



# The **ANGUS** Word

Canadian Angus Association Newsletter

January 2017

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**A message from  
your CEO**

## ACE Announcement

Good day, fellow Canadian Angus Association member:

Thank you for your interest and engagement regarding the new CAA Angus Cow Enrollment (ACE) program announced last fall. We appreciate your letters, e-mails, telephone calls, texts and personal conversations. At our Board meeting this week, we decided to keep in effect the existing Fee Schedule (implemented on January 1<sup>st</sup>, 2015).

We are further pleased to let you know that ACE will come into effect on January 1<sup>st</sup>, 2018... **as a VOLUNTARY program**. The opportunity to enroll your cow herd in "ACE" will be a new addition to the Fee Schedule at the rate of \$65/cow.

All members will receive information throughout this year regarding the ACE program so you can **choose** to take advantage of this exciting and **optional** new initiative.

If you have questions, please do not hesitate to contact any member of the Canadian Angus Board of Directors or our Chief Executive Officer Rob Smith.

Again, thank you very much. And may your calving and bull sale season be successful.

Kind regards,  
Your Canadian Angus Association Board of Directors

[See other board meeting highlights here!](#)

## AC-TV monthly episodes!

The January episode of AC-TV is about our second recipient of the 2016 Outstanding Young Angus Breeder award--Ryan Currie. Ryan and his family run their operation in Quebec. Take a few minutes to learn more from this Outstanding Young Angus Breeder. Enjoy!



By now, every CAA member should have received an e-mail or letter in the mail announcing that the Board of



the Board of Directors has decided to keep in effect the existing Fee Schedule (implemented on January 1<sup>st</sup>, 2015). Further, ACE will come into effect on January 1<sup>st</sup>, 2018... as a **VOLUNTARY program**. [Read the announcement here](#).

The opportunity to enroll your cow herd in "ACE" will be a new addition to the Fee Schedule at the rate of \$65/cow. All members will receive information throughout this year regarding the ACE program so you can **choose** to take advantage of this exciting and **optional** new initiative. Please watch your e-mail inboxes, this column and your mail for additional information about ACE in the weeks ahead.

For additional highlights from the recent Board meeting, please click [here](#).

The current CAA market share is greater than any breed in Canadian history and it is not presently decreasing. Canadian Angus genetics have never been more in demand than they are right now.

In recent years, the number of annual registrations within the Canadian Angus Association has exceeded that of all other breeds



AC-TV Episode 18- 2016 Outstanding Young Angus Breeder Ryan Currie

[Subscribe today](#) to our YouTube page and never miss an episode of AC-TV!

## Job postings



**Title:** *Breed Development Officer*

**Company:** *Canadian Angus Association*

**Location:** *Angus Central, Rocky View County, Alberta, Canada*

**Status:** *Permanent Full-Time*

We are seeking a Breed Development Officer to join our team. Working closely with our Director of Breed Development, this position will require scientific aptitude, knowledge of the beef industry and a positive attitude.

This role includes a variety of tasks to be completed in a timely and efficient manner. The incumbent will primarily provide support to the Director of Breed Development in delivering the Canadian Angus Performance Program and the Commercial Angus Identification and Performance Program. A basic understanding of animal breeding and genetics are necessary. Program training and learning support will be provided by Canadian Angus Association staff. The incumbent will also be responsible for data entry, the design and completion of research projects, member information sessions, creating member engagement and educational tools, and other similar tasks.

### Skills and Qualifications:

- Preferred Bachelor's degree (or higher) in Agricultural or Animal Science
- Familiarity with database programs
- Strong Microsoft Excel and Word capabilities
- Good communication skills
- Excellent work ethic
- A background in the beef industry is preferred
- Strong problem-solving skills
- Must possess a valid driver's license
- The ability to speak French would be considered an asset

of all other breeds combined. Throughout the past 10 years, the number of Canadian Angus annual registrations has been 48-51% of all beef cattle registrations in Canada, and that spread is growing. We just set a record in 2016 for our highest number of registrations... EVER with more than 62,000 registered Angus offspring! Our previous high was in 2008 when 61,578 Angus cattle were registered.

