be a great idea for those people on your list who are tough to buy for!

**It's TIME! (the stars are aligning)**

**The clock has been ticking for 30 years...**

**It's TIME! (the glow is in the sky)**

**The Canadian Foundation has accepted the challenge and we are creating the next ANGUS HISTORY BOOK!**

**We need you to share your Angus History for the last 30 years with us to complete the full picture. Watch for further details regarding our Angus Historical Preservation.**

Sylvia Jackson  
CAF Chair

*This Christmas,*  
*preserve our past and ensure our future...*

*...with the gift of the*

*National Angus Cookbook!*

To order your copy,  
email [bwagner@cdnangus.ca](mailto:bwagner@cdnangus.ca)  
or call 1-306-757-6133  
\$20.00 plus shipping

 Canadian Angus  
foundation

Box 3771  
Regina, Saskatchewan S4P 3N8 Canada  
[www.canangusfoundation.ca](http://www.canangusfoundation.ca)

The Canadian Angus Foundation functions to preserve and expand the Angus breed for future generations through education, youth development, scientific and market research and historical preservation and restoration.



## Mark your calendars

October 2-4 Olds Fall Classic (Alberta Gold Show); Olds, AB

October 10-11 Expo Boeuf (Quebec Gold Show); Victoriaville, QC

October 12 Angus Central Closed

October 12-27 World Angus Secretariat; Chihuahua, Durango & MAZATLÁN, Mexico

October 23-24 43rd Annual Red RoundUp Event; Westerner Park, Red Deer, AB

October 25th, 2015 Annual General Meeting for Canadian Red Angus Promotion Society; Westerner Park, Red Deer, AB

October 24 Angus in Action sale; Nappan, NS

October 29-31 Manitoba Livestock Expo (Manitoba Gold Show); Brandon, MB

## Quick Links

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

[CAA Events Calendar](#)

Find us online!

