

# Maintaining Momentum

## 2010 Annual Report



*Braverry*  
©

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## President's Message—Kirk Wildman



What a difference a year makes! Cattle prices have improved greatly and optimism for the cattle industry in general, and the Angus industry in particular, are at exciting levels. Our Canadian genetics are seeing tremendous popularity around the world and demand for our cattle is at an all-time high. Those producers that endured the hard times are poised to take advantage of this upswing in the cycle and I believe your Canadian Angus Association is positioned to flourish as well.

The past year was an interesting one as we followed up the highly successful World Angus Forum 2009. Thanks again to all the organizers and participants in that world-class event. Our board has dealt with various contentious issues over the past year, but know that first and foremost, this group of breeders has always put the best interests of Canadian Breeders at the top of the list. It has been an honour to work with such a great group of people over the six years I have served on this Board. I consider them all mentors and friends, and am a better person for the time spent working with them.

The coming year represents a big change in our Association as Doug Fee is retiring from his position as CEO. Doug did a tremendous job of steering this ship through 17 years of ups and downs. Change is both scary and exciting but we, as a board are excited about Rob Smith taking over the position. After an extensive interview process we felt Rob exemplified all the traits we are looking for in a future leader of the day-to-day operations of this Association.

I feel we have the best group of staff in the business and the success of our Association is in large part due to their dedication to the Angus breed. From reception to registry, breed development to field service, communications to commercial programs... these folks ensure that the vision of the Board turns into reality. Thanks again for a great year in the office and beyond.

Going forward, I know our Board is in good hands with strong leadership. I am excited about new members joining the Board and coupled with experienced members, I see great steps being made as my time on the Board ends. This group is focused on the "big picture" and through their leadership I see unprecedented growth and economic opportunities for our membership.

At this point I would like to thank all the breeders that supported my time on the Board and provided ownership linkage as we made decisions for the breed. It takes

a fair amount of time to serve on any Board and it would not have been possible without a strong network of help back at the ranch. Mom and Dad had to put in many extra hours at the farm and I salute them for that dedication. Most of all, Jill had to take on so much in the running of the family and I think "Mother of the Year" doesn't even start to cover what she does.

Our family would also like to thank everyone for their prayers and good wishes as we went through our fights with cancer this past fall and winter. I travelled much of the country over the year, and I was overwhelmed by the support, compassion and genuine concern shown by our members. I know we not only have the best cattle breeders in the world in our midst, but also the best people. That is why I see this Association flourishing far into the future, and providing future opportunities for young Angus breeders.

Thank you all again for the opportunity to serve as your president.



*Back row, left to right: Laird Senft (Saskatchewan), Tom McDonald (Ontario), Lee Brown (Alberta), Gary Latimer (Alberta), Jim Colodey (Maritimes), Cecilie Fleming (Alberta), Lois McRae (Manitoba)*

*Front row, left to right: Roger Hardy (Saskatchewan), John Donaldson (Past President; Quebec), Kirk Wildman (President; Alberta), Doug Fee (CEO), David Bolduc (President Elect; Alberta), Shane Castle (Saskatchewan)*

*Missing: Frank Strimbold (British Columbia), Kevin Blair (Saskatchewan)*

## Message du président

Quelle différence une année peu faire! Le prix du bœuf s'est grandement amélioré et l'optimisme pour l'industrie du bétail en général et la race Angus en particulier, sont à des niveaux attrayants. Notre génétique canadienne profite d'une énorme popularité dans le monde entier et la demande pour nos bovins est à un niveau record. Les producteurs qui ont enduré des moments difficiles sont prêts à tirer profit de cette relance du cycle, et je crois que votre Association canadienne Angus est bien placée pour s'épanouir en unisson avec ses membres.

À la suite du succès monstre du Forum Angus de 2009, l'année qui vient de s'écouler a été tout aussi intéressante. Merci encore à tous les organisateurs et les participants de cet événement de renommée internationale. Notre Conseil d'administration a examiné diverses questions litigieuses au cours de l'année, mais veuillez vous assurer qu'avant tout, ce groupe d'éleveurs a toujours mis l'intérêt de leurs confrères éleveurs canadiens en priorité. Ce fut un honneur de travailler avec ce groupe de personnes extraordinaires au cours des six années que j'ai servi sur le conseil d'administration. Je les considère tous des mentors et des amis et je suis une meilleure personne grâce au temps que j'ai passé à travailler avec eux.

La prochaine année représente un grand changement pour notre Association puisque Doug Fee, notre directeur général prend sa retraite. Doug a fait un travail remarquable en dirigeant notre navire au cours de 17 ans de hauts et de bas. Le changement est à la fois épeurant et excitant, mais le Conseil d'administration est très enthousiasme par la venue de Rob Smith, à la tête de l'association. Après un processus d'entrevue approfondi, nous sommes confiants que Rob exemplifie tous les traits que nous demandons de notre leader et les qualités nécessaires pour voir aux affaires de l'association au jour le jour.

Je crois que nous avons le meilleur groupe de personnel parmi toutes les races et le succès de notre association est en grande partie en raison de leur dévouement à la race Angus. De la réception au registre, du développement de la race au service externe, de la communication aux programmes commerciaux, ces gens s'assurent que la vision du Conseil d'administration se transforme en réalité. Merci encore pour une bonne année autant au bureau qu'au-delà.

Le futur de l'association est aussi en bonnes mains avec des nouveaux membres au Conseil qui amènent un bagage de leadership fort intéressant. Je suis persuadé que ces nouveaux directeurs, jumelés avec les membres existants, réaliseront des étapes extraordinaires pour tous ceux qui sont impliqués avec la race Angus. Malgré que ce soit la fin de mon implication sur le Conseil, le groupe qui continuera le travail est bien conscient que l'ensemble de leurs décisions impactera les débouchés économiques des membres.

Je tiens à remercier tous les éleveurs qui m'ont appuyé durant mon règne au Conseil d'administration et qui m'ont fourni le lien entre leurs attentes et les besoins des éleveurs et notre association de race. On doit consacrer une bonne partie de son temps lorsqu'on sert sur un conseil d'administration et pour moi, ça n'aurait pas été possible sans un réseau solide d'aide autour de notre ranch familial. Maman et Papa ont dû mettre innombrables heures supplémentaires aux travaux de la ferme, et je les salue pour leur dévouement. Par-dessus tout, Jill, mon épouse a dû prendre le rôle principale sur une grande partie du fonctionnement de notre famille, et je pense que le prix « mère de l'année » est totalement insuffisant.

Notre famille tiens également à remercier tous ceux qui nous ont offerts des prières et de bons vœux de support durant nos combats avec le cancer pendant l'automne et l'hiver dernier. J'ai voyagé une grande partie du pays au cours de l'année, et j'ai été submergé par le soutien, la compassion et la préoccupation sincère manifestés par les membres de l'association. Je sais que nous avons non seulement les meilleurs éleveurs de bétail du monde, mais aussi les meilleures personnes. C'est pourquoi je vois cette association florissante dans l'avenir et offrant des opportunités aux jeunes futurs éleveurs Angus.

Je vous remercie tous encore une fois pour m'avoir donné la chance de vous servir en tant que président.

### Canadian Angus Association Board of Directors/Conseil d'administration

#### British Columbia

Frank Strimbold—Term expires 2012

#### Alberta

David Bolduc—First term expires 2011

Lee Brown—First term expires 2011

Cecilie Fleming—Term expires 2013

Gary Latimer—Term expires 2013

Kirk Wildman—Term expires 2012

#### Saskatchewan

Kevin Blair—First term expires 2013

Shane Castle—First term expires 2012

Roger Hardy—First term expires 2012

Laird Senft—Term expires 2011

#### Manitoba

Lois McRae—First term expires 2011

#### Ontario

Tom McDonald—Term expires 2013

#### Quebec

John Donaldson—Term expires 2011

#### Maritimes

Jim Colodey—First term expires 2011

## CEO's Report—Doug Fee



2010 was another pivotal year for the Angus Association in Canada. The Association was not immune to the industry uncertainty. We did see a slight dip in cow numbers but not nearly as much as the reduction in commercial cow numbers both in Canada and the United States. Another of our key indicators, our registrations, were down a few hundred from 2009 but still remained strong and accounted for 56,000 of 108,000 total purebred beef cattle registrations in the country.

CanFax reports that 2010 cow numbers in Canada were down 19% from the 2005 inventory high. The number of active registered Angus cows dropped by 1.5% during the same period. You had 142,251 active registered breeding cows in 2005. In 2010, we still reported 140,049. It was a decline but nowhere near the magnitude of the industry average.

The Association's financial position remains strong. Although the yearly numbers do present a deficit, the Board of Directors consciously decided that it was better to draw on reserves for a year than to either cut services or increase fees without allowing the membership to prepare. At year end, the Association's balance sheet was still extremely strong and provides us the financial stability to remain confident and optimistic.

A significant number of members are taking advantage of the opportunity to register calves electronically in July or December at the base rate of \$15. There were 28,266 calves registered electronically during the year which accounted for 51% of all registrations. More impressive yet is the fact that 58% of all weights submitted to the Canadian Angus Performance Program came electronically. The subsidy or reduction in registration fees, depending on your viewpoint, either cost the Association or saved our members over \$120,000 during the year.

A new service introduced in 2010 allows members to store registration papers electronically in the office. We have already moved several thousand records into the electronic storage program. This eliminates the need for members to store registration papers and reduces costs both in printing and mailing from the office. Registration papers will be printed when an animal is transferred to another person not taking advantage of the electronic storage feature.

Within the pages of the report are many statistics that should be of interest. Our black-red split is about 64–36 with more black animals registered. There has been a significant drop in the use of AI and ET during the past few years which is likely a result of the current economic climate and the uncertainty felt in early 2010. AI calves accounted for 14,380 calves which is 26% of all registrations. There were only 695 ET calves which

represents 1.25% of all registrations. Our transfers favoured bull calves but not by a huge margin; 51% of transfers were bulls and 49% were females.

Our commercial outreach has as its focus adding value for our commercial customers. We were active in supporting fall feeder calf and Angus influenced sales. Our tag sales continue to grow and we continue to work with auctions, feedlots and beef marketing partners to use those tags to add value to branded Angus beef programs. The Canadian Angus Rancher Endorsed program is into its second year and has huge potential ahead of it. The major challenge reported to us by packers and feedlots is finding enough tagged animals. It's a great problem.

This will be my last annual report as your Association's Chief Executive Officer. I've spent some time going over the past 17 that were prepared for you and it is a very satisfying feeling to see the documented progress and success the breed has enjoyed during my tenure. Most of the programs offered by the Association that are taken for granted were not in place when you hired me in 1994.

We had no national Junior program, no field service, no genetic evaluations, and no money. There were serious doubts expressed by some over the decision to leave Canadian Livestock Records Corporation and bring our Registry database in house and to merge it with our performance program. It proved to be a great decision and allowed us the financial resources to expand into the successful breed Association we have today.

We've been blessed with an enthusiastic and dedicated staff. They take great pride in what they do and identify very clearly with the breed and the Association. As a group they recognize we are working for members and will go out of their way to ensure we are as member friendly as possible.

Your Directors have the responsibility to represent you all. They must look beyond the personal challenges of their own operations and set policies that benefit the Association and the breed. For the most part they have been a dedicated group. In my meetings from Doctor Alyward and Grant Wilson through to Kirk Wildman and David Bolduc there has been a generational change in leadership. With few exceptions, you have been well represented and the great majority of the 52 Board members who I have reported to did work for the best of our breed.