NO ONE is overtaking Angus anytime soon. Our commercial market share evaluation from industry sources remains unrivalled at 67% of all cattle sold at auction marts in Canada continuing to be Angus or Angus-influence.

I am incredibly proud that the Canadian Angus Association registration certificate has never been in such high demand as it is right now. And this does NOT mean we are complacent. It means the exact opposite: we are doing more, being more, creating more and optimizing opportunities that only CAA can grasp because of the size of our national cow herd. Our value

- The ability to speak French would be considered an asset

Canadian Angus Association will offer the successful candidate the following:

- A fast-paced, exciting work environment
- Access to all amenities at Angus Central

If you meet the above qualifications and are excited to join our team, please e-mail your resume to [ayuen@cdnangus.ca](mailto:ayuen@cdnangus.ca) by March 1<sup>st</sup> quoting "Breed Development Officer" in the subject line. We thank all applicants in advance, but only those selected for an interview will be contacted.

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**Title:** *Assistant Registrar*

**Company:** *Canadian Angus Association*

**Location:** *Angus Central, Rocky View County, Alberta, Canada*

**Status:** *Permanent Full-Time*

Working with Assistant Registrars and reporting to the Registrar to maintain the Canadian Angus Herdbook and provide services to breeders of Angus cattle.

**Duties:**

- Data entry & management
- Enter data submitted by breeders (typically on forms provided to them by the Association) accurately, completely and in a timely manner.
- Provide customer service to breeders. Competently and courteously answer all inquiries, provide information, and follow up with requests in a timely manner.
- Enter data submitted by breeders electronically using our web-based system or their on-farm software program.
- Assist with DNA parentage requests and DNA genetic defect requests to assure proper pedigrees and genetic testing.
- Work as a team member with other staff, laboratory staff, and breeders.

**Required skills:**

- Experience with office computer systems including Microsoft Word and Outlook.
- Accurate data entry
- Detail oriented
- At least 1 year experience in an office environment, administrative role
- Ability to communicate effectively both verbally and in writing
- Ability to sit and concentrate for long periods of time
- Ability to communicate in French would be considered an asset
- Knowledge of the beef industry would be considered an asset

Please send cover letter and resume to [ayuen@cdnangus.ca](mailto:ayuen@cdnangus.ca)

**Deadline for Application:** February 10th, 2017

## **Business Development Team**

Look for these team members at upcoming events like Canadian Angus Rancher Endorsed sales and be sure to say hello to them. If events are happening in your area, please give your BDT director a call:

- Brian Good (BC/AB) 403-391-4037
- Bob Toner (SK/MB) 306-716-5272
- Cheryl Hazenberg (Eastern Canada) 705-768-7906

proposition focuses on industry partners and connections as well.

The number of members also grew 5% over 2015 to 2,346 active members across Canada in 2016. This is the first time that the number of memberships has increased in more than two decades. Nearly 250 new members joined the Canadian Angus Association last year.

We have just wrapped up our contributions to the second annual CAA Bull Buyer's Guide, a collaboration with Today's Angus Advantage. The magazine will be arriving in your mailbox soon. We hope that you will once again find it to be a useful and valuable tool. We look forward to receiving your feedback.

Over the next several months, I will once again use the space in this column to respond to questions submitted through our annual member satisfaction survey. If you have questions about anything CAA-related, do not hesitate to contact any member of the [CAA staff team](#).

Please accept my wishes for a successful calving and bull sale season.

Cheers,

## Canadian Angus Foundation History Book

### IT'S CONTEST TIME!

Starting in January, we will be doing a draw every month in 2017 for those that have submitted their stories to us for the updated history book.

**SUBMIT YOUR STORY  
AND BE A PART OF OUR PROJECT!**

Month of February prize

**A bag of CAA  
RFID tags**



Let's record history before the dust settles! The Canadian Angus Foundation's newest project is to create the next Angus History Book under the guidance of Doug and Linda Henderson of Lacombe, Alberta, with Tina Zakowsky at Angus Central assisting.

Share your Angus story! [Submit your story online](#) or if you aren't confident in your ability to write your story, call Tina at Angus Central (1-888-571-3580) and she'll help you.

