

The
Canadian
SHORTHORN
Association

134th Annual
Report



Canadian Shorthorn Association Annual Report from the Board

This is the CSA's first Annual Report not delivered in person at our usual Annual General Meeting in June. We apologize for the delay in making this report available to all members however it does provide an additional opportunity to update where we are now that it is more than halfway through 2020.

COVID-19 has affected all of our lives in every aspect and we have seen it affect the beef industry in several ways: the temporary and partial closing of the major processing plants, the subsequent backlog of finished cattle in the feedlots, the working from home of some of our own employees and the list goes on. In spite of all of these challenges we do have some positive developments that began in 2019 and will come to fruition in 2020 and 2021.

2019 was disappointing for revenue production which in total was down 9.6% over 2018. The downturn is due to fewer memberships (down 15%) and fewer enrolled animals (down almost 11%) for a total loss of \$17,517. As you know, like all purebred breeds, the Shorthorn Association's bread and butter revenue comes from members and cows enrolled. It is noteworthy however that we are coming off several years of good increases from 2016 to 2017 and particularly 2017 to 2018 which saw almost 10% increases in enrollments and memberships. On a brighter note, at the end of July 2020 compared to the same time in 2019, we are seeing a membership increase of 8% which is a good sign we are trending back up.

The increase in 2019 expenses over 2018 was for the most part expected and budgeted for. 2019 was the first full year of the IGS contract compared to only six months paid in 2018. Also, while we expected to pay a sizable USD exchange rate on our American contracts, we did not anticipate premiums as high as 37%. Unfortunately, 2020 is not looking better and in fact the exchange difference has widened. It will be an unfortunate benefit to our 2020 expense totals that we did not hold the AGM in Edmonton and therefore saved a good deal of expense we had otherwise budgeted for. The Board has continued to vigilantly monitor expenses and implemented additional cost savings wherever it is prudent. As always, we work towards balancing the budget by year end.

Positive developments in 2019 and year to date are:

The negotiation to bring our Registrar in house; Shayla Chappell will be working out of the Regina office with Belinda Wagner and Ruth Watch beginning January 1, 2021. Shayla's responsibilities will expand beyond the Registry and that is great news for the CSA.

The new CSA website should be available late in 2020; the complete redesign and update is currently in final production.

Our Junior Program has grown significantly with the very successful inaugural Junior Development Forum last January; the planning is underway for the 2nd Forum this coming winter (subject to COVID-19 restrictions); and the Junior Virtual Show this summer had excellent participation across the country on somewhat short notice.

The CSA Board's main focus for the remainder of 2020 and into 2021 is you, the membership. We will be putting our combined efforts into how we can better support and assist members and provide extra member benefits through CSA programs, communication, tools and data. During this unprecedented time of social distancing and near complete upheaval of our daily lives, we hope we can all work together and someday look back on this time as a challenge we met and conquered.

Respectfully,
CSA Board of Directors

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

We are pleased to present to you the Secretary-Treasurer's Report for 2019. 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 2019 Audited Statement shows a loss on the year of \$17,517 due to memberships and enrollments being down as well as a downturn in the economy. Our cash position remains strong. 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.

While 2020's National Junior Shorthorn Show has been postponed due to the COVID-19 virus, plans are in place for a virtual show. The CSA held its first Junior Leadership Forum in early January of this year in Toronto. Eight juniors attended and results will see many positive initiatives being put in place (see the CJSA report) which will benefit all juniors. Please encourage the youth in your area to take part in junior events online and in person when they can, as well as the scholarships that are available each year. The scholarship deadline is November 1st and applications are available on-line at www.canadianshorthorn.com or from the Canadian Shorthorn Association office. Juniors should contact the office for more information.

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 as well as using tests available for genomic EPD's. There are comprehensive tools and data available to the membership through the Digital Beef platform.

We have transitioned to using SNP technology for parentage, rather than microsatellite testing. SNP tests use many more times the number of DNA markers than microsatellite 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.

While this years Annual Meeting was unable to take place due to the travel restrictions and regulations put in place by the government due to the COVID-19 outbreak, your feedback and comments concerning all things related to our association are greatly appreciated. We hope for a better year in 2021 and our "new" normal.

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 1, 2019
Auberge West Brome, West Brome, QC**

In Attendance:

Dale Asser, Chairman	Ray Dempsey	Richard Moellenbeck	James Dempsey
Ray Armbruster	Carolyn MacGregor	James Maxwell	Mitchell Boyle
Maurice Verstraete	Kelly Verstraete	Gordon Crawford	Lloyd Wright
Kevin Dempsey	Blair Allnut	Mike Allnut	Bryce Raymond
Andre Weilleux	Debbie Lacha	Peter Greeno	Gary Wood
Blair Williamson	Martin Mason	Lawrence Pathy	Doug Perkins
Dan Stephenson	Bob Merkley	Doug MacGregor	Dennis Cox
Rhonda Moellenbeck	Susan Armbruster	Janet Dempsey	Lisa Dempsey
Sheilaigh Dempsey	Belinda Wagner, Secretary-Treasurer		

1. **The Chairman, Dale Asser, 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 28 voting members in attendance.

4. **Agenda.**

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

Moved by Bob Merkley, seconded by Ray Armbruster

MOTION 19-13

That the agenda be adopted as circulated.

Carried.

5. **Address of the President.**

Dale Asser welcomed everyone to the meeting and thanked the Quebec Shorthorn Association for all their work in planning the AGM. She highlighted her written report noting recorded vs registered numbers, the new junior program, Shorthorn Plus and upcoming changes to the website along with new ads and new data.

6. **Minutes of the last Annual General Meeting.**

Time was given to review the minutes of the 2018 meeting which were included in the annual report.

Moved by Dan Stephenson, seconded by Richard Moellenbeck

MOTION 19-14

That the minutes of the 2018 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.

Moved by Lloyd Wright, seconded by Richard Moellenbeck

MOTION 19-15

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. 2018 Audited Financial Statement.

Belinda Wagner, Secretary/Treasurer reviewed the 2018 Audited Financial Statement which was included in the annual report and answered questions regarding the statement.

MOTION 19-16 Moved by Martin Mason, seconded by Blair Williamson
That the 2018 Audited Financial Statement be adopted as presented. Carried.

MOTION 19-17 Moved by Dennis Cox, seconded by Bob Merkley
That Dudley & Co. be appointed as 2019 Auditor. Carried.