When I started in 1994, the Association was registering animal #780,047. For the first 89 years we had registered an average of 8,745 animals per year. Before I step aside at the end of June we will have issued registration #1,700,000. That amounts to an average of just over 54,000 registrations per year. Well over half the Angus registrations issued in Canada since 1906 were issued under my signature. It's going to be hard for my successor to maintain that momentum of growth.

As I prepare to step aside, there are many memories, some regrets, a few things that should have been done better, but all in all there is great satisfaction in knowing that I leave behind a strong Association that still has great potential for future growth.

# Compte-rendu du directeur général

2010 a été une année critique pour l'Association Canadienne Angus.

L'Association a été affectée par l'incertitude de l'industrie. Notre nombre de vaches a décliné un peu, mais pas au même rythme que la réduction du cheptel commercial au Canada et aux États-Unis. Un autre de nos indicateurs clés, le nombre d'enregistrements, est en baisse de quelques centaines à comparer à 2009, mais nos 56 000 enregistrements restent quand même un nombre important au niveau national, puisque toutes les races mises ensemble ont atteint 108 000 enregistrements au complet pour tout le pays.

CanFax rapporte que le nombre de vaches en 2010 au Canada étaient à la baisse de 19 % de l'inventaire reporté en 2005 au moment où il était le plus élevé. Le nombre de vaches Angus pur-sang actives a baissé de 1,5 % pendant la même période. Il y avait 142,251 vaches actives enregistrées en 2005. En 2010, les records indiquent qu'il en reste encore 140,049. C'était un déclin, mais bien loin de l'ampleur de la moyenne de l'industrie.

La situation financière de l'Association reste forte. Bien que les chiffres présentent un déficit, le Conseil d'administration a consciemment décidé qu'il valait mieux tirer des réserves pour une année au lieu de réduire les services ou augmenter les frais sans permettre aux membres de se préparer. À la fin de l'année, le bilan financier de l'association était encore très fort ce qui nous donne la stabilité financière de rester confiant et optimiste.

Un nombre important des membres profitent de l'offre d'enregistrer de leurs veaux par internet en juillet ou en décembre au tarif de base de 15 \$. Soit 28,266 veaux ont été enregistrés par voie électronique au cours de l'année ce qui représente 51 % de tous les enregistrements. Plus impressionnant encore, est le fait que 58 % de tous les poids soumis au programme de performance Angus est venu par voie électronique. La subvention ou la réduction des frais d'enregistrement, selon votre point de vue, coûte à l'Association ou permet aux membres d'épargner plus de 120 000 \$ par année.

Un nouveau service introduit en 2010 permet aux membres d'entreposer les certificats d'enregistrement par voie électronique au bureau de l'association. Nous avons déjà entreposé plusieurs milliers de records dans le programme de stockage électronique. Ceci élimine le besoin de garder les papiers d'enregistrement sous la responsabilité d'un membre et par le fait même réduit les coûts d'impression et d'envoi du bureau au membre. Les certificats seront imprimés lorsqu'un animal est transféré à une autre personne qui ne pas profite pas du service d'entreposage électronique.

Vous trouverez au long des pages du rapport annuel, de nombreuses statistiques qui devraient vous intéressées. Notre division entre les animaux noirs et les animaux rouges se tient à 64% de noirs versus 36% d'animaux rouges enregistrés. Il y a eu une baisse importante de l'utilisation de l'insémination artificielle et de la transplantation embryonnaire au cours de ces dernières années, qui est probablement le résultat du climat économique actuel et l'incertitude ressentie au début de 2010. On compte 14,380 veaux issus de l'insémination, ce qui représentant 26 % de tous les enregistrements. Il y avait seulement 695 veaux issus de la transplantation embryonnaire

ce qui représente de 1,25 % de tous les enregistrements. Nos transferts favorisaient les veaux mâles, par une marge très mince soit 51 % des transferts étaient pour des taureaux et 49 % étaient pour des femelles.

Notre approche commerciale est axée sur l'ajout de valeur pour nos clients commerciaux. Nous avons été actifs dans un rôle de soutien à chaque encan de veaux d'embouche de genre Angus durant d'automne. Nos ventes d'étiquettes continuent de croître et nous continuons de travailler avec les endroits d'encan aux enchères, les parcs d'engraissement et d'autres partenaires dans le secteur bovin à encourager l'utilisation des étiquettes Angus pour bien identifier les animaux qui peuvent pénétrer le marché de viande Angus. Le programme de viande Angus est dans sa deuxième année et représente un potentiel énorme. Le défi majeur signalé par les abattoirs et les parcs d'engraissement est d'arriver à trouver assez animaux pour rencontrer la demande. C'est un bon problème à avoir!

Ce rapport annuel sera mon dernier en tant que directeur général de votre Association. J'ai pris le temps de compiler certaines réalisations au cours des 17 pour votre information et je suis très satisfait de constater les progrès documentés et le succès que la race a connu au cours de mon mandat. La plupart des programmes offerts par l'Association, qui sont aujourd'hui tenus pour a compte, n'étaient pas en place lorsque vous m'avez engagé en 1994.

Au moment de mon arrivée, nous n'avions aucun programme national junior, aucun service externe de champ, aucune évaluation génétique et pas d'argent. Il y avait des doutes sérieux exprimés par certains sur la décision de quitter la Société canadienne d'enregistrement des animaux et apporter notre base de données de registre au bureau de l'association pour une fusion avec notre programme de performance. Cela s'est avéré une très bonne décision et nous a permis les ressources financières nécessaires à l'épanouissement de l'association que nous avons aujourd'hui.

Votre conseil a la responsabilité de vous représenter tous et chacun. Ils doivent aller au-delà de leurs défis personnels de leurs propres opérations et définir des stratégies qui profitent l'Association et la race. La plupart du temps, ils ont été un groupe dédié. Tout au long des réunions du conseil, du début avec le docteur Alyward et Grant Wilson, jusqu'à Kirk Wildman et David Bolduc, il y a eu un changement de génération dans le leadership. À quelques exceptions près, vous avez été bien représentés et la grande majorité des 52 membres des conseils pour qui j'ai travaillé, avaient un but commun pour le meilleur de notre race.

Quand j'ai commencé en 1994, l'Association enregistrait l'animal # 780,047. Pendant les premières 89 années, nous enregistrons en moyenne 8,745 animaux par année. Avant ma retraite, soit à la fin de juin nous émettrons l'enregistrement # 1 700 000. Plus de 54 000 enregistrements par an en moyenne. Plus de la moitié des enregistrements d'Angus émis au Canada depuis 1906 ont été émis en vertu de ma signature. Il va être difficile pour mon successeur à maintenir cette dynamique de croissance.

Comme je me prépare à ma retraite, je me rappelle de nombreux souvenirs, avec certains regrets, certaines choses qui auraient dû être mieux faites, mais dans l'ensemble, il n'y a grande satisfaction de savoir que je laisse derrière une association solide qui a encore un grand potentiel pour une croissance future.

# Financial Statements of the Canadian Aberdeen Angus Association

Year ended December 31, 2010



## Independent Auditors' Report

To the Members of the Canadian Aberdeen Angus Association

We have audited the accompanying financial statements of the Canadian Aberdeen Angus Association (the "Association") which comprise the statement of financial position as at December 31, 2010, and the statements of operations, changes in net assets, and cash flows for the year then ended, and notes, comprising 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 generally accepted accounting principles, 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.

### Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform an audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the Association's preparation and fair presentation of the financial statements in order to design audit procedures

that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Association's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of Canadian Aberdeen Angus Association at December 31, 2010, and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

KPMG LLP

Chartered Accountants

Calgary, Canada  
February 23, 2011

## Statement of Financial Position

December 31, 2010, with comparative figures for 2009

	2010	2009
<b>Assets</b>		
Current assets:		
Cash	\$ 31,055	\$ 288,264
Accounts receivable	49,726	64,377
Prepaid expenses and deposits	27,688	44,586
	108,469	397,227
Investments:		
Unrestricted	1,198,420	1,021,985
Future development fund (note 3)	342,066	487,566
	1,540,486	1,509,551
Property and equipment (note 4)	62,881	49,433
	\$ 1,711,836	\$ 1,956,211
<b>Liabilities and Net Assets</b>		
Current liabilities:		
Accounts payable and accrued liabilities	\$ 161,905	\$ 121,192
Member accounts	53,327	58,611
	215,232	179,803
Net assets:		
Invested in property and equipment	62,881	49,433
Internally restricted (note 3)	342,066	487,566
Unrestricted	1,091,657	1,239,409
	1,496,604	1,776,408
Commitments (note 6)		
	\$ 1,711,836	\$ 1,956,211

See accompanying notes to financial statements.

On behalf of the Board:

 President

 Chief Executive Officer

## Statement of Operations

Year ended December 31, 2010, with comparative figures for 2009

	2010	2009
<b>Revenue:</b>		
Registrations	\$ 1,266,020	\$ 1,295,656
CACP tag program	834,742	832,525
Transfers	293,905	306,490
Memberships	167,675	169,294
DNA	166,031	169,404
Other	115,472	61,706
Performance weights	93,016	99,844
Grants	71,110	719,209
World Angus Forum	—	523,708
	3,007,971	4,177,836
<b>Expenses:</b>		
Wages and employee benefits	871,313	825,824
CACP tag program	777,358	774,872
Office, rent and other expenses	325,550	335,952
Provincial activity grants	230,908	255,774
Advertising and promotion	175,854	340,873
Directors and committees	139,601	121,668
DNA	139,462	139,055
Travel	101,719	61,960
Professional fees	92,939	143,074
Field service	92,728	99,478
Member tools	82,838	162,333
Subscriptions and memberships	70,432	92,773
Genetic evaluations	66,369	76,206
Registry	61,111	62,281
Bank charges	56,256	57,084
Junior activity	43,193	44,353
Export promotions	9,559	33,856
World Angus Forum	—	835,537
Depreciation	33,397	38,616
	3,370,587	4,501,569
Deficiency of revenue over expenses before the undernoted	(362,616)	(323,733)
Investment income	91,601	106,878
Deficiency of revenue over expenses	\$ (271,015)	\$ (216,855)

See accompanying notes to financial statements.

## Statement of Changes in Net Assets

Year ended December 31, 2010, with comparative figures for 2009

	Invested in property and equipment	Internally restricted	Unrestricted	2010 Total	2009 Total
Balance, beginning of year	\$49,433	\$487,566	\$1,239,409	\$1,776,408	\$2,011,815
Deficiency of revenue over expenses	(33,854)	—	(237,161)	(271,015)	(216,855)
Investment in property and equipment	47,302	—	(47,302)	—	—
Transfers	—	(145,500)	145,500	—	—
Change in unrealized gains on investments	—	—	(8,789)	(8,789)	(18,552)
Balance, end of year	\$62,881	\$342,066	\$1,091,657	\$1,496,604	\$1,776,408

See accompanying notes to financial statements.