We need each and every Canadian Angus breeder to take the time to send in your farm history. The last Angus History Book was produced in 1985 led by Lloyd Pickard. Whether you have been in the business for 5, 10 or 100 years, love to breed and raise Angus or show Angus cattle we need your history to validate our Angus numbers. Send in the highlights of your farm history and as well we invite you to submit photos for consideration.

## 2017 Reminder



- **Remember don't delay, keep your account balance in check and current.**

**Please update your credit card information with us, pay your account using e-transfer or send cheques to Angus Central.**

## A Note from Breed Development

*submitted by Kajal Devani*

Performance Program Compliance:



Many thanks to members who have submitted their 2016 Spring born calf weaning information. There are a few members who are still missing weaning weights for last year's calf crop. Taylor will be contacting these members directly with your missing data worksheets--please submit your missing data before April 1<sup>st</sup> to remain compliant on the Performance Program.

#### Branding and Marketing:

Your CAA offers a Sale Promotion Package that is extremely popular at this time of the year. The \$45 package includes posting your sale catalogue online, promoting your sale on social media, helping you brand by posting animal pictures online, and providing you with logos and write ups to use in your sale catalogue.

If you are a performance program member, you are also eligible to use the new Canadian Angus Performance Program logo! Our

Branding Officer Keltey has rebranded your Performance Program and we're excited about this new logo that helps represent the program and the tools it provides members.

#### Genetic Selection Tools and the Performance Program:

Not only is your CAA Performance Program being rebranded with a new logo, but we are also offering members a free online workshop on Genetic Selection Tools and the Performance Program at 9 AM (MST) on Monday, February 6<sup>th</sup>. To register for this workshop, please contact Kajal Devani at [kdevani@cdnangus.ca](mailto:kdevani@cdnangus.ca).

## From the Registry Desk

*submitted by Stacy Price*



***When submitting transfers  
on e-stored animals,***



***please ensure that you  
provide a sale date!***

Your registry staff,

Angela, Byron, Laurie & Stacy





John Schooten with Brian Good, CAA Senior Director of Business Development

*"For us, it is important that the Angus tag is in the calf's ear when we purchase the calf. The tag gives us the verification that we are looking for. As feeders we will reward the producer when we see that tag in the calf's ear."*

*-John Schooten, Schooten & Sons Custom Feedyard Ltd.,  
Diamond City, AB*



**Order your Angus tags today!**

*Bryon David*  
1-888-571-3580 ext. 3369  
bdavid@cdnangus.ca

*Angela Cambruzzi*  
1-888-571-3580 ext. 5603  
acambruzzi@cdnangus.ca

## Word from the East

*submitted by Cheryl Hazenberg*

Ontario finishes over 18% of all the cattle in Canada [1]. Yes, you read that correctly, Ontario has the second-largest cattle feedlot industry, behind only Alberta, in Canada. Each year, Ontario feedlots import over 300,000 animals to fill these lots because there are not enough calves to be sourced locally.

What Ontario and Eastern Canada lack in overall cow numbers they make up for in beef programs and consumers wanting our product. There are almost 100 million consumers within an eight-hour drive of Toronto. Beef programs continue to want to meet the "eat local" demands of these consumers by sourcing regional beef. While cattle continually get transported across Canada and across the border, it makes me wonder what other possibilities and opportunities exist for producers. Programs such as Meyer's Natural Angus and Certified Angus Beef® tell us all the time that they need more cattle to fill their growing demand. Quality Canadian Angus calves are in demand.

There is room for a number of programs in the region and the idea shouldn't be to fight against each other but instead to work together to continue to grow supplies across Canada. Strengthening our sector will be beneficial to everyone. There should be no need for Ontario feedlots to ship cattle to Alberta for processing because the price is higher there, even after the additional transportation cost. Eastern programs need more eastern cattle and if you are interested in finding out more information, please feel free to email me.

## CJAA Bits and Bites

Save the date

**CANADIAN JUNIOR ANGUS  
SHOWDOWN**

July 20-22  
Lloydminster, SK



**CANADIAN  
JUNIOR  
ANGUS**

Get your self-directed  
travel bursary  
today!

Contact Belinda Wagner  
for more information and  
see how you can take off  
on your travels!



