

*Canadian Shorthorn Association
2019 Annual General Meeting
Saturday, June 1, 2019 • 2:00 pm*

Agenda

1. Call to Order.
2. Moment of Silence for Deceased Members.
3. Introductions of Directors, verify quorum.
4. Adoption of Agenda.
5. Address of the President.
6. Minutes of the last Annual General Meeting.
7. Business Arising from the Minutes.
8. Reception of Reports.
 - President's Report; Secretary - Treasurer's Report
 - Affiliated Associations' Reports; Canadian Junior Shorthorn Association Report & Canadian Beef Breeds Council Report.
9. 2018 Audited Financial Statement.
 - Appointment of 2019 Auditor
10. Appointment of Representatives to Exhibitions and Committees for 2019.
11. 2019 & 2020 Canadian National Shorthorn Show
 - November 2019 - Northlands FarmFair, Edmonton
 - November 2020 - Canadian Western Agribition, Regina (50th Anniversary)
12. 2019 & 2020 National Junior Show.
 - 2019 - Vermilion, Alberta, July 25 - 27
 - 2020 - Saskatchewan/Manitoba
13. Other Business.
 - Ratify Board Decisions
14. Adjournment.

Presidents Report ...

2018 was a big change year for our membership and as you can see from our steady enrollment and member numbers, we can congratulate ourselves on the move to on-line recording with minimal downside frustration and huge upside data availability. The Canadian Shorthorn Digital Beef Registry went live in March of 2018 and has a high percentage of members working on-line. The IGS Multi Breed Performance Program provides weekly EPD updates (versus the old semi-annual lists) and along with DNA data can produce Genomic EPDs for advanced accuracy. Most importantly, these two new systems put us on even footing with all of our major breed competitors for cross breed comparison. We owe Dan Stephenson a thank you for the many hours he spends reviewing the data and on-going reports where the inevitable new system errors and discrepancies need attention. The Registry Committee of the Board along with Shayla Chappell, our CSA Registry/Member Services assistant in the Calgary office, will continue to ensure the registry and performance programs are functioning accurately and free of major problems.

It is now up to all of the membership to really delve into these systems and use the information provided to assist with breeding, marketing, buying and selling. Your board will make it a priority this year to provide education and assistance in how best to read, understand and utilize the data available.

The Board instituted strategy focused meetings to discuss projects to meet our broad primary goal of increasing membership and enhancing the membership experience for current members. We agreed on the following for 2018 through 2020 and I'm happy to report all are in progress.

1. Update, enhance and expand the Junior program
2. Rebrand and communicate Shorthorn Plus (Appendix) for full understanding.
3. Update and expand our CSA Website
4. Publish the "Membership Handbook" (on-line and print)

We know all too well that our country is many thousands of miles from coast to coast and we have truly diverse regional differences in land, weather and population and as a result it sometimes feels impossible to think of our association as "one". But we are one and that is our advantage. All of our differences in herd size, show focus versus commercial or east versus west all mean more ways to find and implement improvements in the Shorthorns we raise. Our customers are becoming increasingly knowledgeable and sophisticated in their food choices and technology now plays a big part in our daily lives as breeders. If we work together for overall improvement of our breed we can make measurable strides to capture more market share. In our separate silos we can only tread water and at best try to keep the position we have as the rest of the cattle world moves on. We are up to the challenge and have a truly unique and outstanding breed that just needs our help getting the message out - louder and clearer.

Respectfully,
Dale Asser, President CSA

Secretary -Treasurer's Reporter's Report ...

We are pleased to present to you the Secretary-Treasurer's Report for 2018. The Saskatchewan Livestock Association was contracted effective March 2001 to provide administrative services to the CSA on a fee for service basis which has allowed the board to direct more resources to promotions and programs, rather than staffing and a full time office.

The 2018 Audited Statement shows an increase on the year of \$11,546. Our cash position remains healthy. Investments are held with the Earl Grey Credit Union and the Canadian Imperial Bank of Commerce.

Advertising in the Cattlemen Magazine remains the main source of print ads, along with articles/up-dates in The Canadian Shorthorn Report. The web-site is also utilized and a new look for it will be coming soon.

Please encourage any youth in your area to attend the National Junior Shorthorn Show coming up in Vermilion, AB, July 25-27 at the Vermilion Agricultural Society. Please also encourage the youth in your area to apply for the travel bursaries and scholarships that are available each year. Travel bursaries were implemented for assistance to the Junior show with varying amounts available depending on distance traveled. Juniors should contact the office for more information. The scholarship deadline is November 1st and applications are available on-line at www.canadianshorthorn.com or from the Canadian Shorthorn Association office.

The office remains busy with many calls regarding the registry and DNA testing from breeders, and from producers looking for information on our breed, along with performance information - I can't stress enough the importance of recording weights on your animals and submitting them for evaluation. We are now well into our second year with the new Digital Beef registry and services handled through the Canadian Limousin Association and things are running fairly smoothly. There are comprehensive tools and data available to the membership through the Digital Beef platform.

We continue to transition to using SNP technology for parentage, rather than microsattelite testing. SNP tests use many more times the number of DNA markers than microsattelite and is much more accurate. Effective January 1, 2019, our lab, Delta Genomics, was purchased by Neogen Canada and continues to be excellent to work with. They hold all of the historical samples from Quantum Genetics (Biobank) for Shorthorn and most other breeds as well which makes re-testing of any old (viable) samples a much easier process. The purchase by Neogen means that basic SNP Parentage Verification tests are based on a panel of 200 SNPs, double what was available in the past, which will allow for better accuracy. The turnaround time for all tests requested is 21 calendar days. This is a significant improvement for our 30K and 50K and genetic condition tests which used to take 4 – 6 weeks. Now, all test results, including basic SNP Parentage Verification, will be reported within 21 calendar days from the date that the lab receives your DNA samples. To make DNA sampling easier, and to try and avoid having unusable samples submitted, the following are acceptable submission options: hair samples fastened on hair cards (note that loose samples are going to be phased out); tissue samples using Allflex tissue sampling units (TSUs); a blood blot on a blood card; and semen straws. Hair cards, TSUs and blood cards are available for order through the registry office. The best news with the change is that the costs for testing have been reduced in most cases, especially with the higher density 30K and 50K tests which, is what is required for Genomic EPD's.

Thank you for attending the Annual Meeting and I hope that many members were able to take advantage of the opportunity and enjoy some extra time touring - your feedback regarding future meeting dates is welcome. We would also welcome your comments on the format of the meetings with the guest speakers and ask that any suggestions for topics for future meetings be directed to board members or myself.

On behalf of our office staff, I wish to thank the board for their assistance over the last year and encourage all members to contact us with questions or concerns anytime.

Belinda Wagner, Secretary-Treasurer

**Canadian Shorthorn Association
Annual General Meeting
Saturday, June 16, 2018
Temple Gardens & Mineral Spa, Moose Jaw, SK**

In Attendance:

Richard Moellenbeck, Chairman	Ian Leaman	Jenna Lingley	Orville Renwick
Ray Armbruster	Dennis Cox	Sonja Cumming	Mitchell Boyle
Creta Haydock	Jim Haydock	Colin Haydock	Bob Riviere
Glenn Sutherland	Jim Graham	Heather Haydock	Colin Lang
Evelyn Lang	Dale Asser	Peter Greeno	Albert Oram
Wendy Bishop	Martin Mason	Connie Baehr	Russell Moellenbeck
Raylene Moellenbeck	Russell Muri	Milt Stein	Glen Bender
Dan Stephenson	Bob Merkley	Shelley Peterson	Les Peterson
Carl Lehmann	Grant Alexander	Ken Morison	Ryan Bender
Jaimie Chouhan	Jill Stephenson	Cindy Merkley	Connie Graham
Susan Oram	Marshall McDonald		
Tessa Verbeek, Registrar	Belinda Wagner, Secretary-Treasurer	Ruth Watch, Recording Secretary	

1. The Chairman, Richard Moellenbeck, called the meeting to order.

2. A Moment of Silence was held for members who have passed on in the last year.

3. Introduction of Directors, verify quorum.

The Chairman introduced the board of directors and it was reported that there are 40 voting members in attendance.

4. Agenda.

The agenda was circulated as page two of the annual report.

Moved by Orville Renwick, seconded by Bob Merkley

MOTION 18-19 That the agenda be adopted as circulated.

Carried.

5. Address of the President.

Richard Moellenbeck welcomed everyone to the meeting and thanked the Saskatchewan Shorthorn Association and especially Betty Wyatt, Rhonda Moellenbeck and Belinda Wagner for all their work in planning the AGM. Richard also thanked Tessa Verbeek for the informative presentation on the Digital Beef registry just prior to the meeting and hopes that everyone enjoyed the presentations this morning from Dr. Carl Lessard on preserving genetics and Lance Stockbrugger on tax and succession planning.

6. Minutes of the last Annual General Meeting.

Time was given to review the minutes of the 2017 meeting which were included in the annual report.

Moved by Dennis Cox, seconded by Grant Alexander

MOTION 18-20 That the minutes of the 2017 Annual General Meeting be adopted as circulated.

Carried.