## Statement of Cash Flows

Year ended December 31, 2010, with comparative figures for 2009

	2010	2009
Cash provided by (used in):		
Operations:		
Deficiency of revenue over expenses	\$ (271,015)	\$ (216,855)
Items not involving cash:		
Depreciation of property and equipment	33,397	38,616
Gain on sale of investments	(9,124)	(40,620)
Loss on disposal of property and equipment	457	—
	(246,285)	(218,859)
Changes in non-cash operating working capital accounts:		
Accounts receivable	14,651	133,513
Prepaid expenses and deposits	16,898	56,886
Accounts payable and accrued liabilities	40,713	(73,061)
Member accounts	(5,284)	1,594
	(179,307)	(99,927)
Investing:		
Purchase of investments	(1,025,062)	(2,184,997)
Proceeds on sale of investments	994,462	2,544,060
Purchase of property and equipment	(55,802)	(3,905)
Proceeds on sale of property and equipment	8,500	—
	(77,902)	355,158
Change in cash position	(257,209)	255,231
Cash, beginning of year	288,264	33,033
Cash, end of year	\$ 31,055	\$ 288,264
Supplemental information:		
Cash receipts of interest	\$ 44,011	\$ 20,471

See accompanying notes to financial statements.

## Notes to Financial Statements

Year ended December 31, 2010

### 1. General:

The Canadian Aberdeen Angus Association (the "Association") is a not-for-profit organization incorporated under the Animal Pedigree Act.

The purpose of the Association is to support the development of the Angus breed through programs and strategies that emphasize the superior characteristics of the Angus breed and maintain high genetic merit and the purity of the breed.

The Association is a not-for-profit organization under the Income Tax Act and accordingly is exempt from income taxes, provided certain requirements are met.

### 2. Significant accounting policies:

#### (a) Financial instruments:

All financial instruments are initially recognized at fair value on the balance sheet date. The Association has classified each financial instrument into the following categories; held-for-trading financial assets and liabilities, loans or receivables, held-to-maturity investments, available-for-sale financial assets, and other financial liabilities. Subsequent measurement of the financial instruments is based on their classification.

Unrealized gains and losses on held-for-trading financial instruments are recognized in earnings. Gains and losses on available-for-sale financial assets are recognized in net assets and transferred to earnings when the assets are derecognized. The other categories of financial instruments are recognized at amortized cost using the effective interest rate method.

The Association has not elected to classify any financial assets or financial liabilities as held-for-trading unless they meet the held-for-trading criteria. A held-for-trading financial instrument is not a loan or receivable and includes one of the following criteria:

- (i) it is a derivative, except for those derivatives that have been designated as effective hedging instruments;
- (ii) it has been acquired or incurred principally for the purpose of selling or repurchasing in the near future; or
- (iii) it is part of a portfolio of financial instruments that are managed together and for which there is evidence of a recent actual pattern of short-term profit taking.

There are no financial assets on the balance sheet designated as held-for-trading or held-to-maturity. Cash and investments are classified as available-for-sale financial assets. All other financial assets are classified as loans or

receivables and are accounted for on an amortized cost basis. All financial liabilities are classified as other financial liabilities.

Derivative instruments are recorded on the balance sheet at fair value as required.

#### (b) Investments:

Investments are stated at fair value measured on a portfolio basis. They are disclosed separately from current assets to reflect the Association's intention to hold them at least throughout the following year as a reserve for unforeseen circumstances.

#### (c) Property and equipment:

Property and equipment is stated at cost and depreciation is provided for over the estimated useful lives of the assets, on a straight-line basis over five years.

#### (d) Member accounts:

Member accounts represent cash receipts received during the current year in payment of membership fees applicable to the following year and for services not yet provided.

#### (e) Revenue recognition:

The Association recognizes revenue for registration at the time of the registration as this is the point in time where the service is performed. Membership revenue is recognized over the period to which the membership applies. Tag revenue is recognized at the time payment is received which closely corresponds to the time of delivery. Grant revenue is recognized at the time it is received. Other services revenue is recognized at the time the service is performed.

#### (f) Use of estimates and assumptions:

The preparation of financial statements in conformity with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and the disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenses during the year. Significant areas requiring the use of management estimates relate to the collectibility of accounts receivable and the useful life of property and equipment for depreciation purposes and evaluation of their net recoverable amount. Consequently, actual results could differ from those estimates.

#### (g) Pending accounting pronouncements

In December 2010, the Accounting Standards Board ("AcSB") released the accounting standards impacting the future financial reporting framework for not-for-profit organizations. The AcSB proposes that not-for-profit organizations

select one of the two following alternatives for financial reporting:

- (i) Accounting Standards for Not-for-Profit Organizations, or
- (ii) International Financial Reporting Standards.

These available standards are applicable to fiscal years beginning on or after January 1, 2012. Adoption of these standards is being evaluated and the impact on future financial statements is not known or reasonably estimated at this time.

### 3. Internally restricted funds:

In 2005 the Association's Board of Directors resolved to restrict, each year, an amount equal to 3% of that year's registration revenues, consisting of registration, memberships and transfers, until the fund reaches one year's operating costs. This resolution replaced the previous existing resolution to restrict an amount equal to 3% yearly revenue, excluding grants, to a maximum of \$1,500,000. The internally restricted amounts are not available for other purposes without the approval of the Board of Directors. During the year a resolution was passed to dispense with the current year restriction and to transfer \$145,500 from the future development fund to unrestricted net assets.

	2010	2009
Future development fund	\$ 342,066	\$ 487,566

### 4. Property and equipment:

	2010		2009	
	Cost	Accumulated depreciation	Net book value	Net book value
Computer hardware	\$ 270,958	\$ 251,468	\$ 19,490	\$ 15,528
Computer software	186,439	177,418	9,021	9,513
Furniture and equipment	139,783	132,880	6,903	10,786
Automotive equipment	33,749	6,750	26,999	8,956
Signs	10,939	10,471	468	936
Leasehold improvements	79,743	79,743	—	3,714
	\$ 721,611	\$ 658,730	\$ 62,881	\$ 49,433

### 5. Canadian Angus Foundation Inc.:

The Canadian Angus Foundation Inc. (the "Foundation") is incorporated, as a corporation without share capital, under the Canada Corporations Act. The Foundation operates to receive donations for purposes of funding scholarships and the preservation of Association archives. The Foundation is a registered charity under the Income Tax Act and accordingly is exempt from income taxes, provided certain requirements are met.

The Association exercises control over the Foundation by virtue of its ability to appoint a majority of the voting members of its Board of Directors. The accounts of the Foundation have not been consolidated in these financial statements. Unaudited financial statements of the Foundation as at December 31, 2010 and 2009 are available to the members of the Association and are summarized as follows:

	2010	2009
Statement of Financial Position		
Total assets	\$ 166,148	\$ 119,212
Total liabilities	111,380	43,271
Total net assets	54,768	75,941
	\$ 166,148	\$ 119,212

In accordance with donor imposed restrictions, \$82,518 (2009—\$13,986) of the Foundation's assets are to be used to provide scholarships to junior candidates. A further \$27,950 (2009—\$27,950) of the Foundation's assets are subject to donor imposed restrictions that they be maintained for a period of not less than ten years, after which time the funds are to be used towards meeting the goals and projects of the Foundation as established under its constitution, including support for junior members, archiving of records and memorabilia for posterity and education and research. These externally restricted contributions have been deferred and are recognized in revenue when the contributed funds are spent on the program to which they are restricted. Investment income earned on these funds can be used at any time, at the discretion of the Foundation.

	2010	2009
Results of Operations		
Total revenues	\$ 14,254	\$ 43,361
Total expenses	35,426	23,721
Excess (deficiency) of revenue over expenses	\$ (21,172)	\$ 19,640

	2010	2009
Cash Flows		
Cash from operations, being increase (decrease) in cash	\$ (89,238)	\$ 43,607

### 6. Commitments:

The Association is committed under certain leases for office space and equipment, a software licensing and maintenance agreement and a commitment to purchase

subscriptions to Angus World Magazine for its members. The aggregate amounts of these commitments over the next five years are as follows:

2011	\$ 272,434
2012	251,587
2013	112,548
2014	96,708
2015	91,353

#### 7. Capital disclosures:

The Association's capital is its net assets which consist of its investment in property and equipment and its internally restricted and unrestricted net assets.

The Association manages capital using annual budgeting and long-range plans. Management uses these plans to ensure adequate capital is on hand to meet current and future capital requirements.

#### 8. Risk management:

The Association is exposed to a number of financial risks in the normal course of its business operations, including market risk, interest rate risk, credit risk, liquidity risks and commodity price risk.

##### (a) Market risk:

Market risk is the risk of potential loss resulting from the fluctuations in the fair value of financial instruments. The objective of management is to manage market risk within acceptable parameters while optimizing the return on risk. The Association's strategy is to invest primarily in high quality government and corporate bonds and debentures with varying maturities and assesses market risk as low.

##### (b) Interest rate risk:

A large portion of the Association's investments are held in fixed rate government bonds and corporate debentures with maturities varying from 2014 through 2019 and high interest mutual funds. Fluctuations in interest rates do not have an immediate impact on the Association's operations, however, a prolonged decline in the rate of interest inherent in investments held by the Association of one percentage point would reduce the Association's interest revenue by approximately \$12,700 (2009-\$11,000).

##### (c) Credit risk:

The Association is exposed to credit risk from counterparties being unable to fulfil their obligations. The Association manages risk through various internal processes including credit policies and limits, credit checks and experience. There is no significant concentration of credit risk with any one party as at December 31, 2010.

##### (d) Liquidity risk:

Liquidity risk is the risk that the Association will encounter difficulties in meeting its financial liabilities when they come due. The Association manages liquidity risk by forecasting cash flows to identify liquidity requirements, monitoring activity levels which affect cash flow while maintaining adequate cash balances to cover daily operating expenses and investing surplus cash balances in such a manner to provide longer term liquidity.

##### (e) Commodity price risk:

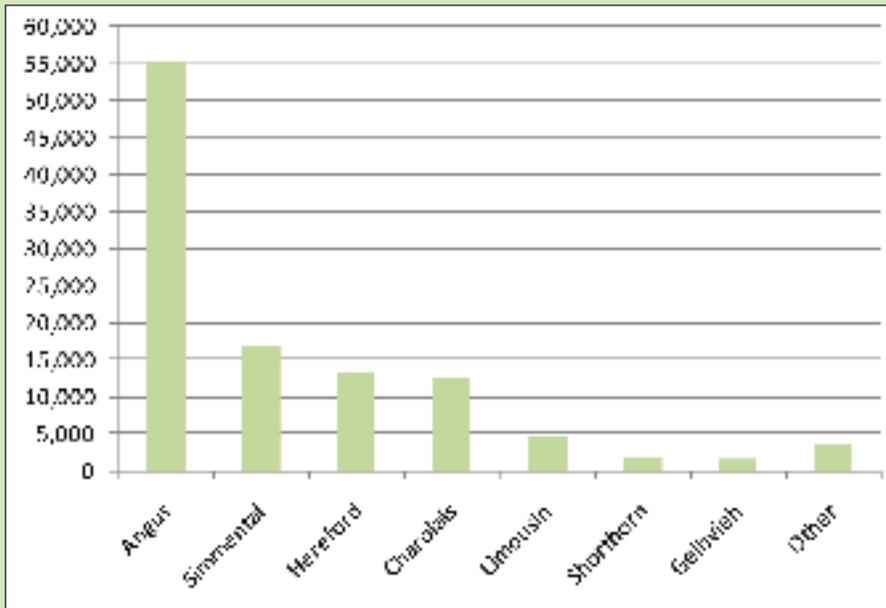
Fluctuations in the market for cattle may impact on producers' decisions to register livestock which would reduce the Association's registration revenues and thereby limit operations. The Association mitigates this risk through the active promotion of the Angus breed.