10. Appointment of Representatives to Exhibitions and Committees for 2019.

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 - Bob Merkley, Dale Asser, Dan Stephenson & CSA Registry Staff

Finance Committee - Canadian Shorthorn Association Board of Directors

Promotion Committee - Mitchell Boyle, Dennis Cox & Dan Stephenson

Canadian Junior Association Committee - Belinda Wagner, CJSA President; CJSA Past President; Jamie Blenkiron, Christy Vandevoorden and Geoff Patterson (With power to add)

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

World Council - 2025 - Pending

MOTION 19-18 Moved by Martin Mason seconded by Gord Crawford
That the 2019 committees and representatives be accepted. Carried.

11. 2019 & 2020 Canadian National Shorthorn Show.

The 2019 show will take place during Northlands FarmFair, Edmonton, AB November 6 - 10 and the 2020 show, in Regina, SK at Canadian Western Agribition in conjunction with their 50th Anniversary.

12. 2019 & 2020 National Junior Show.

The 2019 Show is scheduled to take place July 25 - 27, 2019 at the Vermilion Agricultural Society in Vermilion, AB and the 2020 show is slated for Neepawa, MB during the August long weekend at the Manitoba All Breeds Junior Round-up.

13. Other Business.

It was noted that we have lost some memberships from 2018 to 2019 as has happened in years past. The board will be researching who they are and trying to get some of them back.

MOTION 19-19 Moved by Martin Mason seconded by Jim Dempsey
That we ratify the boards actions for the past year. Carried.

Next years Annual General Meeting will be in Edmonton, Alberta, June 18 - 20.

MOTION 19-20 Moved by Gordon Crawford that the meeting adjourn.

CANADIAN SHORTHORN ASSOCIATION
Financial Statements
Year Ended December 31, 2019

CANADIAN SHORTHORN ASSOCIATION
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Year Ended December 31, 2019

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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, 2019, 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, 2019, and the results of its operations and cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations (ASNPO).

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 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 these 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 ASNPO, 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 related 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.

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.

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

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 24, 2020


Dudley & Company LLP
Chartered Professional Accountants

CANADIAN SHORTHORN ASSOCIATION
Statement of Financial Position
December 31, 2019

	2019	2018
ASSETS		
CURRENT		
Cash and cash equivalents <i>(Note 4)</i>	\$ 33,929	\$ 65,197
Investments <i>(Note 5)</i>	21,101	25,000
Accounts receivable	4,881	3,057
Interest receivable	914	3,132
Goods and services tax recoverable	591	731
Prepaid expenses	5,249	269
	66,665	97,386
INVESTMENTS <i>(Note 5)</i>	27,869	21,101
	\$ 94,534	\$ 118,487
LIABILITIES AND NET ASSETS		
CURRENT		
Accounts payable and accrued liabilities	\$ 23,289	\$ 36,055
Deferred income	11,885	1,155
	35,174	37,210
NET ASSETS		
Operations fund	53,408	70,925
Junior fund	5,952	10,352
	59,360	81,277
	\$ 94,534	\$ 118,487

ON BEHALF OF THE BOARD

_____ *Director*

_____ *Director*

CANADIAN SHORTHORN ASSOCIATION
Statement of Operations
Year Ended December 31, 2019

	2019	2018
REVENUES		
Registry	\$ 185,262	\$ 201,062
Memberships	38,000	43,924
Sale of tags	63	-
Interest	1,993	1,922
Website	150	200
Promotional supplies	-	76
	<u>225,468</u>	<u>247,184</u>
EXPENSES		
Affiliated association fees	17,242	18,968
Annual general meeting	750	1,000
CLRC withdrawal fees	-	1,988
Canadian Shorthorn Association Junior Membership	968	1,152
Meetings and travel - directors, executive	9,935	9,893
Meetings and travel - staff	1,699	1,658
Memberships	3,496	2,676
Registry and Breed Development	138,510	122,592
Administration (<i>Schedule 1</i>)	40,941	41,617
Publicity and Promotion (<i>Schedule 2</i>)	29,444	34,094
	<u>242,985</u>	<u>235,638</u>
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES FROM OPERATIONS	<u>(17,517)</u>	<u>11,546</u>
JUNIOR INCOME (EXPENSES)		
Scholarships	(2,000)	-
Show activity grant	(225)	(400)
Show sponsorship	(750)	(500)
Junior subscriptions	(1,425)	(1,650)
	<u>(4,400)</u>	<u>(2,550)</u>
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES	<u>\$ (21,917)</u>	<u>\$ 8,996</u>

CANADIAN SHORTHORN ASSOCIATION
Statement of Changes in Net Assets
Year Ended December 31, 2019

	Operations Fund	Junior Fund	2019	2018
NET ASSETS - BEGINNING OF YEAR	\$ 70,925	\$ 10,352	\$ 81,277	\$ 72,281
Excess of revenues over expenses	(17,517)	(4,400)	(21,917)	8,996
NET ASSETS - END OF YEAR	\$ 53,408	\$ 5,952	\$ 59,360	\$ 81,277

CANADIAN SHORTHORN ASSOCIATION
Statement of Cash Flows
Year Ended December 31, 2019

	2019	2018
CASH FLOWS FROM (FOR) OPERATING ACTIVITIES		
Cash receipts from customers	\$ 232,381	\$ 238,458
Cash paid to suppliers and employees	(264,992)	(227,122)
Interest received	4,212	1,244
	<u>(28,399)</u>	<u>12,580</u>
CASH FLOWS FROM (FOR) INVESTING ACTIVITIES		
Proceeds of investments	25,000	25,000
Purchase of investments	(27,869)	-
	<u>(2,869)</u>	<u>25,000</u>
INCREASE (DECREASE) IN CASH FLOWS	(31,268)	37,580
Cash - beginning of year	<u>65,197</u>	<u>27,617</u>
CASH - END OF YEAR (Note 4)	\$ 33,929	\$ 65,197

CANADIAN SHORTHORN ASSOCIATION
Notes to Financial Statements
Year Ended December 31, 2019

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.

The Junior Fund reports the activities of the Junior Shorthorn Association.

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CANADIAN SHORTHORN ASSOCIATION
Notes to Financial Statements
Year Ended December 31, 2019

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.

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.