7. Business Arising from the Minutes. None.

8. Reception of Reports.

The President, Secretary and Affiliate Association's reports were circulated as part of the Annual Report. Richard did a power point presentation demonstrating registry numbers from last year compared to this year and averages over the last five years on memberships. Registry activity is up and quite a bit better than we hoped for in a transition year.

Belinda reviewed highlights from her written report and thanked the membership for their patience and assistance with all the changes to our systems this year. Bob Riviere was also thanked for all his work on the registry.

Moved by Ray Armbruster, seconded by Martin Mason

MOTION 18-21

That the reports of the President and Secretary, and the written reports of the Canadian Beef Breeds Council, the Canadian Junior Shorthorn Association and Affiliated Associations be adopted. Carried.

9. 2016 Audited Financial Statement.

Belinda Wagner, Secretary/Treasurer reviewed the 2017 Audited Financial Statement which was included in the annual report and answered questions regarding the statement. The 2018 budget was also included in the annual report for informational purposes.

Moved by Carl Lehmann, seconded by Colin Lang

MOTION 18-22

That the 2017 Audited Financial Statement be adopted as presented. Carried.

Moved by Dennis Cox, seconded by Bob Merkley

MOTION 18-23

That Dudley & Co. be appointed as 2018 Auditor. Carried.

10. Appointment of Representatives to Exhibitions and Committees for 2018.

The following Representatives are proposed by the board.

Royal Agricultural Winter Fair (Beef) - Ontario Shorthorn Association will nominate

Canadian Western Agribition - Saskatchewan Shorthorn Association will nominate

Registry & Performance Committee - Richard Moellenbeck, Dale Asser & Dan Stephenson.

Finance Committee - Canadian Shorthorn Association Board of Directors

Promotion Committee - Dennis Cox, Ray Armbruster & Mitchell Boyle

Canadian Junior Association - Belinda Wagner, CJSA President; CJSA Past President; Christy Vandevorden, Sue Giffen and Brigitte Herema. (With power to add)

Canadian Beef Breeds Council (CBBC) - Kirk Seaborn and Tom Seaborn

World Council - 2025

Moved by Carl Lehmann seconded by Dennis Cox

MOTION 18-24

That the 2018 committees and representatives be accepted. Carried.

11. 2017 & 2018 Canadian National Shorthorn Show.

The 2018 show will take place in Brandon, MB October 23 - 27, during Ag - Ex with a sale planned for the 25 and the show on the 26. The Royal Agricultural Winter Fair is in the rotation to host in 2019 but that may change due to approved requests for changes from Agribition for 2020 and their 50th Anniversary, and the Royal for 2022 and their 100th anniversary.

12. 2017 & 2018 National Junior Show.

The 2018 Show is scheduled to take place August 3 - 5, 2018 at the Stratford & District Agricultural Society in Stratford, ON. Juniors are encouraged to apply for travel bursaries. Alberta is looking at three different location options for 2019.

13. Other Business.

The Annual General Meeting last year approved us having an “in-house” registry and in late summer the board approved working towards having the Canadian Limousin Association providing registry services instead, with an agreement signed in the fall.

Moved by Martin Mason seconded by Peter Greeno

MOTION 18-25

That we ratify the boards decision to contract the Canadian Limousin Association as our registry provider. Carried.

There was discussion on the importance of testing for Myostatin and it was asked if we could publish a list of tested animals and their status. The registry could see if coming up with a myostatin tested list is possible. We would also have to check out the legalities of posting such a list. It was asked if finding all these defect issues and publishing such was making the Shorthorn breed less marketable. The Shorthorn breed is thought by many to be a “new” breed, which it isn’t and it was asked how can we get the word out more. Members themselves need to do more promotions locally and we need to get the youth more involved as well. Suggestions for advertising were discussed and utilizing Facebook and Instagram were both brought up as relatively free. Some members have been doing well with branded products within their communities and more could strive for this.

Peter Greeno was thanked for his 11 years on the board. Mitchell Boyle will be coming on in his place as the Maritime representative and will take on the social media aspect of our promotions.

Grant Alexander thanked the board for all their work over the past couple years. Many hard decisions have had to be made and whether the decisions were all agreed with or not, a lot of thought and work has gone into them.

Next years Annual General Meeting will be in West Brome, QC, May 30 - June 2, 2019.

MOTION 18-26

Moved by Martin Mason that the meeting adjourn.

CANADIAN SHORTHORN ASSOCIATION
Financial Statements
December 31, 2018

CANADIAN SHORTHORN ASSOCIATION
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December 31, 2018

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INDEPENDENT AUDITOR'S REPORT

To the Members of Canadian Shorthorn Association

Opinion

We have audited the financial statements of Canadian Shorthorn Association (the Association), which comprise the statement of financial position as at December 31, 2018, and the statements of operations, changes in net assets and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Association as at December 31, 2018, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of our report. We are independent of the Association in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with those requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations, 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.

In preparing the financial statements, management is responsible for assessing the Association's ability to continue as a going concern, disclosing, as applicable, matters relating to going concern and using the going concern basis of accounting unless management either intends to liquidate the Association or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Association's financial reporting process.

Independent Auditor's Report to the Members of Canadian Shorthorn Association (continued)

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements. As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit 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.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Association to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Regina, Saskatchewan
April 23, 2019


Dudley & Company LLP
Chartered Professional Accountants

CANADIAN SHORTHORN ASSOCIATION
Statement of Financial Position
December 31, 2018

	2018	2017
ASSETS		
CURRENT		
Cash and cash equivalents <i>(Note 4)</i>	\$ 65,197	\$ 27,617
Short term investments <i>(Note 5)</i>	25,000	25,000
Accounts receivable	3,057	1,868
Inventory	-	588
Interest receivable	3,132	2,454
GST recoverable	731	709
Prepaid expenses	269	220
	<u>97,386</u>	<u>58,456</u>
LONG TERM INVESTMENTS <i>(Note 5)</i>	<u>21,101</u>	<u>46,101</u>
	<u>\$ 118,487</u>	<u>\$ 104,557</u>
LIABILITIES AND NET ASSETS		
CURRENT		
Accounts payable and accrued liabilities	\$ 36,055	\$ 25,506
Deferred income	1,155	6,770
	<u>37,210</u>	<u>32,276</u>
NET ASSETS		
Operations fund	70,925	59,379
Junior reserve	10,352	12,902
	<u>81,277</u>	<u>72,281</u>
	<u>\$ 118,487</u>	<u>\$ 104,557</u>

ON BEHALF OF THE BOARD

_____ Director

_____ Director

CANADIAN SHORTHORN ASSOCIATION
Statement of Operations
Year Ended December 31, 2018

	2018	2017
REVENUE		
Registry	\$ 201,062	\$ 157,936
Memberships	43,924	33,961
CBBC/Legacy	-	11,561
Interest	1,922	1,451
Promotional supplies	76	57
Website	200	100
	<u>247,184</u>	<u>205,066</u>
EXPENSES		
Administration (<i>Schedule 1</i>)	41,617	105,257
Affiliated association levies	18,968	18,722
Annual general meeting	1,000	-
Canadian Shorthorn Association Junior Membership	1,152	840
Meetings and travel - staff	1,658	2,199
Meetings and travel - directors, executive	9,893	7,802
Memberships	2,676	3,863
CLRC withdrawal fees	1,988	14,043
Registry and breed development	122,592	35,294
Publicity and promotion (<i>Schedule 2</i>)	34,094	35,739
	<u>235,638</u>	<u>223,759</u>
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES FROM OPERATIONS	<u>11,546</u>	<u>(18,693)</u>
JUNIOR INCOME (EXPENSES)		
Donations	-	1,579
Show activity grant	(400)	(100)
Show sponsorship	(500)	(500)
Junior subscriptions	(1,650)	-
	<u>(2,550)</u>	<u>979</u>
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES	<u>\$ 8,996</u>	<u>\$ (17,714)</u>

CANADIAN SHORTHORN ASSOCIATION
Statement of Changes in Net Assets
Year Ended December 31, 2018

	Operations Fund	Junior Reserve	2018	2017
NET ASSETS - BEGINNING OF YEAR	\$ 59,379	\$ 12,902	\$ 72,281	\$ 89,995
Excess of revenue over expenses	11,546	(2,550)	8,996	(17,714)
NET ASSETS - END OF YEAR	\$ 70,925	\$ 10,352	\$ 81,277	\$ 72,281

CANADIAN SHORTHORN ASSOCIATION
Statement of Cash Flows
Year Ended December 31, 2018

	2018	2017
CASH FLOWS FROM (FOR) OPERATING ACTIVITIES		
Cash receipts from members	\$ 238,458	\$ 224,707
Cash paid to suppliers	(227,122)	(227,927)
Interest received	1,244	1,553
Cash Flows From (For) Operating Activities	<u>12,580</u>	<u>(1,667)</u>
CASH FLOWS FROM (FOR) INVESTING ACTIVITIES		
Proceeds of investments	25,000	-
Purchase of investments	-	(6,101)
Cash Flows From (For) Investing Activities	<u>25,000</u>	<u>(6,101)</u>
Net change in cash and cash equivalents during the year	37,580	(7,768)
CASH AND CASH EQUIVALENTS - BEGINNING OF YEAR	<u>27,617</u>	<u>35,385</u>
CASH AND CASH EQUIVALENTS - END OF YEAR (Note 4)	\$ 65,197	\$ 27,617

CANADIAN SHORTHORN ASSOCIATION
Notes to Financial Statements
Year Ended December 31, 2018

1. BASIS OF PRESENTATION

The financial statements were prepared in accordance with Canadian accounting standards for not-for-profit organizations (ASNPO).