#### 9. Comparative figures:

Certain 2009 comparative figures have been reclassified to conform with the financial presentation adopted in the current year.

# 2010 in Review: Facts and Figures

Statistics from Agriculture Canada confirm that we are still solidly established as Canada's leading beef breed, accounting for over half of all purebred beef cattle registrations:



Canadian Angus Rancher Endorsed Tag Sales by Province

Province	Tags Sold
BC	17,300
Alberta	108,975
Saskatchewan	75,650
Manitoba	23,950
Ontario	12,675
Quebec	2,871
Maritimes	2,000
<b>Total</b>	<b>243,241</b>

## Impacts and Performance Measures

	2005	2006	2007	2008	2009	2010
Registrations	56,159	60,744	58,554	61,578	56,239	55,452
Recordings	23,208	21,683	21,443	24,933	23,034	22,473
Transfers	22,190	24,896	25,753	25,084	23,390	22,084
Memberships	3,086	3,150	3,080	2,941	2,642	2,634
Weights	72,724	72,936	77,179	77,942	75,325	69,250
CUP Scans						
– Herds	53	154	160	167	185	159
– Head	2,416	4,410	5,691	5,649	5,842	4,910

## Breakdown by Province

Province	Registrations	Transfers	Members
BC	2,012	929	157
Alberta	25,846	9,075	1,000
Saskatchewan	18,323	8,424	658
Manitoba	5,265	1,841	195
Ontario	2,643	1,233	400
Quebec	1,045	457	110
Maritimes	298	85	92
<b>Total</b>	<b>55,432</b>	<b>22,044</b>	<b>2,612</b>

## Registrations and Weights

Year	Total Registrations	Online Registrations	Total Weights	Online Weights
2005	56,159	9,882	72,724	21,068
2006	60,744	11,670	72,936	22,259
2007	58,554	16,297	77,179	26,718
2008	61,578	26,075	77,942	36,705
2009	56,239	27,269	75,325	41,872
2010	55,452	28,266	69,250	20,165

### Artificial Insemination and Embryo Transplant Animals by Year of Birth Registered and Unregistered

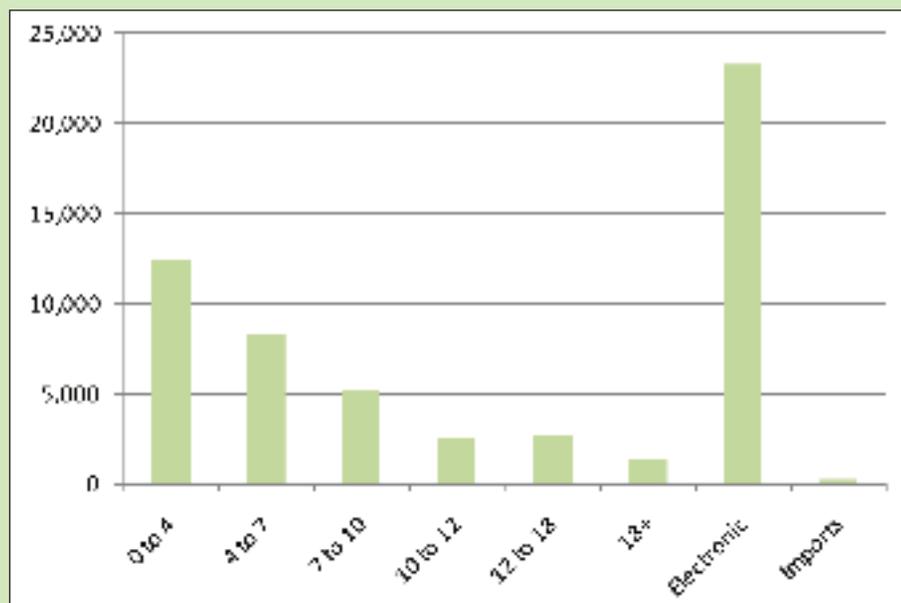
Year	AI	ET	Non AI/Non ET
2001	14,235	1,207	47,773
2002	16,009	1,244	50,867
2003	17,587	1,618	51,735
2004	16,560	1,448	55,650
2005	16,719	1,252	60,439
2006	16,092	1,268	59,841
2007	17,059	1,509	60,208
2008	16,627	1,595	60,399
2009	16,258	1,172	59,033
2010	14,942	1,299	57,499

Figures as of December 31, 2010. The chart above includes animals registered or recorded in 2010 that were born in 2009 and earlier.

### Transfers by Year and Age of Animal

		Under 2 Years	2 Years	3 Years	4 Years	Over 4 Years	Total
<b>2007</b>	Female	3,007	3,197	1,182	896	3,266	11,548
	Male	8,680	5,097	626	176	191	14,770
	<b>Total</b>	<b>11,687</b>	<b>8,294</b>	<b>1,808</b>	<b>1,072</b>	<b>3,457</b>	<b>26,318</b>
<b>2008</b>	Female	2,924	2,987	1,213	906	3,074	11,104
	Male	8,099	5,611	1,021	188	199	15,118
	<b>Total</b>	<b>11,023</b>	<b>8,598</b>	<b>2,234</b>	<b>1,094</b>	<b>3,273</b>	<b>26,222</b>
<b>2009</b>	Female	3,230	2,365	959	882	3,003	10,439
	Male	7,712	5,321	775	154	156	14,188
	<b>Total</b>	<b>10,942</b>	<b>7,686</b>	<b>1,734</b>	<b>1,036</b>	<b>3,159</b>	<b>24,557</b>
<b>2010</b>	Female	2,984	2,279	1,031	901	2,904	9,861
	Male	7,440	4,777	154	154	10,847	12,219
	<b>Total</b>	<b>10,424</b>	<b>7,056</b>	<b>1,733</b>	<b>2,812</b>	<b>13,751</b>	<b>23,080</b>

### Registrations by Age



### Interesting Facts

- 29 sires registered over 100 progeny—20 of these sires were American imports
- HF Tiger, Red Fine Line Mulberry, Red Six Mile Sabre and Double AA Old Post Bandolier were the most heavily used Canadian sires
- The average Canadian Angus herd size (based on the number of registered females) is 47
- 17 members have more than 500 registered females
- 1028 members have less than 10 registered females
- 4 members registered over 500 animals in 2010; 8 members registered between 350 and 500; 115 registered over 100 animals
- The 12 members who registered over 350 animals accounted for 10.5% of all registrations
- The cost of an average registration is \$25.34
- 2 members transferred over 500 animals last year; 11 members transferred over 200 animals; 35 members transferred over 100 animals

# Regional Association Reports

## British Columbia

### Overall Highlight of 2010

- Ranchers/breeders throughout BC that are using Canadian Angus Rancher Endorsed Tags had their names placed in a draw. The winners were awarded a personalized "Angus Influence" jacket. These jackets have been very well received and BC plans on continuing this draw in future years.

### Achievements

- BC Angus Spring Bull Sale, Kamloops
- Interior Provincial Exhibition Gold Show, Armstrong
- Bulkley Valley Exhibition, Smithers
- Northern Highlight Select Female Sale, Vanderhoof
- BC Cattlemen's Convention, Williams Lake
- Williams Lake Bull Sale sponsor
- 4-H Sponsorship throughout BC
- BC Angus AGM, Vanderhoof
- Several BC Angus members attended the CAA AGM in Halifax

### Awards Presented

- Jim Moon was presented the CAA Honourary President's pin at the BC Angus AGM in Vanderhoof

### Thank You

- Trevor White's term as BC Angus Vice-President was over in 2010. Trevor has been a long-time supporter of BC Angus and his work with the Association will be missed.
- Jim Moon's term as BC Angus Director was over in 2010. Jim has been a director with BC Angus for many years. He has helped organize many sales and shows. I am sure he will continue to support the BC Angus Association, but his presence will be missed at the director's meetings.
- The BC Angus Board of Directors welcomes Brad Chappell of Courtenay BC as their new Vice-President.
- Thank you to the BC Angus Fieldman, Jack Brown for his time and hard work over the past year. Jack has established a committee from all breeds to see if there is interest in a multi-breed purebred female sale/show in BC. We look forward to his progress, which could be a highlight of 2011.

## Alberta

### Overall Highlight of 2010

- Hosting the National Angus Show at Farmfair International, Edmonton
- Two successful Gold Shows at Olds Fall Classic and Farmfair International with great attendance at both shows
- Alberta Angus Association Hall of Fame Gala & Awards night in June

### Achievements

- Angus Appreciation Steak Dinner in support of the Fall Feeder Calf Sales at Westlock, Veteran, Viking, Stettler and Provost where we cooked 740 steak dinners across central Alberta
- AAA leadership retreat day with representatives from Alberta and Canadian Angus Associations
- 2010 Donation Heifer donated by Remington Land and Cattle won by Mark Matejka of Ponoka
- Development of new Alberta Angus booth saluting the Angus Tag Program, Canadian Angus Rancher Endorsed Program as well as Alberta Angus Association
- Changing the Annual Meeting to a yearly June meeting in conjunction with the Alberta Angus Hall of Fame Banquet & Awards, allowing AAA to host an exciting Angus Weekend Event!

### Awards Presented

- Ed Boake Memorial Purebred Breeder of the Year: Lazy MC Angus—Clint, Angela, Laurie & Layne Morasch (Bassano)
- Commercial Breeder of the Year: Granum Colony (Granum)
- Lybrook Miller Scholarship: Valentina Gabert (Fort Saskatchewan)

### Thank You

- To exhibitors, volunteers, sponsors and membership
- To retiring directors Bill Dietrich, Dwayne Emery, Darren Hipkin, Rob Smith and Gail Wildman for your years of dedication and service to the Association

### Additional Remarks

- Looking forward to seeing you at the Alberta Angus Association Hall of Fame Gala & Annual Meeting Weekend—June 4–5, 2011 at Madden. A weekend of Angus packed events, fellowship and fun at the Madden Hall!

## Saskatchewan

2010 was another successful year for the Saskatchewan Angus Association with memberships and registrations staying at a steady level.

Our main promotion to our membership and commercial producers remains our newsletter 'The Angus Edge'. We publish three issues a year and it is mailed to approximately 2,500 producers, mostly in Saskatchewan. Directors or CAA staff were in attendance at every Canadian Angus Rancher Endorsed Saskatchewan feeder calf sale barn at least once in the fall to promote the program and coffee and doughnuts were sponsored at many of the sales as well.

Our Saskatchewan Junior Association remains strong and they held another successful summer show in conjunction with our summer Gold Show in Prince Albert in August. Two \$500 scholarships were awarded to junior members Alyssa Anderson and Katie Olynyk in November. We also continued our 4-H program where a promotional item is given to each 4-H member showing Angus animals at the local level and champions and reserves at Regionals were also given Champion awards.

The Canadian Western Agribition Angus Shows and the Masterpiece Sale were once again a highlight with strong numbers in the show, on par with previous years, and the Masterpiece average was again well over \$4,000, however, on a few less lots than in previous years. The commercial barn at the show was full of Angus influence cattle and the majority of the bred females were bred Angus as well, with the majority of the winning and top selling pens being Angus.

Our 2010 Commercial Producer of the year was Trevor & Sarah Doerksen and family of Herbert, Saskatchewan, the 2010 Breeder of the Year was Howe Red Angus, Moose Jaw, SK and the Honourary Saskatchewan President was John Willmott of Pense, SK.