CANADIAN SHORTHORN ASSOCIATION
Notes to Financial Statements
Year Ended December 31, 2019

4. CASH AND CASH EQUIVALENTS

	2019	2018
CIBC - chequing	\$ 19,084	\$ 50,474
Credit union - chequing	6	30
CU term deposit	14,839	14,693
	\$ 33,929	\$ 65,197

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 1.15% to 1.40% (2018 - 1.25% to 3.65%) with maturity dates ranging from four months to fifty-two months (2018 - 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, 2019.

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.

(continues)

CANADIAN SHORTHORN ASSOCIATION
Notes to Financial Statements
Year Ended December 31, 2019

6. FINANCIAL INSTRUMENTS *(continued)*

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.

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.

7. SUBSEQUENT EVENTS

On March 11, 2020, the World Health Organization declared a global pandemic for the COVID-19 virus. The overall financial impact on the association's overall operations has not yet been determined.

CANADIAN SHORTHORN ASSOCIATION**Administration***(Schedule 1)***Year Ended December 31, 2019**

	2019	2018
Bank charges	\$ 197	\$ 114
Insurance	561	505
Office	6,082	6,119
Professional fees	2,862	2,862
Secretarial services	31,239	32,017
	<u>\$ 40,941</u>	<u>\$ 41,617</u>

Publicity and Promotion*(Schedule 2)***Year Ended December 31, 2019**

	2019	2018
Advertising	\$ 20,285	\$ 20,124
Promotional items	207	588
Sponsorships	1,943	2,000
Joint advertising and promo	-	3,098
Member CSR subscriptions	6,900	7,700
Website	109	584
	<u>\$ 29,444</u>	<u>\$ 34,094</u>

Canadian Shorthorn Association

2020 Budget - adjusted

Revenue (May)

	Budget 20	To-date 20	NEW 20	Actual 19	Budget 19	Actual 18
Memberships	43,000	35,425	40,000	38,000	39,000	43,924
Registry	166,000	91,748	148,000	153,210	165,000	169,891
DNA Testing	25,000	12,069	30,000	32,052	20,000	31,171
Interest	2,000	1,180	1,500	1,993	2,000	1,922
CBBC Grant	2,000	0	0	0	2,500	0
Other	500	72	500	213	500	276
CBBC SNP Transition Grant	0	0	0	0	0	0
Junior Donations	0	16,070	14,000	0	0	0
Total Revenue	238,500	156,564	234,000	225,468	229,000	247,184

Expenses

	Budget 20	To-date 20	NEW 20	Actual 19	Budget 19	Actual 18
Staff Costs - SLA	31,500	12,810	27,000	31,239	31,500	32,017
Staff/Contract Travel	1,500	167	167	1,699	2,000	1,658
Administration - SLA	10,000	1,536	8,000	9,702	10,000	9,570
Registrar Contract	50,300	10,835	43,256	47,652	50,300	50,776
Registry Administration/Travel	7,500	603	3,000	4,264	3,500	7,647
Credit Card Fees	5,000	3,613	6,000	5,664	4,000	5,380
Registry - Digital Beef	23,500	12,682	26,600	24,734	23,500	23,943
DNA Testing	20,000	12,141	29,500	28,900	15,000	21,037
Share of CLRC Equity & Transfer	0	0	0	0	0	1,988
CBBC & Memberships	3,500	1,491	1,600	3,496	3,600	2,676
Performance Program - IGS	26,000	14,353	28,000	27,296	26,000	13,839
Affiliate Levies	17,500	18,918	20,000	17,242	17,500	18,968
Junior Memberships to CJSA	800	536	700	968	800	1,152
Annual General Meeting	1,000	0	0	750	1,000	1,000
Board Meetings	8,000	247	500	9,935	8,000	9,893
Advertising & Promotion	32,250	13,363	25,000	29,444	32,250	30,996
Joint Advertising Program	0	0	0	0	0	3,098
Junior program	0	13,939	13,939	4,400	0	2,550
Total Expense	238,350	117,234	233,262	247,385	228,950	238,188
Net to Reserves	\$ 150	\$ 39,330	\$ 738	-\$ 21,917	\$ 50	\$ 8,996

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	2020 Members Annual, Junior and Associate	Divisor (25)	Number of Directors	Each Directors Voting Strength
BC	7	25 = 1	1	1
AB	81	25 = 3	1	3
SK	51	25 = 2	1	2
MB	27	25 = 1	1	1
ON	81	25 = 3	1	3
QC	10	25 = 1	1	1
Maritimes	14	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 2019 recipients were:

Gussie & Faye Adam
Bashaw, AB

Raymond & Janet Dempsey
Inverness, QC

&

Laurence Pathy
West Brome, QC

2019 Registry Recognition

Highest number of Registrations in the country during the year 2019:

1.	Saskvalley Stock Farm, Rosthern, SK	171
2.	Muridale Shorthorns, Swift Current, SK	114
3.	Richard Moellenbeck, Bell M Farms, Englefeld, SK	105
4.	Poplar Park Farm, Hamiota, MB	73
5.	Les & Shelley Peterson, Meeting Creek, AB	67
6.	Horseshoe Creek Farms Ltd., Weyburn, SK	65
7.	Goldenview Fabricating, Smoky Lake, AB	64
8.	Heather Dawn Haydock, Elk Point, AB	62
9.	Thomas K Seaborn, Rocky Mountain House, AB	61
10.	Shadybrook Farm Ltd., West Brome, QC	59

The following are breeders with the highest number of Registration's within their province for 2019:

British Columbia	Daniel T Wheat, Prince George, BC	13
Alberta	Les & Shelley Peterson, Meeting Creek, AB	67
Saskatchewan	Saskvalley Stock Farm, Rosthern, SK	171
Manitoba	Poplar Park Farm, Hamiota, MB	73
Ontario	Hill Haven Farm, Duntroon, ON	46
Quebec	Shadybrook Farm Ltd., West Brome, QC	59
New Brunswick	Edgar Lavoie, Saint-Andre, NB	3
Nova Scotia	Philip Burgess, Falmouth, NS	20
Prince Edward Island	Seymour Hurry, Milton Station, PE	2

Highest number of Whole Herd Enrollments in the country during the year 2019:

1.	Muridale Shorthorns, Swift Current, SK	174
2.	Saskvalley Stock Farm, Rosthern, SK	169
3.	Richard Moellenbeck, Bell M Farms, Englefeld, SK	157
4.	Glenn G. & Ryan Bender, Neudorf, SK	110
5.	Rayleen & Blaine Possberg, Humboldt, SK	96
6.	Shadybrook Farm Ltd., West Brome, QC	92
7.	Ray & Susan Armbruster, Rosscburn, MB	91
8/9.	Poplar Park Farm, Hamiota, AB	88
8/9.	Les & Shelley Peterson, Meeting Creek, AB	88
10.	Goldenview Fabricating, Smoky Lake, AB	83

Highest number of Whole Herd Enrollments within their province for 2019:

British Columbia	Daniel Wheat, Prince George, BC	23
Alberta	Les & Shelley Peterson, Meeting Creek, AB	88
Saskatchewan	Muridale Shorthorns, Swift Current, SK	174
Manitoba	Ray & Susan Armbruster, Rosscburn, MB	91
Ontario	James & Birgit Martin, Gore Bay, ON	65
Quebec	Shadybrook Farm Ltd. West Brome, QC	92
New Brunswick	Edgar Lavoie, Saint-Andre, NB	5
Nova Scotia	Philip Burgess, Falmouth, NS	47
Prince Edward Island	Seymour Hurry, Falmouth, PE	7

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

2019 Whole Herd, Beef Registrations, Transfers & Members

	2019	2018	2017
Whole Herd			
Enrollments	4758	4977	4601
Registrations	2608	3008	3317
Transfers	945	993	1279
Members:			
Annual	263	297	301
Junior	118	144	104
Associate	1	5	7
Life/Honourary	16	16	15
	398	462	427

2019 New Members

	2019	2018	2017	2016	2015
Annual	20	31	34	16	24
Junior	28	55	29	22	30
Associate	0	6	4	0	4
Total	48	92	67	38	58

2019 Performance Information

Year	Birth Weights	Weaning Weights	Yearling Weights
2019	2493	1038	472
2018	2842	1292	646
2017	3714	852	514

***Canadian Shorthorn Association
Comparative Business Statement
2015 - 2019
Beef Registrations by Province***

Registrations

Closed Purebred Registry Animals

Province	2019	2018	2017	2016	2015
BC	25	23	24	47	22
AB	681	806	781	614	599
SK	579	708	855	790	671
MB	249	274	306	369	266
ON	106	128	195	132	131
QC	32	10	22	19	20
NB	2	3	4	6	9
NS	17	27	30	34	27
PEI	1	4	9	10	21
USA	0	0	1	0	2
Other	0	0	0	0	3
Total	1692	1983	2227	2021	1771

Registrations

Appendix Registry Animals

Province	2019	2018	2017	2016	2015
BC	26	34	54	21	27
AB	155	215	155	143	138
SK	136	186	151	148	157
MB	50	47	75	27	28
ON	393	403	421	376	321
QC	126	108	201	124	111
NB	1	3	2	5	0
NS	26	27	23	26	25
PEI	3	2	0	6	7
USA	0	0	6	2	4
OTHER	0	0	0	0	0
TOTAL	916	1025	1088	878	818
Total Registrations	2608	3008	3315	2899	2589

***Canadian Shorthorn Association
Comparative Business Statement
2015 - 2019
Beef Transfers***

Transfers

Closed Purebred Registry Animals

Province	2019	2018	2017	2016	2015
BC	8	9	12	1	12
AB	279	233	416	369	280
SK	186	236	212	187	383
MB	99	75	68	106	66
ON	21	27	52	33	59
QC	5	6	11	8	2
NB	3	2	1	2	1
NS	15	27	27	18	9
PEI	0	4	11	3	10
USA	0	0	3	0	8
OTHER	0	0	0	0	3
Total	616	619	813	727	833

Transfers

Appendix Registry Animals

Province	2019	2018	2017	2016	2015
BC	1	3	10	8	3
AB	86	29	158	184	39
SK	56	84	35	73	152
MB	7	12	8	15	5
ON	123	162	148	188	133
QC	38	48	55	57	27
NB	2	3	0	1	0
NS	16	33	6	21	11
PEI	0	0	5	0	9
USA	0	0	41	16	34
Other	0	0	0	0	0
Total	329	374	466	563	413
Total Transfers	945	993	1279	1290	1246

Canadian Shorthorn Association
Comparative Business Statement
Beef Members

<i>Annual</i>					
Province	2019	2018	2017	2016	2015
BC	12	17	16	16	15
AB	65	69	69	63	61
SK	44	51	48	44	43
MB	31	32	29	22	24
ON	83	97	103	88	82
QC	16	14	18	15	15
NB	2	3	4	2	2
NS	8	9	8	9	7
PEI	2	5	4	5	6
USA	0	0	1	0	0
Other	0	0	1	0	0
Annual Total	<u>263</u>	<u>297</u>	<u>301</u>	<u>264</u>	<u>255</u>
<i>Junior</i>					
Province	2019	2018	2017	2016	2015
BC	3	4	5	15	20
AB	41	28	35	35	27
SK	13	8	13	11	9
MB	32	36	17	14	16
ON	22	61	24	22	32
QC	4	4	4	10	16
NB	0	0	0	0	0
NS	2	2	5	5	5
PEI	0	0	1	0	0
Other	1	1	0	0	0
Junior Total	<u>118</u>	<u>144</u>	<u>104</u>	<u>112</u>	<u>125</u>
<i>Associate</i>					
Province	2019	2018	2017	2016	2016
BC	0	0	0	0	0
AB	0	1	1	1	1
SK	0	1	1	1	0
MB	0	0	0	0	0
ON	1	2	4	0	0
QC	0	1	1	1	3
NB	0	0	0	0	0
NS	0	0	0	0	1
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>1</u>	<u>5</u>	<u>7</u>	<u>3</u>	<u>6</u>
Total	382	446	412	379	386
Life/Honourary	16	16	15	15	15
Total Members	398	462	427	394	401

Business Breakdown Report ***Beef Registrations & Transfers***

Registration

Year	2019	2018	2017	2016	2015
Closed	1692	1983	2227	2021	1771
Appendix	916	1025	1088	878	818
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
Total:	2608	3008	3315	2899	2589

Transfers

Year	2019	2018	2017	2016	2015
Closed	616	619	813	727	833
Appendix	329	374	466	563	413
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
Total:	945	993	1279	1290	1246

Memberships

Year	2019	2018	2017	2016	2015
	398	462	427	394	401

BC Shorthorn Association Report ...