2. NATURE OF OPERATIONS

Canadian Shorthorn Association (the "association") was incorporated under *The Animal Pedigree Act*. The association shall have for its objects the encouragement, development and regulation of the breeding of purebred Shorthorn cattle in Canada.

The association is a not-for-profit organization, as described in section 149 of the *Income Tax Act*, and therefore is not subject to either federal or provincial income taxes.

3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Revenue recognition

- a) Registry - Revenue is recognized monthly based on reports provided by Digital Beef.
- b) Memberships - Revenue is recognized in the fiscal year to which it relates. Membership revenue received in advance is deferred to the future year.
- c) Other - Revenue is recognized when received or at the time the service is rendered.
- d) Interest - Revenue is recognized on an accrual basis. Interest on fixed income investments is recognized over the terms of these investments using the effective interest method.

Fund accounting

Canadian Shorthorn Association follows the deferral method of accounting for contributions.

The Operations Fund reports the operations of the association.

(continues)

CANADIAN SHORTHORN ASSOCIATION
Notes to Financial Statements
Year Ended December 31, 2018

3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES *(continued)*

Financial instruments

- a) Measurement of financial instruments - The association initially measures its financial assets and financial liabilities at fair value and subsequently measures them at amortized cost. Financial assets measured at amortized cost include cash and cash equivalents and accounts receivable. Financial liabilities measured at amortized cost include accounts payable and accrued liabilities.
- b) Impairment - At the end of each reporting period, the association assesses whether there are any indications that a financial asset measured at amortized cost may be impaired. Objective evidence of impairment includes observable data that comes to the attention of the association, including but not limited to the following events: significant financial difficulty of the issuer; delinquency in payments; or bankruptcy. When there is an indication of impairment, the association determines whether a significant adverse change has occurred during the period in the expected timing or amount of future cash flows from the financial asset. If identified, the association reduces the carrying amount of the asset to the present value of cash flows expected to be received. The carrying amount of the asset is reduced directly or through the use of an allowance account. The amount of the reduction is recognized as a bad debt in the statement of operations. When the extent of impairment of a previously written-down asset decreases and the decrease can be related to an event occurring after the impairment was recognized, the previously recognized impairment loss is reversed to the extent of the improvement, directly or by adjusting the allowance account. The amount of the reversal is recognized in the statement of operations in the period the reversal occurs.

Capital assets

The costs of capital assets are capitalized upon meeting the criteria for recognition as a capital asset, otherwise, costs are expensed as incurred. The cost of a capital asset comprises its purchase price and any directly attributable cost of preparing the asset for its intended use.

The association does not have any capital assets at the end of the year.

Management estimates

The preparation of these financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities, the disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the current period. Significant estimates include those used when accounting for the impairment of financial assets. All estimates are reviewed periodically and adjustments are made to the statement of operations as appropriate in the year they become known.

(continues)

CANADIAN SHORTHORN ASSOCIATION
Notes to Financial Statements
Year Ended December 31, 2018

3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES *(continued)*

Cash and cash equivalents

Cash includes cash and cash equivalents. Cash equivalents are investments in guaranteed investment certificates (GIC's) and are valued at amortized cost. Interest receivable related to the GIC's is presented separately on the balance sheet. The carrying amounts approximate fair value because they have maturities at the date of purchase of less than ninety days.

Inventory

Inventory is valued at the lower of cost and current replacement cost. Inventory consists of promotional items to be distributed at no charge or for a nominal charge.

4. CASH AND CASH EQUIVALENTS

	2018	2017
CIBC - chequing	\$ 50,474	\$ 11,771
Credit union - chequing	30	1,588
CU term deposit	14,693	14,258
	\$ 65,197	\$ 27,617

5. INVESTMENTS

Investments consist of fixed income investments measured at amortized cost with maturity dates of 12 months or greater from date of acquisition. Those maturing within 12 months from the year-end date are classified as current.

The fixed income investments have effective interest rates ranging from 1.25% to 3.65% (2017 - 0.90% to 2.40%) with maturity dates ranging from three months to twenty-eight months (2017 - three months to twenty-eight months).

6. FINANCIAL INSTRUMENTS

The association is exposed to various risks through its financial instruments and has a risk management framework to monitor, evaluate and manage these risks on an annual basis. The following analysis provides information about the association's risk exposure and concentration as of December 31, 2018.

(continues)

CANADIAN SHORTHORN ASSOCIATION
Notes to Financial Statements
Year Ended December 31, 2018

6. FINANCIAL INSTRUMENTS *(continued)*

Credit risk

Credit risk arises from the possibility that parties may default on their financial obligations, or if there is a concentration of transactions carried out with the same party, or if there is a concentration of financial obligations which have similar economic characteristics that could be similarly affected by changes in economic conditions, such that the association could incur a financial loss. The association is exposed to credit risk from its customers. In order to reduce its credit risk, the association reviews a new customer's credit history before extending credit and conducts regular reviews of its existing customers' credit performance. An allowance for doubtful accounts is established based upon factors surrounding the credit risk of specific accounts, historical trends and other information. The association has a significant number of customers which minimizes concentration of credit risk.

The maximum exposure of the association to credit risk is represented by the balance as shown on the balance sheet for cash and cash equivalents and accounts receivable.

Cash and cash equivalents: Credit risk associated with cash and fixed income investments is minimized substantially by ensuring that these assets are invested in major financial institutions.

Accounts receivable: Credit risk associated with trade accounts receivable is minimized by the association's diverse customer base. The association monitors the amount of credit extended when deemed necessary. Management assesses annually whether potential credit losses should be recognized based on existing factors.

Liquidity risk

Liquidity risk is the risk that the association will not be able to meet a demand for cash or fund its obligations as they come due. The association is exposed to this risk on accounts payable and accrued liabilities.

The association meets its liquidity requirements by monitoring cash flows from operations and holding assets that can be readily converted into cash.

Market risk

Market risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market prices. Market risk is comprised of currency risk, interest rate risk and other price risk.

The association is exposed to market risk on its cash and cash equivalents.

Interest rate risk

Interest rate risk refers to the risk that the fair value of financial instruments or future cash flows associated with the instruments will fluctuate due to changes in market interest rates. In seeking to minimize the risks from interest rate fluctuations, the association manages exposure through its normal operating and financing activities.

(continues)

CANADIAN SHORTHORN ASSOCIATION
Notes to Financial Statements
Year Ended December 31, 2018

6. FINANCIAL INSTRUMENTS *(continued)*

The exposure of the association to interest rate risk arises from its interest bearing assets. Fluctuations in market rates of interest on cash equivalents do not have a significant impact on the association's results of operations.

Changes in risk

There have been no changes in the association's risk exposures from the prior year.

CANADIAN SHORTHORN ASSOCIATION**Administration****(Schedule 1)****Year Ended December 31, 2018**

	2018	2017
Bank charges	\$ 114	\$ 100
Canadian Livestock Records Corporation	-	59,029
Insurance	505	528
Office	6,119	7,723
Professional fees	2,862	2,862
Secretarial services	32,017	35,015
	\$ 41,617	\$ 105,257

Publicity and Promotion**(Schedule 2)****Year Ended December 31, 2018**

	2018	2017
Advertising	\$ 20,124	\$ 21,774
Promotional items	588	65
Sponsorships	2,000	2,750
Joint advertising and promo	3,098	3,030
Member CSR subscriptions	7,700	7,800
Website	584	320
	\$ 34,094	\$ 35,739

Canadian Shorthorn Association

2019 Budget

Revenue

	Budget 19	Actual 18	Budget 18	Actual 17
Memberships	39,000	43,924	39,000	33,960
Registry	165,000	169,891	165,000	138,030
DNA	20,000	31,171	20,000	19,905
Interest	2,000	1,922	2,000	1,451
CBBC Development Grant	2,500	0	2,500	0
Other	500	276	500	157
CBBC SNP Transition Grant	0	0	0	11,561
Junior Reserve Income	0	0	0	1,579
Total Revenue	229,000	247,184	229,000	206,643

Expenses

	Budget 19	Actual 18	Budget 18	Actual 17
Staff Costs - SLA	31,500	32,017	32,000	35,015
Registrar Contract	50,300	50,776	50,300	500
Registry Administration/Travel	3,500	7,647	4,000	
Staff/Contract Travel	2,000	1,658	2,000	2,199
Administration	10,000	9,570	9,500	11,213
Credit Card Fees	4,000	5,380	4,000	3,762
Registry - CLRC	0	0	0	63,970
Registry - Digital Beef	23,500	23,943	23,000	11,652
DNA	15,000	21,037	15,000	14,465
Share of CLRC Equity & Transfer	0	1,988	0	12,316
CBBC & Memberships	3,600	2,676	3,600	3,864
Performance Program - IGS	26,000	13,839	26,000	0
Performance Program - ASA	0	0	0	1,700
Affiliate Levies	17,500	18,968	16,000	18,722
Junior Memberships to CJSA	800	1,152	800	840
Annual General Meeting	1,000	1,000	1,000	0
Board Meetings	8,000	9,893	8,000	7,802
Advertising & Promotion	32,250	30,996	32,250	32,708
Joint Advertising Program	0	3,098	4,000	3,030
Junior Reserve Expenses	0	2,550	0	600
Total Expense	228,950	238,188	231,450	224,358
Net to Reserves	\$ 50	\$ 8,996	-\$ 2,450	-\$ 17,715

Voting Strength of the Directors

The following table represents the total number of Annual, Junior and Associate Memberships in each Province and the Voting Strength for each director according to the rules established in the Constitution of the Canadian Shorthorn Association (number of members per region 60 days prior to AGM).