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## Manitoba

The Manitoba Angus Association and its breeders have completed another successful year in spite of the many commercial breeders and a few large purebred breeders getting out of the business. The Association is looking forward to an even better year with cattle prices higher in all categories.

January started off with our annual meeting with a smaller turnout, but some very good discussions on a variety of topics. Our largest event in January is Ag Days where we set up the booth. There was plenty of interest in the Canadian Angus Rancher Endorsed tag program and many taking herd directories for future reference when searching for their next Angus

bull or some Angus cows. Thank you to Lyall Edgerton for his time dedicated to working the booth.

February saw our first of three issues of the Manitoba Angus Outlook go out. The newsletter has continued to be well received and proves to be a good venue for informing the membership.

The bull sales in Manitoba were good and board members took turns attending as many as possible to talk to people about the Canadian Angus Rancher Endorsed tag program.

This past May the MAA took on a new project and invited Brian Good to attend two meetings in Manitoba to present information about the Canadian Angus Rancher Endorsed tag program. The meetings were held at auction marts. Commercial and purebred breeders were invited as well as feedlot operators and auction mart owners from all over Manitoba. The meetings were held in Brandon and Ashern and were well attended by both commercial and purebred producers. The MAA felt this was a step in the right direction and would like to attempt more information sessions in the future.

The Association once again handed out 4-H tokens to members showing an Angus cross animal as their 4-H project. The numbers had dropped by approximately 17% and this seemed to be consistent with other breeds in Manitoba as well. We feel this is a result of reduced number of commercial cattle herds.

In June the 1st Manitoba Angus Field Day was held at the DJ Cattle Co. farm near Brookdale, MB. There were quite a few pens of cattle from various parts of Manitoba and a crowd of around 90 people enjoyed viewing the cattle, having a good visit and a BBQ supper.

We held our 5th Annual Summer Gold Show in conjunction with Harding Fair in mid July. This was the largest turnout of cattle entries for a summer Gold Show since we began holding them. The MAA has been moving the show around the province and holds it in conjunction with a small country fair each year. It always seems to bring out different exhibitors and new spectators each year, so we feel this has been a very successful project and it also assists the smaller rural fairs.

The Manitoba Junior Angus Association once again held their Summer Show in conjunction with the All Breed Junior Show in Neepawa, on the first weekend in August. This has proven to be a good experience for the members as there are too few at the present time to hold their own show.

In the fall, the MAA sponsored coffee at the Canadian Angus Rancher Endorsed feeder sales and this year the MAA helped to organize breeders to sponsor Angus burgers for many of the lunches at these feeder sales. Other breeders sponsored doughnuts with the coffee at some of the sales as well.

This was well received by those in attendance.

The Association held their Keystone Classic Sale in conjunction with the Red Coat Sale again this year. This seems to be a positive move for both groups to save on sale costs and save travelling time for the people interested both.

This year there has been many commercial producers sell off their herds in Manitoba as well as some very large herd dispersals from some purebred breeders. We hope that the upswing in cattle prices may entice some new breeders into the business. We look forward to the year ahead with renewed hope and anticipation of a brighter future in the industry. As an Association we will continue to work hard at supporting and assisting in the promotion of these great cattle. We appreciate all of the volunteer hours put in by each of the board members and the support of the Angus breeders across Manitoba.

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### Ontario

- We held a very successful field day and golf tournament hosted by Rick and Sally Stull. An enjoyable day was had by all.
- The Royal in November was well attended and the number of entrants was indicative of the interest in Angus cattle in Ontario.
- Our Futurity Sale held in December had more entries than in recent years with cattle from several new producers.
- 2010 OAA Commercial Breeder of the Year recipient is Don and Ellie Watson
- 2010 OAA Purebred Breeder of the Year recipient is Cairnlee Acres Victor—Yvonne and Andrew Richardson
- 2010 Show Bull of the Year award is presented to GF Mercedes Ultimatum 6U, owned by Gilchrist Farms
- 2010 Show Female of the Year award is presented to WMC Favorite 25U owned by Worth-Mor Cattle
- 2010 OAA Honourary President is Jeff “Butch” Bailey
- Highgrove Miss Middlebrook 3U bred by the Stirk family and owned by Doug Wingrove, Brad and Sarah Buchanan was named the Canadian Angus Black Show Female for 2010. Congratulations!

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### Quebec

The past year was a very full one with numerous bull sales, Angus shows and many junior activities. Showdown 2010 in St-Hyacinthe, QC was a great success and enabled our junior members to make many contacts and gain

invaluable experience. After participating in Showdown and its activities, the Quebec juniors have taken the initiative to organize their own provincial junior show. This will take place at the Brome fairgrounds July 8–10, and will include various competitions and workshops.

Our annual picnic was hosted in conjunction with the Cook-off at Showdown. Thank-you to Guy Noiseux and Line Godin of Ranch Angus Noiseux for their generous hospitality during the evening. Also, a big thank you to everyone who attended the event, from near and far. It was due to your attendance, support and help that Showdown was a success.

The Angus Association maintained a continued presence at beef days, sales and shows, as well as through our website. There were seven different Quebec Angus shows in 2010, including our Gold Show which was held at Expo Bœuf in October, along with the provincial junior show. The Angus feeder calf sales were once again a success this past fall, and the Angus-ATQ tag program continues to grow in popularity in Quebec. Hopefully this, along with increased feeder calf prices, will continue to be the trend in the coming years.

The Quebec Angus Association will be welcoming a new national director this year. We would like to take this opportunity to thank Mr. John Donaldson for his years of service and commitment as our representative on the Canadian Angus Association Board of Directors. His time and efforts are very much appreciated.

Finally, I would like to thank all of the directors, breeders and sponsors who have made all of the Angus activities possible throughout the year. Thank you also to the outgoing directors and welcome aboard to the incoming directors.

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### Maritimes

2010 was a busy and exciting year for the Angus breeders of the Maritime provinces. The highlight of the year was the hosting of the annual general meeting of the Canadian Angus Association. As is the “Maritime tradition”, each province within our region takes their turn at hosting major events. 2010 was Nova Scotia’s turn to do the hosting. The Canadian AGM was held in Halifax on June 16–19 and was considered a financial success, largely due to the support of the corporate Nova Scotia community and the generosity of attending delegates. Maritime hospitality shone throughout the event, from the opening reception on board a tall ship, through the lobster feast at Murphy’s on the Water, to the closing banquet where the delicious Angus beef was a donation from our Maritime Canadian Angus Rancher Endorsed participant Frank MacMaster. From all reports, those

attending the 2010 AGM had an enjoyable time. Many stayed on to visit in the Maritimes. Breaking the 'Maritime tradition' mold, the Nova Scotia crew named Hilda Colodey of PEI (not NS) as the Maritime Honourary President for 2010. Hilda has been an 'Angus worker' for all of the Maritimes for many years.

The Maritime Angus Junior Show and Field Day, again the responsibility of the Nova Scotia Association, was held in Pictou on June 11–12. The show had the largest number of entries in over 25 years. Heifers were judged by our President, Kirk Wildman, and saw top honours going to Ellen Dixon, with Reserve also going to PEI's Colby MacQuarrie. Champion show person for the day was Colby, with Morgan Ings taking Reserve spot. Morgan also received the 2010 Maritime Angus Scholarship during the day. Maritime juniors received a healthy payout for their showing thanks to the success of the traditional semen auction. The 2010 auction had a fabulous offering of top-notch semen from some generous Western breeders. Thanks to the donors.

Angus sales were stronger at both the Maritime all-breed bull sale in April and at our annual 'Angus in Action' sale in October. Our summer show circuit saw increased numbers of exhibitors, with both Charlottetown, PEI and Sussex, NB having record numbers in the Angus ring. At the Maritime Fall Fair in Halifax, Colby MacQuarrie showed the Grand Champion Female of all breeds. Many Maritime Angus 4-H members were selected to represent their home province at the Royal Winter Fair in Toronto. Sincere thanks to the faithful breeders who take the time and energy to continue to show their cattle at the various shows, fairs and junior functions—your efforts at keeping the Angus breed in the public eye are much appreciated.

At our annual Maritime meeting in December we celebrated a successful 'Angus year' in all three Maritime provinces. Our new executive is again truly Maritime with Trevor Welch of NB as President, Julie Mutch of PEI as vice president and Betty Lou Scott of NS as Secretary-Treasurer.

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## **Canadian Red Angus Promotion Society**

The past year has been another success; the current board was able to capitalize on the experience of our existing directors and blend it well with the new ideas and enthusiasm of the new directors.

Under the guidance of Dave Longshore as Vice President and Red RoundUp Chairman, the 38th Annual Canadian Red RoundUp was a recordable success. In an effort to keep the event fresh and entertaining, the Board worked diligently with Bryan and Sherry from Mackenzie Sales

Management to bring in fresh ideas and events. Saturday's sale marked successful for consignors and purchasers alike, with a sale average comparable to previous years. It just goes to prove that the Red Angus breed continues to be the premier breed in Canada. Bryan and his team worked diligently to bring an incredible line up of cattle to town and showcased them all with pride. We look forward to the 39th annual event coming up this fall, and are excited to see what Chairman Nathan Jensen and his committee have in store for us.

Under the capable guidance of Stephen Howard, the Advertising and Promotion Print committee has worked diligently to promote Red Angus cattle in Canada. Ads focus heavily on the photos of the animals and highlight strong points of our breed. The goal of advertising to promote the breed should ultimately be something that increases all of our farm gate sales, therefore we continue to place ads in magazines that are regularly read by commercial cattlemen. We continue to search for innovative and effective ways of reaching the commercial cattleman and would welcome your input and ideas.

The Breeder of the Year awards, anticipated by many, were awarded in the fall. We were pleased to recognize Dave & Lynn Longshore of Bar-E-L Angus of Stettler, AB as our Purebred Breeder of the Year for 2010 and Henry Rosing and his crew at the EUR Ranches of Lake Francis, MB as the Commercial Breeder of the Year.

We continue to provide sponsorship dollars to major purebred shows across Canada, to the Canadian Junior Angus Association and their events, and to the 4-H programs in Canada with breed awareness awards and bursaries.

A "new" committee this year, headed up by Clarke Ward, is the Fund-Raising Committee. The intent of this committee is to identify other sources of fund-raising that can complement our already successful events at RoundUp. We believe that our members' generosity, while substantial and overwhelming committed, should not be our only source of fund-raising. The committee has been brainstorming new ideas and researching their feasibility. We look forward to new and exciting ideas from this committee in the years to come.

We continue to foster a good relationship with the CAA and its Board of Directors. It is awesome that we are able to make use of their board room in Calgary for our regular meetings. Doug Fee, CEO, often stops in to bring us up to date with the latest news and is always available to help us understand new initiatives of the CAA.

# Canadian Junior Angus Association

*Erika Easton, CJAA President*

The Canadian Junior Angus Association had another very exciting year in 2010 with 612 junior memberships.

The first activity for the year was in February when the board held the 5th annual GOAL conference in Saskatoon, Saskatchewan. This was the first time that the conference had not been in Calgary. The theme for the weekend was "Taking the Next Step." The weekend included great speakers who were motivational, inspiring and also informative. The keynote speaker was Joan McCusker, Olympic gold medalist in curling. Other speaker topics included marketing, animal health, CFIA regulations and genetic defects. There were also tours of the veterinary college, DNA lab and the Canadian Light Source, all at the University of Saskatchewan. Another highlight for the weekend was an excursion to Champetre County for dinner and entertainment which included square dancing, a whip cracker, sleigh rides and a slab fence maze. Events like this allow juniors to learn about various topics in the industry, develop leadership skills, and meet other junior members.