The BC Shorthorn Association held their 2019 Annual General Meeting on June 21, 2019 at the WestGen facility in Abbotsford, BC. Our association directors remained the same for 2019: President - Scott Fraser, Vice President - Gary Wood, Sec/Treasurer - Kathy Hope and Canadian Shorthorn Representative - Bob Merkley.

The BC Shorthorn Association continued to support and encourage young people in the show ring 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. We continued to expand our reach to fairs around the province. On a national level, we helped sponsor the 2019 National Junior Shorthorn Show held in Vermilion, AB.

We awarded a bursary to a deserving recipient, Sarah MacDonald, a 4-H member who plans to study Crop Technology at Lakeland College in Vermilion, AB and then continue her studies to become a Professional Agrologist. Sarah's family history with Shorthorns includes Broadacres Shorthorns that operated from 1928 through to 1988 and included a Royal Agricultural Winter Fair winner in 1949.

We advertised again in Country Life in BC for their spring issues promoting bulls and the fall issues promoting females. A big thank you to Cindy Merkley for organizing our advertising as well as sending in photos and updates to the Breed News Section of Beef in BC Magazine.

Our President, Scott Fraser oversaw the BC Shorthorn Facebook page by posting upcoming events (both local and national), animals for sale, photos of fair winners and bursary opportunities.

Our 2020 Annual General Meeting is scheduled for July 11, 2020 at 1 pm at WestGen in Abbotsford and we thank WestGen for offering their meeting facilities to those organizations involved in the beef and agriculture industry.

2020 is proving to be a challenging year with a Global CORONA Virus Pandemic. Many events are on hold, postponed or already cancelled for 2020. This will be a year we all remember for a long time and we hope everyone stays safe during a very challenging time.

Respectfully submitted
Kathy Hope, Secretary-Treasurer
BC Shorthorn Association

British Columbia Shorthorn Association 2019

Balance Sheet	2019	2018
Assets		
Bank	15041.93	15614.48
Total Assets	15041.93	15614.48
Equity		
Retained Earnings	7460.00	7782.67
Current Earnings	-572.55	-322.67
Scholarship Reserve	1814.60	1814.60
Junior Show Surplus Reserve	6339.88	6339.88
Total Equity	15041.93	15614.48
 Income Statement		
Revenue		
Canadian Shorthorn Levy (CSA Rebate)	200.00	288.00
Memberships (CSA Rebate)	246.00	374.00
CSA Joint Advertising (for 2018 Advertisements)	431.25	500.00
William's Lake Bull Sale	30.00	0.00
Interest	115.20	85.96
Total Income	\$1,022.45	\$1,247.96
 Expense		
Advertising	600.00	862.50
Annual Report - 2019	40.00	120.00
Jr. National Show Sponsorship	200.00	200.00
Jr. Members - BC Awards	350.00	250.00
Travel Reimbursement	75.00	75.00
Thank-you Gift WestGen Tour	0.00	20.00
BC Shorthorn Bursary - S. MacDonald	300.00	0.00
GST	30.00	43.13
Total Expenses	\$1,595.00	\$1,570.63

Alberta Shorthorn Association Report ...

Our 2019 Annual General Meeting was hosted by Les and Shelley Peterson, Prospect Hill Shorthorns, at Meeting Creek. We had very good attendance for the meeting and herd tour with time for socializing after. The Legends of the Breed Award was presented to Gussie & Faye Adam of Bashaw and the Breeder of Merit was won by Bill Darlington of Eckville.

Each year the Alberta Shorthorn Association gives out 4-H Incentive Awards to 4-H'ers in Alberta showing Shorthorn projects. In 2019 we had 10 clubs report 31 members with Shorthorn projects. In 2019, Alberta hosted the National Junior Show in Vermilion during their fair. This was a very successful event with Juniors coming from Alberta and Saskatchewan.

The All Star Classic Shorthorn Sale was held on October 26 in Lacombe. The sale was managed by First Class Cattle Marketing under the guidance of Darnell Fornwald. 49 lots were entered for the sale. Alberta weather once again played a role in the sale with the "Fall From Hell" breaking the week of the sale so people were racing the weather to get the crop in. Attendance was low but bidding was active and the sale was successful. The raffle heifer donated by Goldenview Fabricating drew a lot of interest and was won by First Class Cattle Marketing, who then donated her back to the association to be sold. Thank you Tina Senetza, Goldenview Fabricating, for the generous donation of this wonderful heifer.

The Commercial Breeder for 2019 was presented to Wolff Family Farms of Dapp during the Farm Fair Show.

The National Shorthorn Show was held in Edmonton in November during FarmFair International. We had a very good turnout of exhibitors and cattle. Following the show, a social was held at the stalls and exhibitors prizes were handed out.

We once again printed a Shorthorn calendar for 2020. This is a very good fund raiser and opportunity for breeders to advertise. This year, calendars were mailed out to non-member buyers of Shorthorns from the past three years. This gave a lot of exposure to our breeders and the Shorthorn breed.

Respectfully submitted,
Susan Oram, Secretary
Alberta Shorthorn Association

Alberta Shorthorn Association

2019

Balance Sheet

Assets as of April 30

	2019	2018
Bank - Chequing	26,649.55	33,355.65
GIC's	30,727.68	30,273.17
Inventory	1,237.56	1,359.58
Booth Display	350.00	389.00
GST Receivable	912.93	11.97
Total Assets	59,877.72	65,389.37

Liabilities

Northland Prom Group	4,180.00	2,355.20
Outstanding Cheques	0.00	226.25
Payables	750.00	0.00
Retained Earnings	62,807.92	55,658.02
Current Earnings	-7,860.20	7,149.90
Total Liabilities & Equity	59,877.72	65,389.37

Income Statement

AGM Income	978.00	887.00
All Star	53,028.31	0.00
Commission on Alberta sales	686.84	1,354.50
CSA	9,029.00	5,080.00
Calendar Fund Raiser	5,559.26	5,391.00
Farm Fair Sponsorship	2,025.00	1,550.00
GST Refund	0.00	317.00
Heifer Raffle	2,960.00	2,500.00
Interest Income	454.51	564.70
Map/Directory	1,300.00	6,200.00
Outstanding Account Collected	0.00	1,636.00
Promotional Items/Silent Auction	538.19	1,458.96
Donation	601.00	500.00
Total Income	77,160.11	27,439.16

Expenses

4-H Incentive	845.94	856.02
Advertising	3790.31	2170.00
AGM Expenses	577.28	951.00
All Star	53718.70	0.00
Awards & Trophies	418.49	625.79
Bank Service Charges	96.00	96.00
Booth Display	22.20	83.40
Calendar	4300.00	2850.00
Farm Fair/Bull Congress	2200.00	1721.50
Juniors/Lassie	1500.00	488.10
Map Directory	7140.64	0.00
Office/Phone	619.24	461.01
Web Page	1946.25	1425.00
Promotional Items	87.86	1785.00
Raffle Heifer	1500.00	1000.00
Secretary/Treasurer	6000.00	5500.00
Travel Allowance	218.40	276.44
Depreciation	39.00	0.00
Total Expense	85,020.31	20,289.26

Saskatchewan Shorthorn Association Report ...