Province	2019 Members Annual, Junior and Associate	Divisor (25)	Number of Directors	Each Directors Voting Strength
BC	12	25 = 1	1	1
AB	64	25 = 2	1	2
SK	37	25 = 1	1	1
MB	25	25 = 1	1	1
ON	75	25 = 3	1	3
QC	13	25 = 1	1	1
Maritimes	11	25 = 1	1	1

Legends Of the Breed Awards Program

In 1995, the Board of Directors of the Canadian Shorthorn Association established the "Legends of the Breed" awards program to honour individuals persons who have made a contribution to the furtherance of the Shorthorn Breed in Canada, Each year, the affiliated associations submit their nominations. The 2018 recipients were:

Jim & Creta Haydock
Lloydminster, SK

Ken & Virginia Morison
Innisfail, AB
&
Robert & Sylvia Morison
Innisfail, AB

2018 Registry Recognition

Highest number of Registrations in the country during the year 2018:

1.	Richard Moellenbeck, Bell M Farms, Englefeld, SK	131
2.	Saskvalley Stock Farm, Rosthern, SK	117
3.	Muridale Shorthorns, Swift Current, SK	97
4.	Glenn G. & Ryan Bender, Neudorf, SK	88
5/6/7.	Melba Stock Farm, Chaplin, SK	80
5/6/7.	Rocking L Cattle Company, Wawota, SK	80
5/6/7.	Poplar Park Farm, Hamiota, MB	80
8.	Graham Sharp, Lacombe, AB	76
9.	Les & Shelley Peterson, Meeting Creek, AB	69
10.	Shadybrook Farm Ltd., West Brome, QC	64

The following are breeders with the highest number of Registration's within their province for 2018:

British Columbia	Spady Farms, Williams Lake, BC	16
Alberta	Graham Sharp, Lacombe, AB	76
Saskatchewan	Richard Moellenbeck, Bell M Farms, Englefeld, SK	131
Manitoba	Poplar Park Farm, Hamiota, MB	80
Ontario	Hill Haven Farm, Duntroon, ON	48
Quebec	Shadybrook Farm Ltd., West Brome, QC	64
New Brunswick	Hillside Farms, Lutes Mountain, NB	5
Nova Scotia	Philip Burgess, Falmouth, NS	26
Prince Edward Island	Hazelgreen Shorthorns, Mount Stewart, PE	3

Highest number of Whole Herd Enrollments in the country during the year 2018:

1.	Saskvalley Stock Farm, Rosthern, SK	165
2.	Richard Moellenbeck, Bell M Farms, Englefeld, SK	162
3.	Muridale Shorthorns, Swift Current, SK	157
4.	Shadybrook Farm Ltd., West Brome, QC	109
5.	Glenn G. & Ryan Bender, Neudorf, SK	105
6	Poplar Park Farm, Hamiota, MB	100
7.	Cedar Grove Farm, Inverness, QC	96
8.	Les & Shelley Peterson, Meeting Creek, AB	95
9.	Ray & Susan Armbruster, Rossburn, MB	90
10.	Graham Sharp, Lacombe, AB	87

Highest number of Whole Herd Enrollments within their province for 2018:

British Columbia	Daniel Wheat, Prince George, BC	33
Alberta	Les & Shelley Peterson, Meeting Creek, AB	95
Saskatchewan	Saskvalley Stock Farm, Rosthern, SK	165
Manitoba	Poplar Park Farm, Hamiota, MB	100
Ontario	Hill Haven Farm, Duntroon, ON	62
Quebec	Shadybrook Farm Ltd. West Brome, QC	109
New Brunswick	Hillside Farms, Lutes Mountain, NB	7
Nova Scotia	Philip Burgess, Falmouth, NS	57
Prince Edward Island	Hazelgreen Shorthorns, Mount Stewart, PE	8

***Canadian Shorthorn Association
Comparative Business Statement***

2018 Whole Herd, Beef Registrations, Transfers & Members

	2018	2017	2016
Whole Herd			
Enrollments	4977	4601	4375
Registrations	3008	3317	2899
Transfers	993	1279	1290
Members:			
Annual	297	301	264
Junior	144	104	112
Associate	5	7	3
Life	16	15	15
	<hr/> 462	<hr/> 427	<hr/> 394

2018 New Members

	2018	2017	2016	2015	2014
Annual	31	34	16	24	19
Junior	55	29	22	30	25
Associate	6	4	0	4	2
Total	<hr/> 92	<hr/> 67	<hr/> 38	<hr/> 58	<hr/> 46

2018 Performance Information

Year	Birth Weights	Weaning Weights	Yearling Weights
2018	2842	1292	646
2017	3714	852	514
2016	2889	1328	552

*Canadian Shorthorn Association
Comparative Business Statement
2014 - 2018
Beef Registrations by Province*

Registrations

Closed Purebred Registry Animals

Province	2018	2017	2016	2015	2014
BC	23	24	47	22	45
AB	806	781	614	599	645
SK	708	855	790	671	570
MB	274	306	369	266	253
ON	128	195	132	131	147
QC	10	22	19	20	34
NB	3	4	6	9	2
NS	27	30	34	27	26
PEI	4	9	10	21	24
USA	0	1	0	2	1
Other	0	0	0	3	0
Total	1983	2227	2021	1771	1747

Registrations

Appendix Registry Animals

Province	2018	2017	2016	2015	2014
BC	34	54	21	27	19
AB	215	155	143	138	99
SK	186	151	148	157	134
MB	47	75	27	28	8
ON	403	421	376	321	325
QC	108	201	124	111	173
NB	3	2	5	0	1
NS	27	23	26	25	21
PEI	2	0	6	7	8
USA	0	6	2	4	5
OTHER	0	0	0	0	1
TOTAL	1025	1088	878	818	794
Total Registrations	3008	3315	2899	2589	2541

***Canadian Shorthorn Association
Comparative Business Statement
2014 - 2018
Beef Transfers***

Transfers

Closed Purebred Registry Animals

Province	2018	2017	2016	2015	2014
BC	9	12	1	12	16
AB	233	416	369	280	369
SK	236	212	187	383	342
MB	75	68	106	66	81
ON	27	52	33	59	34
QC	6	11	8	2	16
NB	2	1	2	1	2
NS	27	27	18	9	23
PEI	4	11	3	10	9
USA	0	3	0	8	5
OTHER	0	0	0	3	0
Total	619	813	727	833	897

Transfers

Appendix Registry Animals

Province	2018	2017	2016	2015	2014
BC	3	10	8	3	6
AB	29	158	184	39	26
SK	84	35	73	152	346
MB	12	8	15	5	7
ON	162	148	188	133	73
QC	48	55	57	27	68
NB	3	0	1	0	0
NS	33	6	21	11	4
PEI	0	5	0	9	13
USA	0	41	16	34	18
Other	0	0	0	0	0
Total	374	466	563	413	561
Total Transfers	993	1279	1290	1246	1458

*Canadian Shorthorn Association
Comparative Business Statement
Beef Members*

<i>Annual</i>					
Province	2018	2017	2016	2015	2014
BC	17	16	16	15	14
AB	69	69	63	61	65
SK	51	48	44	43	37
MB	32	29	22	24	23
ON	97	103	88	82	73
QC	14	18	15	15	15
NB	3	4	2	2	3
NS	9	8	9	7	8
PEI	5	4	5	6	4
USA	0	1	0	0	0
Other	0	1	0	0	0
Annual Total	<u>297</u>	<u>301</u>	<u>264</u>	<u>255</u>	<u>242</u>
<i>Junior</i>					
Province	2018	2017	2016	2015	2014
BC	4	5	15	20	17
AB	28	35	35	27	26
SK	8	13	11	9	8
MB	36	17	14	16	15
ON	61	24	22	32	29
QC	4	4	10	16	4
NB	0	0	0	0	0
NS	2	5	5	5	1
PEI	0	1	0	0	0
Other	1	0	0	0	0
Junior Total	<u>144</u>	<u>104</u>	<u>112</u>	<u>125</u>	<u>100</u>
<i>Associate</i>					
Province	2018	2017	2016	2015	2014
BC	0	0	0	0	0
AB	1	1	1	1	1
SK	1	1	1	1	1
MB	0	0	0	0	0
ON	2	4	0	0	1
QC	1	1	1	3	1
NB	0	0	0	0	1
NS	0	0	0	1	0
PEI	0	0	0	0	0
USA	0	0	0	0	0
Other	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Associate Total	<u>5</u>	<u>7</u>	<u>3</u>	<u>6</u>	<u>4</u>
Total	446	412	379	386	346
Life Members	16	15	15	15	15
Total Members	462	427	394	401	361

Business Breakdown Report
Beef Registrations & Transfers

Registration

Year	2018	2017	2016	2015	2014
Closed	1983	2229	2021	1771	1747
Appendix	1025	1088	878	818	794
<hr/>					
Total:	3008	3317	2899	2589	2541

Transfers

Year	2018	2017	2016	2015	2014
Closed	619	813	727	833	897
Appendix	374	466	563	413	561
<hr/>					
Total:	993	1279	1290	1246	1458

Memberships

Year	2018	2017	2016	2015	2014
	462	427	394	401	361

BC Shorthorn Association Report ...