The CJAA has a donation heifer every year as well that is auctioned off at the Masterpiece Sale at Agribition. Lazy MC Red Angus graciously donated a heifer, Red Lazy MC Dream 96X. Ivanhoe Angus, Ron and Marilyn Mountenay, were the lucky winners of the heifer. Congratulations to Ivanhoe and also a huge thank you to Clint, Angela, Laurie and Layne Morasch for their generous donation. The money from the donation heifer goes toward our scholarship program.

Three \$1,000 scholarships are given out each year. The 2010 scholarships went to Megan Kemp of Manitoba, Austen Anderson of Manitoba and Carla Schmitt of Saskatchewan.

The Robert C. McHaffie Junior Ambassador Award is a very exciting opportunity for Angus youth. The Ambassador Award is coordinated by the Canadian Angus Foundation. The 2010 recipient of the award was Erika Easton of Wawota, Saskatchewan. As the Junior Ambassador, she attended many Canadian Angus events and received a trip to the European Angus Forum in Denmark. Since Mr. McHaffie had such an influence on forming the junior association, it truly is an honor to have this title for a year.

Other opportunities for juniors to participate in Angus events are the Junior Red Angus Association of America's Round-Up and the National Junior Angus Association's LEAD Conference. Austen Anderson and Eric Yewsuk attended the JRA Round-Up in Oregon in June. Kevin Bolduc and Megan Kemp went to Tennessee for the LEAD Conference in August. They are both great events and I encourage everyone to consider applying.

The main focus for the CJAA is our summer show, Showdown. In 2010, Showdown was held in St. Hyacinthe, Quebec, July 8–10th. There was a great turnout of cattle and juniors with representation from most provinces. It was a great experience for the juniors to experience the French culture and language in Quebec. It was good to see so many juniors who were able to experience Showdown in that part of the country. Showdown 2011 will be held in Weyburn, Saskatchewan, July 21–23.

Lastly I would like to thank all past directors of the Canadian Junior Angus Association who have helped to get the CJAA where it is at today. Also, I would like to welcome the new directors. A big thank you is extended to all of our supporters across the country whether it is sponsoring Showdown, advertising in our calendar, purchasing tickets on our donation heifer or supporting our auction. And finally, thank you to Belinda Wagner, our Junior Coordinator who puts a huge amount of time and effort into making our association run well.

*2010 GOAL conference attendees*



# Scholarship Opportunities

There are a number of scholarship opportunities available to Junior Angus members across Canada. In addition to the national and provincial scholarship opportunities highlighted here, some regions offer additional scholarships. The following national and provincial scholarships were awarded in 2010:

## Canadian Junior Angus Association Scholarship

2010 winners:

**Austen Anderson**



**Megan Kemp**



**Carla Schmitt**



**Value: \$1,000**

Criteria: The Canadian Junior Angus Association awards three \$1,000 scholarships each year. Funds are applied to post-secondary or graduate education and are held until the second semester. To be eligible, you must be a member of the Canadian Junior Angus Association.

## Dorothy Banks Memorial Scholarship (Alberta)

2010 winner: **Jordyn Prior**

**Value: \$500**

Criteria: In the memory of Dorothy Banks, the Alberta Angus Association sponsors a scholarship for any Alberta youth who is pursuing post-secondary education. The scholarship is open to all Alberta farm youth who have ever been involved in any activity (either 4-H or junior activities) using Angus influenced cattle. Preference will be given to high school graduates in the year of graduation or persons already enrolled in further educational study.



## Lybrook Miller Scholarship (Alberta)

2010 winner: **Valentina Gabert**

**Value: \$200**

Criteria: Mr. Miller made numerous charitable donations and had a love for children. With his donation to Alberta Angus it was decided to establish a scholarship in his honour.

- The person applying for the scholarship or someone in their immediate family must be a member of the Alberta Angus Association.
- The applicants must be enrolled in a post-secondary institution.
- A person can only receive the scholarship once but may apply more than once.



## Saskatchewan Junior Angus Association Scholarship

2010 winners:

**Alyssa Anderson**



**Katie Olynyk**



**Value: \$500**

Criteria: Two \$500 Saskatchewan Junior Angus Scholarships are awarded annually. The only requirement is that applicants be a member of the Saskatchewan Junior Angus Association and that the funds be applied to a post-secondary or graduate institution. Funds are held until the student is in their second semester.

## Manitoba Junior Angus Association Scholarship

**2010 winner: Austen Anderson**

**Value: \$500**

Criteria: The \$500 scholarship is from Junior fundraising projects and donations. A \$300 scholarship is also available for the person who comes in second place and is funded from a donation from the Red Power Bull Test Group which shut down a few years ago. Only one scholarship was awarded in 2010. These scholarships are only open to Manitoba Junior Angus Association members.



## A. Cameron McTaggart Scholarship Program (Ontario)

**2010 winner: Sylvia Megans**

**Value: \$400**

Criteria: Two \$400 scholarships are available and are granted to two students entering post-secondary school. In 2010, only one scholarship was awarded.

The awards are open to a student who:

- is a Canadian citizen and a resident of Ontario
- is graduating from a secondary school
- is a junior member of the Ontario Angus Association
- has been accepted by a university or other school of higher education

Consideration will be given to the applicant's scholastic record, character, leadership, aptitude, ability to benefit by the scholarship, role they have played in the Association and their community and other factors. If for any reason acceptable to the committee a winner is unable to enter post-secondary school courses immediately, the award will be held in trust and payments deferred for one year.



## Maritime Aberdeen-Angus Association Scholarship

**2010 winner: Morgan Ings**

**Value: \$500**

Criteria: A \$500 scholarship is available to a young Maritime breeder each year. The scholarship guidelines are:

1. Applicants must be a member of both the Canadian Junior Angus Association (or Canadian Angus Association depending on age) and the Maritime Junior Angus Association (if still eligible) and dues must be paid at time of application.
2. Applicants must have successfully completed at least one semester of post-secondary study and submit a copy of their most recent transcript of marks.
3. Applicants must be under 25 years of age and a resident of the Maritime provinces.
4. One scholarship of \$500 will be awarded per year.
5. Applicants may reapply if they were unsuccessful with their first application, but each applicant may only receive one award.
6. Completed applications must include (1) a transcript of the most recent marks, (2) a recent head and shoulders photo (to be used for announcement of the winner), (3) the reference information sheet, (4) a completed application form, and (5) the required essay. An interview may be required.

Selection will be based on (1) involvement with the Angus breed, (2) academics, (3) involvement in the cattle industry and the community.



*Visit [www.canangusfoundation.ca](http://www.canangusfoundation.ca) for more information on these and other scholarship opportunities.*

# Canadian Angus Foundation

*Gary Harron, Chairman*

In 1993 the Canadian Angus Foundation began. Now, 18 years later, we look back at our initiatives and successes to date. In 2009, Canada hosted a very successful World Angus Forum that added financially to the Canadian Angus Foundation. Since the Forum we directors have been seeking new, innovative ways to fundraise.

The four main areas of focus for the Foundation are historical preservation, youth development, education and research. We made great strides in 2010 by cataloguing many breed artifacts in our possession and storing the more fragile documents in a climate-controlled facility at the Glenbow Museum archives in Calgary.

There were two additional significant initiatives in 2010. We created and distributed a donation envelope. These envelopes make it easy for people to send their donations and indicate how the money should be used. The envelopes were distributed with the 2009 annual report and were also given to the provincial secretaries for distribution to members and use at events. Envelopes are available to any member of the Canadian Angus Association who would like to distribute them. Please contact the office if you would like some sent to you.

The other significant initiative in 2010 was the creation of a memorial scholarship fund in Dick Turner's memory. It will take some time before we are able to offer the first Dick Turner Scholarship, but donations of any size are welcomed for this fund. Dick is a legend in the Angus breed and it is only fitting to honour him in this manner.

We were also fortunate to receive some significant donations in 2010. Shirley Turner presented the Canadian Angus Foundation with a significant amount of Dick's memorabilia. These items are being showcased in the Calgary office. Several breeders also donated the proceeds from sales of animals to the Canadian Angus Foundation. We appreciate every donation, whether it is memorabilia or funding for projects.

The Junior Ambassador program is proving most successful and rewarding by ensuring a Canadian Angus presence at events at home and internationally. The development of our youth is the future of our Angus

breed. The Canadian Angus Foundation is proud to support Junior activities and the Junior Ambassador program in particular.

Economically, the beef industry has apparently reached an era of short supply and increasing demand. This should bode well for all aspects of the Angus business.

Please keep abreast of the Foundation fundraising ventures. We would appreciate your continued support.



*Canadian Angus Foundation Director Elizabeth Peto and Chair Bob Switzer congratulate Erika Easton, the 2010 Robert C. McHaffie Junior Ambassador*

## Canadian Angus Foundation Donor Recognition

The Canadian Angus Foundation wishes to express its gratitude to the following generous donors during the 2010 calendar year.

### **\$10,000+**

T Bar C

### **\$5,000 to \$10,000**

Cudlobe Angus

### **\$1,000 to \$4,999**

David Janssens (Westgen)

Ebon Hill Angus

Frank & Dianne Strimbold

Karen & Randel Mackenzie

Shirley Turner

### **\$500 to \$999**

Brent Brewin

Dr. BZ Aylward

Joe Hudson

Kevin & Noreen Blair

Marvin J. Walter

Rob Smith

Scott Stock Farm

William Jackson

### **\$100 to \$499**

ATC Angus

Atlantic Beef Magazine

Cooper Fleming

Don Atkinson

Don & Linda Mackenzie

Doug & Kathleen Fee

Geis Angus Farm

George Early

### **\$100 to \$499 continued**

Glen Islay

Ian MacDonald

Jim & Hilda Colodey

Manitoba Angus

Mike Rodgers

Orrin & Margaret Hart

Robin Hood

Ricki Fleming

Shelly Ann Dodgson

Wayne & Donna Sibbald

### **\$1 to \$99**

Albert Carroll

Bill & Tracy Dietrich

Dennis & Shelly Erickson

Heather Misek

Howard & Elizabeth Peto

Jason Camartin

Kajal Devani

Laird and Joyce Senft

Lynn & Ignace Minja

Maritime Angus

Disclaimer: The categories are not a reflection of tax receipted amounts, but a level of monetary participation in Foundation activities. Every attempt for accuracy was made, but there is always a margin of error. We apologize for any oversights. Recognition levels include general donations, gift-in-kind, memorial donations, and items purchased at public auction for both the donator and the purchaser.

## Robert C. McHaffie Junior Ambassador

2010 winner: Erika Easton

The Robert C. McHaffie Junior Ambassador Competition is designed to recognize an outstanding junior Angus member who can ably demonstrate an ability to promote the Angus breed on a national and international level.

The award is named for Robert C. McHaffie, a past president of the Canadian Angus Association who supported junior involvement and was instrumental in the formation of the Canadian Junior Angus Association.

The winner of the competition represents Canadian Angus Juniors at major shows across Canada for one year. The experience culminates in a trip to an international Angus event.

This competition is open to members of the Canadian Junior Angus Association between 18 and 21 years of age who own purebred Angus cattle (or their immediate family does).