As I compose this report it is the first day of January of the new decade, 2020! I hope the past decade has been filled with more good memories than not, knowing that there has been a mix of both for everyone, along with tremendous change across the nation and throughout the world. Here's to a great New Year and decade ahead!

The Saskatchewan Shorthorn Association had a quiet year. The new purple RFID Shorthorn tags are now available and we encourage breeders to tag their new calves accordingly. Contact the Canadian Shorthorn Association for information. Sales within the province remained steady with excellent cattle on offer. The offering of commercial Shorthorn heifers continues to draw people who are seeking the benefits of the Shorthorn breed, so we do appreciate those who are consignors.

We continue to enjoy the new ITC building at Agribition. Our show numbers remained constant this year, whereas most other breeds had a significant fall off, due mainly to the uncertain fall harvest. This was one of the toughest crop growing years we've had going from drought, which affected seed germination, to flood, that kept the combines at bay for much of the harvest season. However, the pastures went from near brown off to substantial green up and growth from the rains. Everyone will be going into the 2020 crop season with lots of moisture to start. Let's hope mother nature gives all a break and just supplies what is necessary. Got to be tough to be a farmer!

During Agribition the Saskatchewan Shorthorn Commercial Breeder of the Year for 2019 was presented to Kevin and Tammy King and family from Corning, SK. The Kings were awarded with an embroidered jacket at the annual Shorthorn banquet and gate signage during the CWA Shorthorn Show the next day. Congratulations to the Kings!

Lassies for the CWA show this year were Danica Keifer as outgoing lassie, assisting Hanna Huber, incoming lassie. We appreciated both girls who assisted in handing out ribbons and banners and were stand-ins as Saskatchewan Shorthorn representatives for the official pictures. Hanna also resided over the reception table at the banquet, welcoming all guests.

We had one 4-H member submit his letter and picture as a Champion at club level and that was Royce Moellenbeck, Englefeld, SK, of the Bar West Club. Royce received an award from the Saskatchewan Shorthorn Association during the banquet. He has racked up many, many championships in his 4-H career with his Shorthorn projects. Any Saskatchewan 4-H member who attains a Championship status at Club or Regional level, with a Shorthorn influenced animal, should send a hard copy picture and a summary of your 4-H year with your project by September 1, 2020 to the secretary so that an award can be ordered for you. We do use the pictures as promotion for you and the Shorthorn breed at the Shorthorn booth during Agribition, so at least a 5X7 picture (or larger) is appreciated.

The Canadian National Junior Shorthorn show is planned for Neepawa, MB, in early August. All Canadian Junior members are encouraged to attend the show in a very beautiful part of our country.
Best wishes to all for 2020!

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

**Saskatchewan Shorthorn Association
2019**

	2019	2018
Balance Sheet		
ASSETS		
Bank	22,061.57	24,710.35
Term Deposit	8,523.35	8,438.96
Accounts Receivable	3,934.64	5,530.75
Total Assets	34,519.56	38,680.06

LIABILITIES & MEMBERS EQUITY		
Accounts Payable	722.10	57.75
Junior Show Surplus Reserve	8,523.35	8,438.96
Autumn Alliance Reserve	214.53	1,244.03
Retained Earnings	28,939.32	30,066.88
Current Earnings	-3,879.74	-1,127.56
Total Liabilities & Equity	\$34,519.56	\$38,680.06

	2019	2018
INCOME STATEMENT		
INCOME		
CSA Levy	3,560.00	3,988.00
Banquet	1,330.00	808.83
Commissions	1,766.00	2,061.75
Sponsorships	2,220.00	1,890.00
Commercial Breeder	150.00	760.00
Fundraising	1,484.00	11,965.00
Memberships	2,276.00	2,744.00
Miscellaneous	0.00	108.00
Total Income	\$12,786.00	\$24,325.58

EXPENSES		
Show & Sale	6,070.46	6,297.13
Management Fees	3,750.00	3,600.00
Advertising	2,912.83	3,723.91
Banquet	1,687.16	2,647.29
CSA Meetings (Net)	0.00	486.91
AGM	0.00	142.40
Meeting & Office	597.14	443.87
Memberships	462.50	362.50
Commercial Breeders	408.37	357.58
Fundraising	750.08	1,917.08
Junior Activities	27.20	4,743.30
Miscellaneous	0.00	731.17
Total Expense	\$16,665.74	\$25,453.14

Shorthorn Breeders of Manitoba Report ...

2019 was an active year for Manitoba Shorthorn breeders. Our membership was very busy with committee involvements as well as attending and supporting fairs, rallies and exhibitions throughout the year. Our Junior membership list is increasing every year in tandem with Shorthorn and Shorthorn Plus entries in the show ring. Our association remains focused on supporting junior and 4-H activities along with advertising campaigns promoting our breed and our membership.

Committees were busy planning for the Summer Provincial Show at Hamiota, MB, Commercial Breeder recognition awards and the National Junior Show at Neepawa, MB. JT Florence 2F from Hedley Livestock of Rapid City and Wise Explorer 713 from Ramrod Cattle Co., RSB and CLF Cattle Co. of Medora were recognized with our Show Animal of the Year awards.

A Shorthorn influence sale was held at Virden, MB in December with plans for another in 2020.

We were pleased to award Manitoba post secondary students with education scholarships funded by the John A. Nevin Cattle Growers Scholarship in the spirit of Mr. Nevin's request.