The BC Shorthorn Association held it's 2018 Annual General Meeting on July 21, 2018 at the new WestGen Facility in Abbotsford, BC. On that day we were fortunate to have Chris Parry, WestGen's CEO take us on a pre-meeting tour of the offices, meeting rooms, breeding facilities and barns that were built as an educational center for members and owners. We learned a lot about the leading edge research and services WestGen offers and that they are a farmer owned organization. The AgWest Veterinary Group and Clinic is also located on the site.

Our meeting followed the tour and the election results were as follows: President; Scott Fraser, Vice-President; Gary Wood, Secretary/Treasurer; Kathy Hope and Canadian Shorthorn Representative; Bob Merkley. Although Gary Wood stepped down from the President role, he assured us that he is not going anywhere and looks forward to having his grandchildren in the show ring down the road.

The BC Shorthorn Association continues to encourage and support young people in the show ring and around the province by offering certificates and financial awards to those 4-H members showing purebred, registered females and Shorthorn or Shorthorn influence market steers and continues to expand our reach to fairs around the province.

We advertised in Country Life promoting bulls in the spring and females in the fall. Our President Scott Fraser oversees the BC Shorthorn Facebook page by posting upcoming events, animals for sale, photos of fair winners and bursary opportunities.

Our 2019 Annual General Meeting will once again be held at WestGen in Abbotsford, June 22 at 1 pm. We thank WestGen for offering their meeting facilities to those organizations involved in the beef and agricultural industry.

Respectfully submitted by
Kathy Hope
BC Shorthorn Association

British Columbia Shorthorn Association 2018

Balance Sheet	2018	2017
Assets		
Bank	15614.48	7782.67
Total Assets	15614.48	7782.67

Equity		
Retained Earnings	7782.67	7860.67
Current Earnings	-322.67	-78.00
Scholarship Reserve	1814.60	0.00
Junior Show Surplus Reserve	6339.88	0.00
Total Equity	15614.48	7782.67

Income Statement

Revenue		
Canadian Shorthorn Levy (CSA Rebate)	288.00	537.00
Memberships (CSA Rebate)	374.00	290.00
CSA Joint Advertising (for 2106 Advertisements)	500.00	500.00
Members/Promotion	0.00	300.00
Interest	85.96	78.34
Total Income	\$1,247.96	\$1,705.34

Expense		
Advertising	862.50	1531.75
Junior Memberships	250.00	0.00
National Jr. Show Sponsorship	200.00	0.00
Travel Reimbursment	75.00	0.00
IPE Advertising	0.00	175.00
Annual Reports (16, 17 & 18)	120.00	0.00
Thank-you Gift WestGen Tour	20.00	0.00
GST	43.13	76.59
Total Expenses	\$1,570.63	\$1,783.34

Alberta Shorthorn Association Report ...

During 2018, the Alberta Shorthorn Association hosted the 3rd Cowmans Classic Bull and Female Sale in Innisfail. This sale drew a lot of attention with a good selection of bulls and open heifers. Bulls averaged \$4,006 and open commercial heifers averaged \$1,463.

Our Annual General Meeting/Field Day was hosted by Paintearth Shorthorns on June 9. Robert & Sylvia and Ken & Virginia Morison were present to receive the Legends of the Breed Award. Breeder of the Year was Dennis Wishnowski. The Alberta Junior Association had their meeting as well. A great day was had by all.

The Junior Show was held during the Holden Junior Achievers Show. The kids had a fun time and wonderful show experience in a smaller venue.

The All Star Classic ran on October 20, in Lacombe. Bred Heifers averaged \$3,000 and open heifers averaged \$2125. This was a tough sale because the weather finally turned and people were busy in the fields trying to combine.

Our calendar project was very successful again this year. This project is great advertising for the breeders and the breed especially. We have people specially requesting the calendar each year.

FarmFair in Edmonton was very well attended by spectators, breeders and animals. At this time, the show committee is busy planning the National Show, to be held November 2019 at FarmFair.

Respectfully Submitted,
Susan Oram, Secretary
Alberta Shorthorn Association

Alberta Shorthorn Association

Balance Sheet	2018	2017
Assets as of April 30		
Bank - Chequing	33,921.28	25,884.47
GIC's	30,273.17	30,406.11
Inventory	1,359.58	1,812.64
Booth Display	389.00	432.00
Other Receivable	1,806.03	1,636.00
Total Assets	67,749.06	60,171.22
Liabilities		
Northland Prom Group	2,355.20	1,927.00
Retained Earnings	58,244.22	56,821.79
Current Earnings	7,149.90	1,422.43
Total Liabilities & Equity	67,749.32	60,171.22
Income Statement		
AGM Income	887.00	745.00
Commission on Alberta sales	1,354.50	2,440.00
CSA	5,080.00	5,147.00
Calendar Fund Raiser	5,391.00	6,005.00
Farm Fair Sponsorship	1,550.00	5,625.00
GST Refund	317.00	483.76
Heifer Raffle	2,500.00	3,950.00
Interest Income	564.70	406.11
Map/Directory	6,200.00	0.00
Outstanding Account Collected	1,636.00	0.00
Promotional Items/Silent Auction	1,458.96	1,460.52
Donation	500.00	0.00
Total Income	27,439.16	26,262.39
Expenses		
4-H Incentive	856.02	1,087.00
Advertising	2170.00	2520.00
AGM Expenses	951.00	735.00
Awards & Trophies	625.79	400.18
Bank Service Charges	96.00	226.00
Booth Display	83.40	103.67
Calendar	2850.00	2650.00
Farm Fair/Bull Congress	1721.5	7438.16
Juniors/Lassie	488.10	596.00
Office/Phone	461.01	346.82
Promotional Items	1785.00	1725.00
Raffle Heifer	1000.00	1500.00
Secretary/Treasurer	5500.00	5000.00
Travel Allowance	276.44	337.13
Web Page	1425.00	175.00
Total Expense	20,289.26	24,839.96
Net Income/Loss	\$7,149.90	\$1,422.43

Saskatchewan Shorthorn Association Report ...

Another year has come to a close and the following is what the boards achieved with the help of many. First and foremost was the change to Digital Beef. This Canadian Shorthorn Association change over was met with challenges and much planning, but it all seems to be going in the right direction. Congratulations to the members who had the foresight to make this happen and in the smoothest possible way. C.S.A. has Shorthorn tags available for the 2019 calf crop. Order yours today!

In June of last year the Saskatchewan Shorthorn Association played host to the C.S.A. Annual Meeting held in Moose Jaw at the Temple Gardens Mineral Spa. The keynote speakers were Mr. Lance Stockbrugger, who spoke on Succession Planning and Taxes and Dr. Karl Lessard who spoke on the importance of semen banking for the future. A banquet rounded out the three day event with three C.S.A. Legend of the Breed awards presented to The Morison's of Eionmor Stock Farm, Red Deer, AB and the Haydock's of Mattock Stock Farm.

The sales in the province have been steady to good. The addition of the Shorthorn influenced cattle within a couple sales brought out many commercial cattlemen which in turn generated interest in the purebreds on offer as well.

As I write this, Agribition 2018 has just passed, another great year with good participation and a great turnout at the show. Bender Shorthorns very generously donated a heifer for our annual fundraiser, from the top of their string, with Horseshoe Creek taking her home. Glenford Baby Blue 59F stood at the top of her class on show day! Our deepest appreciation to Glenn and Ryan for offering this outstanding heifer. During Agribition Graham and Brett Goudy and family of Century Lane Farms, Stoughton, were honoured to receive the Saskatchewan Shorthorn Commercial Breeder of the year award. They received an embroidered jacket at the annual banquet and gate signage during the show. We appreciate their many years of utilizing Shorthorn bulls in their breeding program.

The lassies who assisted the show this year were Danica Kiefer and guest lassie from Alberta, Amanda Cummings. These girls did a great job ensuring the ribbons and banners were promptly dispersed and were stand ins in the official photos. I wish to thank both of them for their assistance.

SSA 4-H awards this year were presented to Royce Mollenbeck, Danica Kiefer and Bryar Jones who showed their projects to Reserve or Champion status. Congratulations members! If you have a 4-H member who receives Champion within their club or Grand or Reserve at the Regional level please have a 5X7 hard copy picture and a report of their 4-H year to the secretary NO LATER than September 1 of the 4-H year to qualify for an award. Junior members who exhibited in the CWA Junior Beef Extreme were presented with book bags and travel cups from the Saskatchewan Shorthorn Association.