Components of the competition include:

1. Personal resume
2. 800–1,000 word essay on a common topic
3. 4–6 minute speech
4. Industry knowledge exam
5. Interview before a panel of judges

Full details can be found on the Canadian Angus Foundation website at [www.canangusfoundation.ca](http://www.canangusfoundation.ca)

# Financial Statements of the Canadian Angus Foundation

Year ended December 31, 2010

As a cost-saving measure, the Board of the Canadian Angus Foundation determined it prudent to appoint an auditor separate from that of the Canadian Angus Association. This was based on information provided following a consultation with Revenue Canada. The board appointed Cecilie Fleming as the auditor for the 2010 year. The Board of the Foundation also authorized Foundation Chair Gary Harron and Director David Bolduc to sign the 2010 financial statements on behalf of the board.

## Auditors' Report

On the basis of information provided by management, I have performed an audit in respect of these financial statements.



Cecilie Fleming  
February 15, 2011

## Balance Sheet As at December 31, 2010

	Previous Balance	Net Change	Current Balance
<b>Current Assets</b>			
Cash	\$ (4,879.43)	\$ 20,958.07	\$ 16,078.64
Investments	141,442.00	—	141,442.00
Inventory	10,580.49	(1952.64)	8,627.85
<b>Total Current Assets</b>	<b>\$ 147,143.06</b>	<b>\$ 19,005.43</b>	<b>\$ 166,148.49</b>
<b>Current Liabilities</b>			
Accrued Payable	\$ —	\$ 912.50	\$ 912.50
Norm Wade Scholarship	3,975.00	—	3,975.00
Dorothy Banks Scholarship	10,811.00	(500.00)	10,311.00
Enduring Property Investments	27,950.00	—	27,950.00
Dick Turner Scholarship	—	5,950.00	5,950.00
Junior Scholarship	—	62,781.97	62,781.97
<b>Total Current Liabilities</b>	<b>\$ 42,736.00</b>	<b>\$ 69,144.47</b>	<b>\$ 11,880.47</b>
<b>Accumulated Surplus</b>			
Retained Earnings	\$ 75,940.03	\$ —	\$ 75,940.03
Current Earnings	28,467.03	(50,139.04)	(21,672.01)
<b>Total Surplus</b>	<b>\$ 104,407.06</b>	<b>\$ (50,139.04)</b>	<b>\$ 54,268.02</b>
<b>Total Liabilities and Surplus</b>	<b>\$ 147,143.06</b>	<b>\$ 19,005.43</b>	<b>\$ 166,148.49</b>

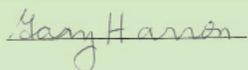
See accompanying notes to financial statements.

## Revenue and Expense (Summary)

12 Periods Ended 12/31/2010

	Last YTD Comparison	Current YTD Actual
<b>Revenues:</b>		
Scholarship Revenue	\$ —	\$ 2,855
Donations to Juniors	—	2,140
Auctioned Items	13,750	3,900
Embryo Fundraiser	15,144	—
Sale of Promotional Items	2,759	589
General Donations	11,709	4,250
Donations to Research	—	20
<b>Total</b>	<b>\$ 43,362</b>	<b>\$ 13,754</b>
<b>Costs and Expenses:</b>		
Junior Ambassador Travel	\$ 10,776	\$ 14,348
Bank & Interest Charges	96	131
Audit Fees	4,410	4,725
Scholarship Support	500	750
Directors' Expenses	129	169
Cost of Sales	5,173	5,230
Printing	474	1,695
Advertising	2,051	2,435
Office Expense	112	30
General Donations	—	5,913
<b>Total</b>	<b>\$ 23,722</b>	<b>\$ 35,426</b>
<b>Surplus (Deficit)</b>	<b>\$ 19,640</b>	<b>(\$ 21,672)</b>

See accompanying notes to financial statements.

 Chair

 Director

## Notes to Financial Statements

Year ended December 31, 2010

### 1. General:

Canadian Angus Foundation Inc. (the "Foundation") is incorporated, as a corporation without share capital, under the Canada Corporations Act. It operates to receive donations for purposes of funding scholarships and the preservation of the archives of the Canadian Aberdeen Angus Association (the "Association"). The Foundation is a registered charity under the Income Tax Act and accordingly is exempt from income taxes, provided certain requirements are met. The Foundation is controlled by the Association by virtue of the Association's ability to appoint a majority of the voting members of the Board of Directors.

### 2. Significant accounting policies:

- (a) Revenue recognition:  
The Foundation follows the deferral method of accounting for revenue. Restricted contributions, such as grants and donations designated for a specific purpose are recognized as revenue in the period in which the related expenses are incurred. Unrestricted contributions, such as grants and donations not designated for a specific purpose are recognized as revenue when received or receivable if the amount can be reasonably estimated and collection is reasonably assured.
- (b) Deferred contributions:  
Externally restricted contributions are recognized as revenue when the contributed funds are spent on the program to which they are restricted.
- (c) Administration support services:  
The Foundation relies on the Association for administrative support services for which no charges are made and no amounts are recognized in these financial statements.
- (d) Use of estimates:  
The preparation of financial statements in conformity with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and the disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenses during the year.

### 3. Deferred contributions:

- (a) The Dorothy Banks Scholarship Fund:  
The Dorothy Banks Scholarship Fund was established by the Foundation in co-operation with the Dorothy Banks Scholarship Committee to provide

scholarships to junior candidates. The Foundation grants scholarships using contributions received explicitly for this purpose.

(b) The Norm Wade Scholarship Fund:

Following the death of Norm Wade, the British Columbia Angus Association started the Norm Wade Scholarship Fund within the Canadian Angus Foundation to provide scholarships to junior candidates.

(c) Enduring Property Investment Fund:

The Enduring Property Investment Fund was established by the Foundation in 2009 as a way for donors to contribute funds dedicated for the long-term vision of the Foundation. Contributions are to be held by the Foundation for a duration of not less than 10 years, after which time the funds are to be used toward meeting the goals and projects of the Foundation as established under its constitution, including support for junior members, archiving of records and memorabilia for posterity and education and research. Investment income earned on the funds can be used at any time, at the discretion of the Foundation.

(d) Dick Turner Scholarship Fund:

The scholarship was established in July of 2010 shortly after the passing of Dick Turner. The parameters of how the funds will be dispersed have not been set, although they will be directed toward youth development.

(e) Canadian Junior Angus Association Scholarship

This scholarship fund was included in the Foundation beginning in 2010. This was done in an effort to maximize the return on investment through consolidation. The process for dispersing funds will remain unchanged unless directed by the Canadian Junior Angus Association.

Deferred contributions are summarized as follows:

	2010	2009
<b>Dorothy Banks Scholarship Fund:</b>		
Balance, beginning of year	\$ 10,811	\$ 10,311
Contributions received	—	1,000
Scholarships granted	(500)	(500)
	10,311	10,811
<b>Norm Wade Scholarship Fund:</b>		
Balance, beginning of year	3,175	2,600
Contributions received	800	575
Scholarships granted	—	—
	3,975	3,175
<b>Enduring Property Investment Fund:</b>		
Balance, beginning of year	27,950	—
Contributions received	—	27,950
Expenses incurred	—	—
	27,950	27,950
<b>Dick Turner Scholarship Fund:</b>		
Balance, beginning of year	—	—
Contributions received	5,950	—
Expenses incurred	—	—
	5,950	—
<b>Canadian Junior Angus Scholarship Fund:</b>		
Balance, beginning of year	59,561	—
Contributions received	3,220	—
Expenses incurred	—	—
	62,782	—
<b>Balance, end of year</b>	<b>\$ 110,968</b>	<b>\$ 41,936</b>

**4. Risk management:**

The Foundation is not exposed to significant financial risks in the normal course of its business operations.

**5. Capital disclosures:**

The Foundation's capital is its net assets. The Foundation manages capital using annual budgeting and long-range plans. Management uses these plans to ensure adequate capital is on hand to meet current and future capital requirements.

## 2010 Provincial Honourary Presidents

### **Lorraine Wade Coldstream, British Columbia**

The BC Angus Association is delighted to nominate Lorraine Wade as Honourary President this year. Lorraine was born in Maple Ridge, BC but she spent much of her early life in Saskatchewan. When she finished school, she enlisted. After her service in the army, Lorraine enrolled at UBC. It was during a summer job at Aspen Grove General Store that she met Norm. Norm and Lorraine were married in 1949 and lived at Aspen Grove. They had a sawmill operation and some commercial cattle. Lorraine spent many hours minding the ranch and raising their two children Eric and Karen while Norm logged and ran the saw mill. Aspen Grove was rather isolated and eventually they moved to Coldstream where they raised only purebred Angus cattle. Kalamal Angus became a well respected herd name.

Norm had many business interests which took him away from home, so it was left to Lorraine and the children do a lot of the hands-on work with the cattle. In later years they travelled together throughout North America stopping at many stock yards and cattle shows and visiting ranches all across the continent. It was Lorraine who kept the records of the hundreds of "Norm Wade" halters that were distributed to 4-H members and youngsters showing Angus cattle. One could always call on Lorraine to find out who had placed in each class. To this day Lorraine continues to maintain an interest in the efforts of our young Angus breeders by supporting the GOAL conference and maintaining the Norm Wade trophy at Williams Lake. Lorraine still attends many Angus events and it is always a pleasure to see her. Her son Eric said "mom and dad were quite a pair". It was Lorraine who made it possible for Norm to do what he did for the Angus Association. Thank you Lorraine.

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### **Wayne Robinson Mossleigh, Alberta**

Alberta Angus Association is proud to name Wayne Robinson our Honourary President. Wayne has been an active Angus breeder since 1956 at Mossleigh, AB. He showed Angus calves in 4-H in the late 1950s and, together with Rob Mathews under the mentorship of Don Mathews,

Highland Stock Farms, Wayne would become a very active Angus breeder. While the herd was predominantly commercial for a few years in the late 1960s, Blind Creek Farms become very active in the early 1970s, and it was during this time that Wayne would become a significant contributor to Angus politics and volunteerism. Wayne has been part of the Calgary Bull Sale, the PNE, the legendary Cross-Country and Superstar sales, Agribition and the Alberta Angus Association as a volunteer and Director. Further, he has been involved with the Calgary Stampede for decade after decade, including as Chairman of the Beef Cattle Committee. Wayne was the Chairman of the Alberta Angus Association in 1980. He has shown cattle and assisted those who want to become part of the Angus industry every step of the way.

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### **Terry Moneo—Peak Dot Ranch Wood Mountain, Saskatchewan**

Our purebred herd began 50 years ago with the purchase of 30 females from Eugene Schillinger of Circle, Montana.

At an early age I was taught that your cow herd is a factory and that you have to use great herd bulls. One of these bulls, Banner, was purchased from Jack Davidson of Misty Moor Farms at Ponteix. We paid \$4,000 for a ½ interest... a ridiculous price at that time. He built us a cow herd with his females.

The first sale we marketed bulls at was in Val Marie where I competed with a young lad named Bob Switzer. We traded Grand Champion ribbons at that sale for years. Bulls were also marketed through sales in Regina, Weyburn, Assiniboia, Moose Jaw and Swift Current.

When the trend changed to larger cattle we bought a bull from C.K. Armistad... Bonnie Chance Bardolene 10A... which we nicknamed Snako. He increased our cow herd size from 900–1,000 pounds to 1,200–1,500 pounds. Don Currie bought him and years later he is still using him and raising great cattle. A son of Snako, the Reserve Junior Champion at the Regina Bull Sale, set a record selling to Bill Dillabaugh of Double AA for \$6,000.