At the Manitoba Beef Cattle Performance Association Sale at Douglas, MB, in March 2020 open heifers consigned by Herbourne Shorthorns (Bill & Isabel Acheson) along with a yearling bull consigned by Mossie Shorthorns (Grayson & Jeff Ross) were high sellers of all breeds in the sale.

The success of our association is possible only from our volunteer support and ideas from membership. Value for 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. 2019

Balance Sheet	2019	2018
Assets		
Bank	14018.66	18712.23
Accounts Receivable	700.00	0.00
Total Assets	\$14,718.66	\$18,712.23

Equity		
Retained Earnings	18712.23	26767.2
Current Earnings	-3993.57	-8054.97
Total Equity	\$14,718.66	\$18,712.23

Income Statement

Revenue		
Memberships	945.00	765.00
CSA Levies	1594.00	1398.00
Ag Ex	1100.00	3119.00
Nevin Trust	0.00	4000.00
Sponsorships	4340.00	0.00
Promotional Items	1070.00	840.00
Total Income	\$9,049.00	\$10,122.00

Expense		
Ag Ex	2194.93	4295.86
Website	163.42	127.09
MBCPA Award	62.15	135.60
Meetings	56.74	217.91
Conference Calls	242.50	475.41
Advertising	5486.71	9261.49
Provincial Show	500.00	0.00
Provincial Show Jr.	973.20	0.00
MB Youth Beef Roundup	500.00	500.00
Junior Memberships	813.75	600.00
Scholarships	2000.00	2200.00
Miscellaneous Expenses	49.17	363.61
Total Expenses	\$13,042.57	\$18,176.97

Ontario Shorthorn Association Report ...

First off, I would like to thank the board members for their contributions during the past year. They were instrumental in organizing the junior show during the summer as well as the OSA Fall Classic Sale. This year we also put into place a junior association to ensure that the younger membership are directly involved in the future of our breed.

OSA Fall Classic Sale - The 2019 OSA Fall Classic Sale was held November 16, at Maple Hill Auctions in Hanover. In early 2019 a focus group was created to review the sale and see what improvements/changes could be made. Moving the sale to later in the year was one of those successes. Sale day brought 32 lots of open and bred females as well as an embryo lot. The 19 heifer calves averaged \$2132 and the 12 bred heifers averaged \$2642. The high selling female was Crawforddown Augusta Pride 01G who sold to Mel-Matt Livestock for \$5200. Cattle sold to buyers in Ontario, Quebec and Saskatchewan.

Advertising and Promotion

In 2019 we continued to support and provide a presentation booth at the Central East Farm Show (Lindsay), Ottawa Valley Farm show and a Shorthorn sign at the Woodville sale barn.

Foundation Awards are given to breeders with 50 or more registered females in their herds and 2019 awardees will be Crawforddown Farms, Huron Grove Farm, Hill Haven Shorthorns and Byrne Boys Operation.

Ontario Junior Shorthorn Association (OJSA)

The OJSA hosted the first Invitational Summer Show June 29-30 at Erin Fairgrounds. There were 25 juniors that took part in showmanship and conformation classes, along with an educational component, games and activities. The Champion Showperson was Maurice Verstraete and Reserve Champion was Carson Blenkiron. During the show we had a meeting with all the junior members and five Ontario Junior Shorthorn Advisors were selected by the members: Emily Makey, Carson Blenkiron, Austyn Byrne, Sarah Height and Sami Lundy. The advisors will be helping to shape the direction of the junior program in the future. Sarah and Sami will also be the Ontario representatives to the Canadian Junior Shorthorn Association.

4-H Awards - In 2019 we awarded navy fleece blankets, embroidered with Ontario Shorthorn Association to the 4-H members who successfully completed this year using a Shorthorn or Shorthorn influenced animal for their project. We gave out 58 awards to 4-H members across the province.

Junior Beef Heifer Show at RAWF - The Champion Shorthorn Heifer was Maple Stone Queen, owned and exhibited by Jamey Eby. The Reserve Champion Shorthorn was Hill Haven Pretty Rose 2G ET, exhibited by Sami Lundy.

Junior Showmanship Show at RAWF - The show has been renamed the Emerson Clarke Memorial Junior Showmanship Show in honour of the late Mr. Emerson Clarke. This change was spearheaded by Scott Martin and his family who have generously donated a perpetual trophy for our junior show that will be housed at the Royal Agricultural Winter Fair office. The Grand and Reserve Champion Showman will also take home trophies donated by the Martin Family of Renegade Livestock. Don Jack of Coldstream Farms donated trophies and a cash prize for the top two showmen in each of our age divisions. We are incredibly grateful for these generous donations! We had 34 juniors show in the Shorthorn Junior Showmanship classes at the Royal. The judge was John Vancise of Stayner, ON. The Champion Showperson was Jade Noiseux and the Reserve Champion Showperson was Kayla Boot.

OSA Executive - The 2020 OSA board will consist of: President - Blair Williamson, Vice - President - David Banbury, Past-President - Jamie Blenkiron, Secretary - Doug Brown (pending), Treasurer - Shannon Giffen. Board Members: Nicole Smith, Sue Giffen, Ralph Cooke, Maurice Verstraete and Gary Evans.

Respectfully submitted,
Jamie Blenkiron, President
Ontario Shorthorn Association

Ontario Shorthorn Association 2019

	2019	2018
Balance Sheet		
Assets		
Bank	2920.91	3182.56
GIC's	9154.36	9044.88
Total Assets	<u>\$12,075.27</u>	<u>\$12,227.44</u>
Equity		
Retained Earnings	12227.44	15874.26
Current Earnings	-152.17	-3646.82
Total Equity	<u>\$12,075.27</u>	<u>\$12,227.44</u>
Income Statement		
Revenue		
Canadian Shorthorn Levy Fee	3950.00	4501.00
Fall Sale	309.31	1111.85
Ontario Beef Ads	1476.50	2202.50
OSA AGM	0.00	1090.00
Raffle	0.00	2750.00
Fund Raising	845.83	0.00
Shirts/Hoodies/Banners	0.00	1400.00
Banner Payments 2017-2020	4275.00	0.00
Interest	109.90	245.25
Total Income	<u>\$10,966.54</u>	<u>\$13,300.60</u>
Expense		
OSA AGM Expenses	0.00	1500.32
OSA AGM Net Cost	1099.09	0.00
Apparel	721.06	0.00
Shirts/Hoodies/Banners	0.00	3907.69
Banner Costs 2019	2841.95	0.00
4-H Awards/Sponsorship	1705.40	2078.16
Fundraising Expenses Raffle	0.00	1203.71
Teleconferencing	756.63	0.00
Website	719.00	0.00
Administration/Website	0.00	2282.73
Ads/Promotion	0.00	4645.44
Advertising ON Beef Ads	741.28	0.00
Farm Shows	447.34	0.00
RAWF Expense	986.40	555.11
Insurance	729.00	655.61
Sundry Expenses (printing, postage etc.)	371.56	118.65
Total Expenses	<u>\$11,118.71</u>	<u>\$16,947.42</u>

Quebec Shorthorn Association Report ...