Another loss to the Saskatchewan Shorthorn Association was the passing of Mrs. Marjorie Lehmann of Rosthern (wife of Wes) in November. Our deepest sympathy to the Lehmann family.

Respectfully Submitted,
Betty Wyatt, Secretary-Treasurer
Saskatchewan Shorthorn Association

Saskatchewan Shorthorn Association

	2018	2017
Balance Sheet		
ASSETS		
Bank	24,710.35	33,713.54
Term Deposit	8,438.96	0.00
Accounts Receivable	5,530.75	2,623.50
Total Assets	38,680.06	36,337.04

LIABILITIES & MEMBERS EQUITY

Accounts Payable	57.75	0.00
Junior Show Surplus Reserve	8,438.96	3,695.66
Autumn Alliance Reserve	1,244.03	2,574.50
Retained Earnings	30,066.88	29,259.64
Current Earnings	-1,127.56	807.24
Total Liabilities & Equity	\$38,680.06	\$36,337.04

INCOME STATEMENT

	2018	2017
INCOME		
CSA Levy	3,988.00	3,446.00
Banquet	808.83	1,717.84
Commissions	2,061.75	2,428.50
Sponsorships	1,890.00	3,800.00
Commercial Breeder	760.00	300.00
Fundraising	11,965.00	8,061.20
Memberships	2,744.00	2,420.00
Classified Ads	0.00	1,000.00
Miscellaneous	108.00	0.00
Total Income	\$24,325.58	\$23,173.54

EXPENSES

Show & Sale	6,297.13	8,107.24
Management Fees	3,600.00	3,600.00
Advertising	3,723.91	3,682.76
Banquet	2,647.29	2,802.40
CSA Meetings	486.91	1,000.00
AGM	142.40	227.80
Meeting & Office	443.87	472.08
Memberships	362.50	0.00
Commercial Breeders	357.58	551.41
Fundraising	1,917.08	890.91
Junior Activities	4,743.30	400.00
Miscellaneous	731.17	631.70
Total Expense	\$25,453.14	\$22,366.30

NET INCOME/LOSS	-\$1,127.56	\$807.24
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Shorthorn Breeders of Manitoba Report ...

2018 was an outstanding year for Manitoba Shorthorns. Feedback was very positive after the National Show and Sale in Brandon. This event was the crown jewel of our year!

Supportive reviews were received from our strong advertising campaign in 2018. The membership also did an excellent job advertising our breed and their own cattle at summer shows that were well attended and with good numbers.

Ag Ex 2018 National Show: There were 110 entries, up 30 from last year. There were many first time entries and exhibitors came from as far as BC out west, all the way to Ontario in the east. The schedule was hectic due to the numbers. Exhibitors nights were very enjoyable and feedback was very positive. Several out-of-country viewers watched the show online!

Ag Ex 2018 Sale: Don Savage of Airdrie, AB was sale manager. 19 lots were sold; one bred cow for \$5750, 7 bred heifers averaging \$4718, 8 heifer calves at \$4181 and the highest selling consignment belonged to Hill Haven, Ontario at \$12500. Cattle sold to Ontario, Manitoba, Saskatchewan, Alberta and New York State.

Junior Members: 13 new members were added in 2018 bringing the total junior membership up to 30! Plans are underway to host the 2020 National Junior Show at Neepawa, Manitoba.

At the recent Manitoba Beef Cattle Performance Association sale held in March at Douglas, MB, Balmoral Oaks (Tom & Maureen Walls) and Mosside Shorthorns (Grayson & Jeff Ross) had the high selling heifer and bull consignments.

Show Stock of the Year for male and females will commence in 2019, along with a Shorthorn Influence year end sale this December. A heifer raffle fundraiser is also under way.

John A. Nevin Cattle Growers Scholarship: We were pleased to again award youth in post secondary education scholarships in the spirit of Mr. Nevin's request.

Our association is moving in the right direction, made possible only from all the volunteer support and ideas from the membership. New ideas to provide more value to our members is our goal through participation, information and fellowship.

Respectfully Submitted,
Jeff Ross, Secretary-Treasurer
Shorthorn Breeders of Manitoba

Shorthorn Breeders of Manitoba Inc. 2018

Balance Sheet	2018	2017
Assets		
Bank	26767.20	31628.32
Total Assets	\$26,767.20	\$31,628.32

Equity		
Nevin Payable	945.02	0.00
Retained Earnings	31628.32	31473.32
Current Earnings	-5806.14	155.00
Total Equity	\$26,767.20	\$31,628.32

Income Statement

Revenue		
Memberships	765.00	225.00
CSA Levies	1398.00	2300.00
Ag Ex	1600.00	870.00
Nevin Trust	4000.00	4000.00
Ag Ex Sale Commission	1519.60	0.00
Promotional Items	840.00	0.00
Total Income	\$10,122.60	\$7,395.00

Expense		
Ag Ex	4295.86	2863.29
Website	127.09	131.23
MBCPA Award	135.60	165.49
Meetings	217.91	400.00
Conference Calls	475.41	656.43
Advertising	0.00	399.95
Print	2389.45	0.00
Radio	1347.48	0.00
Promotional Items	3119.40	0.00
Commercial Breeder	498.75	0.00
National Junior Show	0.00	200.00
MB Youth Beef Roundup	500.00	500.00
Junior Memberships	600.00	160.00
Scholarships	2200.00	1400.00
Miscellaneous Expenses	21.79	363.61
Total Expenses	\$15,928.74	\$7,240.00

Ontario Shorthorn Association Report ...

The OSA had a very active year. The Board continued to place emphasis on our points show program and marketing of the breed. Hosting the National Junior Shorthorn Show in Stratford was also a major event for the OSA and OJSA in 2018.

OSA Fall Classic Sale - The 2018 OSA Fall Classic Sale was held October 21, at Maple Hill Auctions in Hanover. The new location was well received by the consignors. There were 37 lots sold in the sale to average \$2174. The high selling open female was Flightpath Blossom Flair 121F selling for \$4250 to Maple Key Farm. High selling bred female was Crawfdawn Belle 31E selling for \$3500 to Byrne Boys. We did a broadcast of the sale online through DV Auctions and had almost 100 viewers watching. However, only one lot sold through the internet. There was some disappointment in some of the sale prices and the overall average. The sale chair has solicited input from consignors and a committee has been set up to discuss new ideas and strategies for upcoming sales.

Advertising and Promotion

OSA Website: The OSA's website continues to be one of our main methods of communication with OSA members. The site includes regular updates regarding upcoming events, pictures, show results, junior registration information, point show standings and a sale page for all members to post notices of sales or individual animals for sale.

Facebook: The OSA Facebook page is another method used by the OSA and the OJSA to reach out to members, as well as to promote upcoming events such as our sale. The Facebook page is used as a means to post things such as the Annual General Meeting, point show standings, field day information and the promotion of individual sale lots in the weeks prior to the Fall Classic Sale. The Facebook page is quite popular.

Print Ads: The OSA continued providing print ads in the Ontario Beef magazine in 2018. The print ads have been provided in accordance with the CSA advertising grant requirements and also include subsidies from association members choosing to have their contact information included in the ads. It is always difficult to determine the value of the print ads, or how much business they actually create for the individual breeders and the breed overall. The decision of the CSA to discontinue partial funding for provincial print ads is likely to affect the amount of print ads generated by the OSA in 2019.

Farm Shows: The OSA participated with display booths at the Central Ontario Farm Show, Lindsay, ON and the Ottawa Valley Farm Show. These displays were manned by OSA members who provided handouts and general information to attendees. An information table and display was also provided at the Royal Agricultural Winter Fair in Toronto again this year.

Breeder Recognition: At the OSA AGM Foundation Awards are provided to breeders who have 50+ registered females in their herd. There is also an award given out to a new upcoming Shorthorn breeder, the Aspiring Shorthorn Breeder Award. The point show winners receive their awards at the AGM. These breeders are also featured on our website, and Facebook page.

Junior Activities - Ontario Junior Shorthorn Association

National Junior Shorthorn Show 2018 - The Shorthorn Supreme was held in Stratford, August 3-5, 2018. There were 55 exhibitors and 90 head of cattle. It was a full weekend for our exhibitors. They started with a team building scavenger hunt and throughout the weekend also competed in showmanship, conformation, judging, marketing, photography, team fitting and wrote a quiz. There were educational and fun activities specifically for the peewee exhibitors. The overall Aggregate Champion was Morgan MacIntyre and the Reserve Champion was Maurice Verstraete. Full details about the show and the winners for each event are posted on the OSA website under Junior Show Results. The 2019 Junior National Show will be held in Vermilion, AB from July 25-27.

4-H Awards - In 2018 we gave wooden look water bottles to the 4-H members showing a Shorthorn or Shorthorn influenced project. We gave out awards to 62 4-H members.

Junior Beef Heifer Show at RAWF - The Champion Shorthorn Heifer was: JBCC Augusta Ella 211E, owned and exhibited by Jacob Bott. The Reserve Champion Shorthorn was Shadybrook Verona 56E, exhibited by Samuel Dempsey.

Junior Showmanship Show at RAWF - We had 34 juniors show in the Shorthorn Junior Showmanship classes at the Royal. The judge was Ryan Wernicke, Wernacres Shorthorns in Lena, Illinois. The Champion Showperson was Maurice Verstraete and the Reserve Champion Showperson was Carson Blenkiron.