In the early 70s, a time when Angus were not popular, Bill and I started one of the first large Angus bull sales in Canada, selling 150 bulls and 100 replacement females here at the ranch. At this time I was a director of the

Saskatchewan Angus Association. Highlights of these years include a trip to the Stock Show in England, starting the first Angus feeder sales and representing the Association on the Saskatchewan Stock Growers board. After we dissolved our bull sale partnership with Double AA we held several successful bull sales in Chinook, Montana. We also sold 90 bulls privately to Jim Welch (husband of actress Raquel Welch). This was the largest one-time sale we ever had.

We showed cattle at the Toronto Royal, Denver Stock Show, Billings NILE, Brandon, Edmonton Farmfair and of course Agribition which we won two years in a row with a bull called Turbulance.

Together with Six Mile Ranch we have hosted two successful Cattlemen's Weekends which included bus tours, guest speakers, cattle displays and entertainment.

Sales are held at the ranch in April and December. Cattle sell all over North America and embryos and semen to other countries as well.

We have welcomed visitors from Canada, the U.S., Great Britain, Russia, New Zealand and Australia.

We make our living strictly on cattle and the old saying "just hang on to the cow's tail and she will pull you through" is certainly true. Last year we registered 985 Angus calves.

Fifty years in the Angus business and my involvement in 4-H, the Saskatchewan Angus Association and the Saskatchewan Stock Growers Association has been the basis of many lifelong friendships. The cattle have brought all three of my children and their families home to be a part of the ranch. I am a very lucky guy. Nothing gives me more pleasure than to see nine or ten saddle horses unloaded out of a trailer and my children and grandchildren riding off to round up the herd. It is the Angus cattle that keeps us together and happy.

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### **Vaughan Greenslade—Kinared Stock Farm Portage La Prairie, Manitoba**

I got started in the Angus business in my youth as a 4-H member in the Portage 4-H beef club in the late 1950s. My father, Elmer Greenslade, gave

me calves and the proceeds from the sale of these calves were used to pay for my university education. I got a degree in Agriculture from the University of Manitoba in 1969, specializing in Animal Science. After finishing university, I started farming with my father raising Black Angus cattle and grain farming. My father and I farmed together until the mid 1970s when my father retired from the farm. My brother John came back to the farm in the mid-1970s and he and I farmed together operating a feedlot until 1980 when interest rates forced us to shut down the feedlot and the farm.

I went to work for Manitoba Agriculture as a professional agrologist but was able to farm in a small way; retiring after 22 years. Starting in 1986, Red Angus cattle have been very good to us until BSE hit. We dispersed our herd in December 2010 but still have about 40 old cows and bulls to sell for the next couple of years.

My father was President of the CAA Board in the mid 1960s; and I was the provincial rep on the Canadian Red Angus Promotion Society and then President of CRAPS in 2010. We were very pleased in 2006 when the Canadian Angus Association presented our family with a plaque recognizing 50 years of registering Angus cattle. I received a pin recognizing my father as honorary president, after his death in 1993. I am honoured to be able to walk in my father's footsteps. Thank you to the Manitoba Angus Association for the nomination as an honorary president for 2011.

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### **Jeff "Butch" Bailey Perth, Ontario**

Butch Bailey was very influential to the Angus industry, introducing many new breeders into the industry. He was an Angus enthusiast all his life. He was a Director and Past President of the Ottawa Valley Angus Association as well as the Eastern Ontario Angus Association. He was a director and Past President of the Ontario Angus Association. Over the years Butch had successfully shown and promoted Angus cattle throughout Canada from coast to coast.

### **John Donaldson—JD Farms West Bolton, Quebec**

John was born in Montreal in 1935 and attended school there including MacDonald College, the Agricultural School of McGill University. His father, Jack, purchased the first family farm in Hudson, Quebec. A neighbour had a top herd of Holsteins and was a pioneer in the use of artificial insemination. John's interest in bovine genetics grew from watching his neighbour's selective breeding. He worked on dairy farms in Ontario in the summers of his youth until his father purchased John's current farm located in the Eastern Townships of Quebec in 1956. Jack Donaldson started the Black Angus herd in 1957 and it has been an Angus farm continuously. The farm house in West Bolton is now over 200 years old and the farm has been the venue for many Angus events over the years.

John left to work in the business world in Western Canada for many years. In 1996, John and his wife, Donna, took over the farms and revived the herd with an infusion of excellent genetics from across North America. John enthusiastically researched and analyzed worldwide genetics and with the utilization of AI breeding and EPD reports, he indulged his passion to constantly improve his herd genetics along with diligently maintaining herd health. His Angus EPDs have been the highest in Canada and he has sold hundreds of "JD" bulls in Quebec.

John was the Quebec Director on the Canadian Angus Association Board beginning in 2007. He was honoured to be elected President of the Canadian Angus Association and served during the World Angus Forum at Spruce Meadows.

In the fall of 2009, John and Donna dispersed the JD Farms herd of over 100 cows. They kept only one bred heifer to keep Donna's elderly pet Jersey cow company. In a couple of months, John could not justify only having one Angus and he began assembling a small herd. He very selectively breeds and flushes these cows and has promised Donna that the herd will remain small so that they can spend time at their other home on Vancouver Island where he succumbs to his other passion, salmon fishing.

John has been the recipient of the award for the Top Performing Farm of all Breeds, Commercial or Purebred in Quebec as well as the winner of many ribbons banners and trophies from Alberta to the Maritimes including Supreme in many of these shows.

### **Fred Welch— Garvie Farms Glassville, New Brunswick**

Fred Welch, born May 31, 1942, grew up in Glassville, New Brunswick on his parents' small mixed dairy farm. He attended high school at Florenceville Regional High.

Fred received his teacher's certificate in 1961 and started teaching immediately in various locations before settling in Florenceville and teaching at the Florenceville Regional High School. Fred finished out his teaching career at Carleton North Senior High School in Bristol. He was also heavily involved in the local community serving on the Florenceville Village council, not only as councilor but as mayor for many years. He also served on the local hospital board, for the Bath Hospital.

Farming has always been a part of his life, not only growing up, but not long after starting his teaching career, he purchased some Angus cattle that he kept on his parents' farm in Glassville. He joined the Canadian Angus Association in 1974 and has been involved with various committees and events within the New Brunswick Angus Association ever since.

He was actively involved with showing steers and the Carleton County Spring Show and Sale in the late 1970s and into the 1980s. His son, Trevor Welch, also showed steers and heifers in the local 4-H club during his time in high school.

A highlight of Fred's Angus involvement was hosting the annual Maritime Angus Field Day in 1987, which was a huge success, and everyone present was able to enjoy some Carleton County hospitality.

Since retiring from teaching in 1995, he now resides in the same house and on the same farm that his parents lived on. He is still actively involved in raising approximately 20 head of purebred Black Angus cattle, with his son Trevor and grandson Taylor, who also now live on the farm property.

## Long-Term Recognition

In 1998, the Canadian Aberdeen Angus Association instituted a long-term recognition award to recognize those individuals and families that have demonstrated a long-time commitment to the Angus breed in Canada by maintaining a continuous membership in the Association for at least 50 years. In 2011, the award program was expanded to recognize families with 75 and 100 continuous years of membership.

To date, 121 Angus families have been recognized for 50 years of continuous service. In 2011, we are pleased to recognize the following Angus families for commitment to the breed:

### 100 Years of Membership

**Alberta**  
Matthews Family

**Alberta**  
Henderson Family

### 75 Years of Membership

**Alberta**  
Dalrene Farms—the Flint Family

**Alberta**  
Riverbend Farm—McBride Family

**Manitoba**  
Mountain View Farms

**Manitoba**  
Prairielane Farms Ltd.

**Manitoba**  
Mountain View Farm

**Ontario**  
Elm Grove—the Bailey Family

**Ontario**  
Tullamore Angus

### 50 Years of Membership

**Alberta**  
Emerald Echo Angus—Sproule Family

**Prince Edward Island**  
Mutch Family

**New Brunswick**  
Bill Pryor—Leaowill Angus

## 2010 Gold Show Winners

**Black Show Bull of the Year**  
Justamere 406S Stabalizer 507U

**Black Show Female of the Year**  
Highgrove Miss Middlebrook 3U

**Red Show Bull of the Year**  
Red Ter-Ron Realdeal 01W

**Red Show Female of the Year**  
Red Redrich Cherokee 248U

## Provincial Representatives

	<b>President</b>	<b>Secretary</b>
<b>British Columbia</b>	Lance Savage	Jill Savage
<b>Alberta</b>	Colton Hamilton	Denise Rice
<b>Saskatchewan</b>	Clint Smith	Belinda Wagner
<b>Manitoba</b>	Shawn Birmingham	Arlene Kirkpatrick
<b>Ontario</b>	Tammi Ribey	Julie Smith
<b>Quebec</b>	Stan Christensen	Trudy Beaton
<b>Maritimes</b>	Trevor Welch	Betty Lou Scott
<b>Canadian Red Angus Promotion Society</b>	Kevin Dorrance	Lynnette Hochstein

### Canadian Angus Association Mission Statement

The Canadian Angus Association exists to preserve and expand the Angus breed to provide the best opportunities for profitability for future generations.

# Canadian Angus Association Staff

**CEO**

Doug Fee

**Assistant General Manager**

Michael Latimer

**Office Manager**

Alan Yuen

**Breed Development**

Kajal Devani

**Canadian Angus Rancher****Endorsed Tag Program****Co-ordinator**

Cheryl Hazenberg

**Commercial Fieldmen**

Wayne Gallup

Brian Good

**Member Communications**

Tina Zakowsky

**Receptionist**

Joanelle Fuellbrandt

**Registrar**

Sharmayne Byrgesen

**Assistant Registrars**

Shirley Anderson

Karen Hayes

# Tribute to Outgoing President Kirk Wildman

*Written by Kirk's wife Jill*

As I reflect upon this past year I can tell you that it was not an easy one. With major challenges facing both our family and the Canadian Angus Association, Kirk's term was a daunting task at times. Kirk's commitment to this position, respect for the board he served with and belief in policy governance were the tools needed to get him through this year. I know that Kirk has been proud to serve as President of the Canadian Angus Association.

In the years serving as a Canadian Angus Director, many decisions have been made to shape the future of our Association. Kirk has always endeavored to learn about an issue before going to meetings where decisions are made, often consulting breeders and members of industry. When decisions have been made by the group, he has always supported and championed decisions as his own even when it was not popular or not in line with his own personal beliefs.

I would like to thank the CAA staff for their commitment to our members and help throughout the year. They are truly a dedicated group that has aided in the advancement and growth of Angus cattle in Canada.

While this year was not an easy one it was truly humbling for our family to be encouraged and supported by so many people. We received calls, emails and cards from people all over the Angus world and can't express how touched we were.

While Kirk's presidency has come to an end our family's commitment to the Canadian Angus industry goes on. I hope that I might be the mother of a third-generation Canadian Angus President in 30 years.





**Canadian Angus Association**

142, 6715-8 Street NE, Calgary, Alberta T2E 7H7

Phone: (403) 571-3580 • Toll-free: 1-888-571-3580 • Fax: (403) 571-3599

[cdnangus@cdnangus.ca](mailto:cdnangus@cdnangus.ca) • [www.cdnangus.ca](http://www.cdnangus.ca)