**CANADIAN  
ANGUS  
FOUNDATION**

306-757-6133 • [bwagner@cdnangus.ca](mailto:bwagner@cdnangus.ca)  
[www.juniors.cdnangus.ca/opportunities/bursaries](http://www.juniors.cdnangus.ca/opportunities/bursaries)

Use a self-directed travel bursary for upcoming events:

- Canadian Beef Industry Conference; Calgary, AB
- 2017 UCVM Beef Cattle Conference; Calgary, AB
- LEAD Conference; location in US TBA
- RoundUp; location in US TBA

[Click here for bursary application.](#)

## World Angus Forum 2017

Regular registration for the 2017 World Angus Forum continues. Program and tour details as well as the registration form can be found at <http://worldangusforum2017.com>

Canadian Angus has partnered with Maritime Travel for anyone who requires assistance booking their travel. Please contact:

Jason Dirks

Phone: (403) 292-7391

Toll Free: 1-877-256-3752

Fax: (403) 531-9779

[jdirks@maritimetravel.ca](mailto:jdirks@maritimetravel.ca)

You will need to have the following information when you call to book:

Name on passport

Date of birth

Phone/email contact

Seating preference

Any frequent flyer information (e.g. Aeroplan, Air Miles)

What city you would like to fly into and what dates you prefer to book

Below is the list of hotels that the Canadian delegation will be staying at. Please note that we have changed our preferred location in Edinburgh and will be staying at the George.

### England Tour

The Hogs Back Hotel: [www.famhamhogsbackhotel.co.uk](http://www.famhamhogsbackhotel.co.uk)

Oxford

Holiday Inn Express Oxford: [www.ihg.com/holidayinnexpress/hotels/gb/en/oxford/oxfms/hoteldetail](http://www.ihg.com/holidayinnexpress/hotels/gb/en/oxford/oxfms/hoteldetail)

York

Park Inn by Radisson York City Centre: [www.parkinn.co.uk/hotel-york](http://www.parkinn.co.uk/hotel-york)

### World Angus Forum

#### Edinburgh

Principal Edinburgh (formerly the George Hotel): [www.phcompany.com/principal/edinburgh-george-street](http://www.phcompany.com/principal/edinburgh-george-street)

The Principal Edinburgh is the pinnacle of luxury hotels in Edinburgh. This 18th century hotel is centrally located in the beautiful and historic city of Edinburgh and is easily accessible from Edinburgh International Airport, all major transport links and just minutes from Waverley Train Station. Rooms are equipped with modern en-suite facilities, plasma TV with cable and movies on demand, WiFi available, laptop-sized safe and much more.

Ireland Tour

## Newry

Canal Court Hotel - Newry: [www.canalcourthotel.com](http://www.canalcourthotel.com)

Dublin

Camden Court Hotel: [www.camdencourthotel.com](http://www.camdencourthotel.com)

Scotland Tour

Aviemore

Aviemore Highland Resort: [www.macdonaldhotels.co.uk/our-hotels/macdonald-aviemore-resort](http://www.macdonaldhotels.co.uk/our-hotels/macdonald-aviemore-resort)

Dundee

DoubleTree by Hilton Hotel Dundee: <http://doubletree3.hilton.com/en/hotels/united-kingdom/doubletree-by-hilton-hotel-dundee-DNDKWDI/index.html>

## Canadian Beef Industry Conference



AUGUST 15 TO 17, 2017 AT THE CALGARY STAMPEDE, ALBERTA

CANADIANBEEFINDUSTRYCONFERENCE.COM

TWITTER @CDNBEEFCONF | FACEBOOK.COM/CANADIANBEEFINDUSTRYCONFERENCE

Images courtesy of Canadian Cattlemen's • The Beef Magazine • **Cattlemen**

## Mark your Calendars

- January 31st- February 4th: 119th Cattle Industry Convention & 2017 NCBA Trade Show, Gaylord Opryland Resort & Convention Center; Nashville, TN
- February 15th-17th: Alberta Beef Industry Conference; Red Deer, AB
- February 17th-20th: CJAA GOAL Conference; Edmonton, AB
- February 17th Angus Central closed at noon
- February 20th Angus Central closed for Family Day

## Quick Links

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

[CAA Events Calendar](#)

*Find us online!*