Junior Invitational Shorthorn Show 2019 - Ontario will be hosting a Junior Shorthorn Show June 29-30, at the Erin Fair Grounds, consisting of showmanship, conformation and an educational component. Junior members from Quebec and the Maritimes will be invited to attend. Stay tuned for all the details!

OSA Show Committee - The OSA's show committee assumes responsibility for such things as the points shows competition, the nomination of judges for some fairs, the organization of events at larger venues such as the Royal Agricultural Winter Fair and the selection of the Shorthorn judge at the RAWF. The points shows have been a success again this year and have assisted in motivating some breeders to exhibit more cattle at more events over the course of the show season. Shorthorn entries at the Royal Agricultural Winter Fair increased by over 40 head this year for a total of 137 entries shown and included 41 exhibitors.

Fund-raising - A raffle was held at the Royal as our fundraiser for 2018. We raffled a blower and a fan. Tickets were sold at the Fall Classic Sale and the Royal. Ticket sales totaled \$2570 and our net profit was \$1488.71.

Annual General Meeting - The AM location alternates between an easterly and a westerly location. This year's AM was held April 13th, 2019 at the Day's Inn in London. In addition to the normal order of business, we had Lee Miller, Paint Valley Farm, Millersburg, Ohio as our guest speaker.

OSA Board of Directors: President - Jamie Blenkiron, Vice-President - Blair Williamson, Past President - Doug Brown, Treasurer - Bob Riviere, Directors - David Banbury, Steve Bartldett, Frank Byrne, Sue Giffen and Nicole Smith.

Respectfully Submitted,
Jamie Blenkiron - President,
Ontario Shorthorn Association

Ontario Shorthorn Association 2018

	2018	2017
Balance Sheet		
Assets		
Bank	3182.56	7074.63
GIC's	9044.88	8799.63
Total Assets	<u>\$12,227.44</u>	<u>\$15,874.26</u>
Equity		
Retained Earnings	15874.26	21083.43
Current Earnings	-3646.82	-5209.17
Total Equity	<u>\$12,227.44</u>	<u>\$15,874.26</u>
Income Statement		
Revenue		
Canadian Shorthorn Levy Fee	4501.00	4053.00
Fall Sale	1111.85	0.00
Ontario Beef Ads	2202.50	0.00
OSA AGM	1090.00	0.00
Raffle	2750.00	2593.72
Shirts/Hoodies/Banners	1400.00	852.72
HST Final Rebate	0.00	63.09
Interest	245.25	16.42
Total Income	<u>\$13,300.60</u>	<u>\$7,578.95</u>
Expense		
OSA AGM Expenses	1500.32	4314.38
OSA AGM Deposit	0.00	300.00
OSA Fall Sale - Net Loss	0.00	276.28
Shirts/Hoodies/Banners	3907.69	114.38
4-H Awards/Sponsorship	2078.16	2484.22
Fundraising Expenses Raffle	1203.71	0.00
Administration/Website	2282.73	2352.73
Ads/Promotion	4645.44	1037.78
RAWF Expense	555.11	618.63
Insurance	655.61	621.76
Sundry Expenses	118.65	327.96
Adj. Transfer to OJSA	0.00	340.00
Total Expenses	<u>\$16,947.42</u>	<u>\$12,788.12</u>

Quebec Shorthorn Association Report ...

In the year 2018 the Quebec Shorthorn Association held a total of five executive meetings. The executive consisted of President; Lloyd Wright, Executive members: Dennis Cox, Mike Allnut, James Maxwell, Kevin Dempsey, Doug Perkins, Jim Dempsey, Kayla Dempsey and Secretary Fieldman - Ray Dempsey.

We had the opportunity to visit and do ringman and secretarial duties at the following fairs: Ayers Cliff, Brome, St. Hyacinthe and Expo Boeuf at Victoriaville. Once again, the quality of the cattle presented was excellent. The Quebec Association presented Premier Breeder and Premier Exhibitor Banners at all major shows.

Expo Boeuf held in Victoriaville presented a window for showing fine breeding stock at the largest beef show in Quebec. Many herds from Quebec and several herds from Ontario and the Maritime provinces participated at this show, which was shown on Live Auctions. Once again, Shadybrook Farms presented a group of "top of the line" Shorthorn genetics at their auction in September. Cattle from this sale were sold to many Canadian provinces and many U.S. states as well as Great Britain.

Again this year Cedar Grove Farm of Inverness presented cattle at the Ontario Fall Classic Sale and three Shorthorn herds from the province of Quebec attended the Royal Agricultural Winter Fair in Toronto. They were Shadybrook Farm of West Brome, Millbrook Farm of Brome and Carey Johnston of Richmond. Shadybrook Farm attended the prestigious show in Louisville, Kentucky.

2018 was another eventful year for Quebec Shorthorn breeders and we look forward to the year 2019 with enthusiasm!

Respectfully Submitted,
Ray Dempsey, Secretary-Feldman
Quebec Shorthorn Association

Quebec Shorthorn Association 2018

	2018	2017
Balance Sheet		
Assets		
Bank	5667.00	5622.00
Total Assets	<u>5667.00</u>	<u>5622.00</u>
Equity		
Retained Earnings	5622.00	7243.00
Current Earnings	45.00	-1621.00
Total Equity	<u>\$5,667.00</u>	<u>\$5,622.00</u>
 Income Statement		
Revenue		
Comite Conjoint & CSA	2184.00	1366.00
Donations	500.00	200.00
Total Income	<u>\$2,684.00</u>	<u>\$1,566.00</u>
 Expense		
Banners	344.00	714.00
Promotion	630.00	300.00
Judge	750.00	1500.00
CCRBQ	835.00	626.00
Bank Charges	55.00	52.00
Meeting Expenses	25.00	0.00
Total Expenses	<u>\$2,639.00</u>	<u>\$3,192.00</u>

Maritime Shorthorn Association Report ...

The Maritimes host a small but enthusiastic group of Shorthorn owners, farms and participants. We are pleased to report that Shorthorns are gaining in popularity and respect.

2018 had Shorthorns show at the St. Marie de Kent, NB show for the first time in over 10 years.

We will have two feature shows this year. The first is a multi-breed show held in Berwick, NS in June. The second is the Heritage Beef Classic Show to be held in Windsor, NS in September, which hosted 200 head of beef cattle last year.

Respectfully Submitted,
Philip Burgess, President
Maritime Shorthorn Association

Maritimes Shorthorn Association 2018

	2018	2017
Balance Sheet		
Assets		
Bank	1096.07	1141.07
Total Assets	<u>1096.07</u>	<u>1141.07</u>
Equity		
Retained Earnings	1141.07	576.45
Current Earnings	-45.00	564.62
Total Equity	<u>\$1,096.07</u>	<u>\$1,141.07</u>
 Income Statement		
Revenue		
Promotion	0.00	0.00
Donation	0.00	0.00
NB Association	0.00	0.00
CSA Ad Grant	0.00	468.00
AGM - Moncton	0.00	5346.00
CSA/PEI/NS Cattle (Provincial Contributions)	0.00	1290.00
Total Income	<u>\$0.00</u>	<u>\$7,104.00</u>
 Expense		
Service Charges	45.00	56.82
Advertising	0.00	468.00
Picture Frames	0.00	0.00
Postage	0.00	0.00
AGM Moncton	0.00	5766.56
Shorthorn Report	0.00	198.00
Rental of Manning Hall for Meeting	0.00	50.00
Total Expenses	<u>\$45.00</u>	<u>\$6,539.38</u>

Nova Scotia Shorthorn Association Report ...

2018 was a very positive year in Nova Scotia for the Shorthorn breed. There was a renewed interest in the breed from former breeders and some new breeders that started into Shorthorns. The year started with the Maritime bull test where there was only one bull that made the sale but he sold for a very strong price.

There were a few shows that Shorthorns showed at this summer. There was a great turn out for the Maritime Junior Show in Stanley, NS in August. We would like to thank Our Place Livestock for hosting the junior show again this year. They did a great job, and everything went over well.

There were a few Shorthorns at the provincial exhibition this year that showed with the commercial cattle; the numbers were small, but the quality was high. There was an interbreed show held in Musquodoboit. There were 35 head there and the Shorthorns did very well. The biggest show of the year was at the Heritage Beef Classic in Windsor, NS. The breed had a strong show with around 32 entries.

Shorthorns were well represented at the 4-H pro show. The numbers were down a bit but there was excellent quality in all classes.

The Autumn Classic Sale went well with a strong demand for the limited consignments available. The breeders recognize the need for strong quality to have success.

I would like to wish everyone a very positive 2019.

Respectfully submitted,
Adam Fraser, President
Nova Scotia Shorthorn Association

Nova Scotia Shorthorn Association 2018

	2018	2017
Balance Sheet		
Assets		
Bank	2345.82	2016.43
Total Assets	<u>2345.82</u>	<u>2016.43</u>
Equity		
Retained Earnings	2016.43	2172.54
Current Earnings	329.39	-156.11
Total Equity	<u>2345.82</u>	<u>2016.43</u>
 Income Statement		
Revenue		
CSA Registration Levies	664.00	396.00
Membership Fees	90.00	150.00
Donation	200.00	0.00
Promotion Hat Sales	330.00	0.00
Autumn Classic Shorthorn Sale Revenue	251.85	225.00
Total Income	<u>\$1,535.85</u>	<u>\$771.00</u>
 Expense		
NS Shorthorn & Junior Showcase Logos	97.40	0.00
Junior Shorthorn Showcase	692.37	442.63
Annual Secretary Fee	200.00	200.00
Bank Fees	91.69	84.48
Junior Purchase Incentive Fee	125.00	200.00
Total Expenses	<u>\$1,206.46</u>	<u>\$927.11</u>

New Brunswick Shorthorn Association Report ...

The Annual meeting of the New Brunswick Shorthorn Association was postponed this spring of 2019 as our member base has dropped off significantly due to farmers retiring and/or switching to other breeds.

We have met with the Nova Scotia and Prince Edward Island Shorthorn Associations and the plan is to have a meeting on June 8th in Nova Scotia to vote on consolidating the three Maritime associations into one association.

As a group we have planned a Junior Show and Field Day to be held in Berwick, NS in June. There will be food and fun for all.

Respectfully submitted,
Mitchell Boyle, President
New Brunswick Shorthorn Association

New Brunswick Shorthorn Association 2018

	2018	2017
Balance Sheet		
Assets		
Bank	949.08	879.03
Total Assets	949.08	879.03
Equity		
Retained Earnings	879.03	754.97
Current Earnings	70.05	124.06
Total Equity	949.08	879.03
 Income Statement		
Revenue		
Canadian Shorthorn Levy Fee	0.00	48.00
Memberships	70.00	80.00
Graymont	0.00	200.00
Norma King	0.00	100.00
Interest	0.05	0.06
Total Income	\$70.05	\$428.06
 Expense		
Secretary	0.00	100.00
CSA Annual General Meeting	0.00	200.00
Maritime Shorthorn Association	0.00	0.00
Bank Fee	0.00	4.00
Total Expenses	\$0.00	\$304.00

Prince Edward Island Shorthorn Association Report ...

The annual meeting of the Prince Edward Island Shorthorn Association was held on May 8, 2018 at the Farm Center, Charlottetown, P.E.I.

Officers re-elected were:

President - David Livingston

Vice-President - Ian Lockerby

Secretary/Treasurer - Stella Boswall

In June, the Prince Edward Island Shorthorn Association hosted the Maritime Shorthorn Association Annual Meeting at the Atlantic Veterinary College in Charlottetown.

The Shorthorn breed did not hold a show at the 2018 P.E.I. Provincial Exhibition.

David Livingston was re-elected to represent the Shorthorn breed on the Provincial Exhibition board.

The P.E.I. Shorthorn Association made a donation to the Canadian National Junior Shorthorn Show held in Ontario.

There were no Shorthorn 4-H calves at the Rural Youth Fair in 2017.

Directors of the Prince Edward Island Shorthorn Association are: Gary Robinson, David Livingston, Seymour Hurry, Alex Dixon, Marvin Peters, Ian Lockerby, Roger Docherty, Shirley Peterson, Brendon Crane and Ellen Crane.

Respectfully Submitted,

Stella Boswall - Secretary/Treasurer

Prince Edward Island Association

Prince Edward Island Shorthorn Association 2018

	2018	2017
Balance Sheet		
Assets		
Bank	1596.84	1572.12
Total Assets	<u>1596.84</u>	<u>1572.12</u>
Equity		
Retained Earnings	1572.12	1567.40
Current Earnings	24.72	4.72
Total Equity	<u>\$1,596.84</u>	<u>\$1,572.12</u>
 Income Statement		
Revenue		
Canadian Shorthorn Levy Fee	122.00	170.00
Memberships	70.00	30.00
Banner Receipts	0.00	95.00
National Jr. Shorthorn Show (Stale Dated Ch #825)	0.00	100.00
Total Income	<u>\$192.00</u>	<u>\$395.00</u>
 Expense		
Easter Beef Show Trophies	0.00	15.53
Canadian Jr. Shorthorn Show Donation	100.00	0.00
PEI Exhibition Trophy	0.00	17.25
Postage/Telephone/Meeting Expense	37.28	0.00
Bank Service Charges	30.00	47.50
AGM Moncton	0.00	200.00
Banners	0.00	95.00
Donation (Dale Robinson)	0.00	15.00
Total Expenses	<u>\$167.28</u>	<u>\$390.28</u>

Canadian Junior Shorthorn Association ...

Last August, a very successful Canadian Junior Shorthorn Association National Show was held in Stratford, Ontario. The turnout was 55 exhibitors and 90 head of cattle. There were many fun and interesting activities for the juniors to take part in, ranging from scavenger hunts to judging “over the hill” showmanship. Congratulations to the Ontario Shorthorn Association on the great event.

This year the National Junior Show will be held in Vermilion, Alberta from July 25-27. It will take place in conjunction with the Vermilion Fair, which should draw even more exhibitors and spectators to our event. Keep up to date with the show on the Alberta and Canadian Shorthorn Association pages on Facebook. Entries will be done online for the show as well.

A new board will be elected during the meeting at this summer’s show, as a meeting was not held in 2018. I look forward to seeing everyone at another strong show in Alberta this summer!

Board of Directors: President; Royce Moellenbeck, Vice-President; Jakob Meinczinger, and Secretary; Sadie Anwender.

Sadie Anwender, Secretary
Canadian Junior Shorthorn Association

Canadian Junior Shorthorn Association 2018

	2018	2017
Balance Sheet		
Assets		
Bank	1875.75	1476.35
Total Assets	<u>1875.75</u>	<u>1476.35</u>
Equity		
Retained Earnings	1476.35	2430.43
Current Earnings	399.40	-954.08
Total Equity	<u>1875.75</u>	<u>1476.35</u>
 Income Statement		
Revenue		
CSA Junior Memberships	1152.00	840.00
Interest	11.42	12.71
Donation	75.00	0.00
Total Income	<u>\$1,238.42</u>	<u>\$852.71</u>
 Expense		
Bank Charges	24.00	24.00
CSR Subscriptions	0.00	1250.00
Junior Show sponsorship	366.64	120.79
Insurance	448.38	412.00
Total Expenses	<u>\$839.02</u>	<u>\$1,806.79</u>

Canadian Beef Breeds Council Report ...

On behalf of the membership, board and staff of the Canadian Beef Breeds Council, we are pleased to present our 2019 briefing report to the Canadian Shorthorn Association. Our mandate is to SUPPORT, PROMOTE and REPRESENT the Canadian beef cattle seedstock sector both internationally and within Canada. The Canadian Beef Breeds Council will continue to engage collaboratively with industry groups, government agencies and other valued partners in an effort to increase the profitability and sustainability of the industry.

A focus on the connecting the industry...

This past year we hosted the second annual CBBC Technical Forum at the Canadian Beef Industry Conference in London Ontario. The forum was designed to stimulate a scientific discussion on genetic improvement and feature a selection of industry leaders and academics. It is our intention to host the Technical Forum on an annual basis at CBIC as it moves to select locations across Canada. We are proud to be a founding partner in the CBIC and look forward to developing it into the most important as we move back to Calgary in 2019.

A focus on growing our international markets...

International markets are essential to long term profitability in the seedstock sector and the beef industry in general. As such CBBC and its members will continue to develop new opportunities and markets around the world. The development of a comprehensive international market development plan for the Canadian seedstock sector has been approved by the Canadian Agricultural Partnership-AgriMarketing program for funding. This plan includes activities of breed associations, service providers, livestock exhibitions, as well as livestock genetic exporters. These activities are designed to capitalize on new trade agreements, industry advocacy efforts and will target increasing exports. The importing and exporting of genetics are an important aspect of building a strong and sustainable beef industry as it allows Canadian producers to select better cattle and increase on-farm profits.

A focus on continual genetic improvement...

One of the components of Canada's National Beef Strategy is continual genetic improvement of the national beef herd. The industry looks to the purebred sector to deliver results as any true genetic improvement will start with its seedstock. A primary goal of CBBC in 2019 will be the implementation of the Canadian Beef Innovation Network (CBIN). This is still underway with the support of industry organizations who have identified the value that genetics bring to our industry, but there is still a substantial amount of work ahead of us. This network will include breed associations, academia, beef industry groups, service providers and government with the objective of improving our genetics in order to continue leading the world in high quality, sustainable beef production. The CBIN will link data networks and provide analysis tools for commercial and seedstock breeders. It will also provide an access point for key research projects that will have profound benefits for years to come.

A focus on the domestic market...

The importance of the domestic cattle market is often overlooked. The majority of purebred genetics from both a volume and a dollar value are sold within Canada to seedstock and commercial cow/calf producers. The purebred industry needs to not only ensure that our pedigree and performance data is accurate, but that we incorporate new scientific processes into our evaluation systems. This is a significant part of our image or 'brand' and is why the majority of bulls used in commercial operations are registered with a Canadian breed association. The CBBC will work to ensure that we have a strong domestic market through collaborative efforts with government agencies, breed associations and other stakeholders in the beef cattle industry.

Regards,
Michael Latimer, CBBC Executive Director