In the year 2019 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 and Kayla Dempsey and Secretary Fieldman - Ray Dempsey.

In June of 2019 the Quebec Association hosted the Canadian National Annual Meeting in West Brome, QC. At this meeting Mr. Laurence Pathy of Shadybrook Farms and Ray and Janet Dempsey of Cedar Grove Farm were presented with "Legends of the Breed" Awards.

Ringman and secretarial duties were carried out 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 showed live on Live Auctions.

Three Shorthorn herds from the Province of Quebec attended and exhibited at the Royal Winter Fair in Toronto. They were Shadybrook Farm of West Brome, Millbrook Farm of Brome and Carey Johnston of Richmond. Shadybrook and Millbrook Farms also attended the show in Louisville, Kentucky. Once again, Cedar Grove Farm of Inverness presented cattle at the Ontario Fall Classic Sale held in Ontario.

2019 was another eventful year for Quebec Shorthorn Breeders and we look forward to the year 2020 with enthusiasm!

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

Quebec Shorthorn Association 2019

	2019	2018
Balance Sheet		
Assets		
Bank	5742.84	5667.00
Total Assets	<u>5742.84</u>	<u>5667.00</u>
Equity		
Retained Earnings	5667.00	5622.00
Current Earnings	75.84	45.00
Total Equity	<u>\$5,742.84</u>	<u>\$5,667.00</u>
 Income Statement		
Revenue		
Comite Conjoint & CSA	700.00	2184.00
Donations	700.00	500.00
Annual Meeting	4829.00	0.00
Total Income	<u>\$6,229.00</u>	<u>\$2,684.00</u>
 Expense		
Annual Meeting	4802.94	0.00
Banners	321.93	344.00
Promotion	935.70	630.00
Judge	0.00	750.00
CCRBQ	0.00	835.00
Bank Charges	67.59	55.00
Meeting Expenses	25.00	25.00
Total Expenses	<u>\$6,153.16</u>	<u>\$2,639.00</u>

Maritime Shorthorn Association Report ...

The Maritime Annual meeting was held in Windsor, NS. We are a small group with a fairly consistent number of members.

In the Maritimes, the current governments of the day are promoting the growth of the beef industry by offering incentives to expand our cow numbers. The “Buy Local” program is really taking off in this part of Canada, encouraging young people to join or remain in the industry. In keeping with this movement our association was represented with a booth at the Maritime Beef Conference in Moncton, NB manned by Mitchell Boyle and Philip & Patty Burgess.

There was a three breed junior show held in Berwick, Nova Scotia in 2019. We are very pleased to report that Shorthorns were the most represented breed. As well, the Supreme Champion of all breeds was Shorthorn.

The largest show in the Maritimes, the Heritage Beef Classic, is held in Windsor, NS in September. This show boasts approximately 300 animals. A two year old Shorthorn female shown by Fraser Shorthorns was Supreme Champion Overall.

Respectfully submitted,
Philip Burgess, President
Maritime Shorthorn Association

Maritimes Shorthorn Association 2019

	2019	2018
Balance Sheet		
Assets		
Bank	873.04	1096.07
Total Assets	<u>873.04</u>	<u>1096.07</u>
Equity		
Retained Earnings	1096.07	1141.07
Current Earnings	-223.03	-45.00
Total Equity	<u>\$873.04</u>	<u>\$1,096.07</u>
 Income Statement		
Revenue		
Donation/Atlantic Beef Ad	306.60	0.00
Donation	150.00	0.00
Total Income	<u>\$456.60</u>	<u>\$0.00</u>
 Expense		
Service Charges	45.00	45.00
DVL Publications (Ad)	284.63	0.00
Maritime Beef Council (Booth)	350.00	0.00
Total Expenses	<u>\$679.63</u>	<u>\$45.00</u>

Nova Scotia Shorthorn Association Report ...

2019 was a stellar year for Shorthorns in Nova Scotia with interest up in all sectors for the breed, including an increase in 4-H entries. There were two Shorthorn heifers selected to represent the province at the National Junior Show in Toronto in November and we would like to congratulate all juniors for a job well done.

The highlight of the year for our breed was at the Heritage Classic in Windsor, NS when a Shorthorn two year old and her heifer calf were selected as Supreme Female over all breeds and more then 300 head of cattle! Also there was a mature Shorthorn cow and calf selected to the top five finalists! This was the first time a Shorthorn has made it to the top five finalists, a truly great day for the Shorthorn breed in the Maritimes.

In closing I wish everyone a great summer with lots of grass!

Respectfully submitted,
Adam Fraser, President
Nova Scotia Shorthorn Association

Nova Scotia Shorthorn Association 2019

	2019	2018
Balance Sheet		
Assets		
Bank	1216.06	2345.82
Accounts Receivable	2020.00	0.00
Total Assets	<u>3236.06</u>	<u>2345.82</u>
Equity		
Accounts Payable	257.50	0.00
Retained Earnings	2345.82	2016.43
Current Earnings	632.74	329.39
Total Equity	<u>3236.06</u>	<u>2345.82</u>
 Income Statement		
Revenue		
CSA Registration Levies	114.00	664.00
Membership Fees	100.00	90.00
Donation	500.00	200.00
NS Brand Clothing Sales	293.64	330.00
Junior Show Auction Proceeds	770.00	0.00
Autumn Classic Shorthorn Sale Revenue	265.79	251.85
Total Income	<u>\$2,043.43</u>	<u>\$1,535.85</u>
 Expense		
Fundy Textile Clothing Samples	547.73	0.00
Maritime Junior Interbreed Show Sponsorship	500.00	0.00
NS Shorthorn & Junior Showcase Logos	0.00	97.40
4-H Trophy Sponsorship	57.50	0.00
Junior Shorthorn Showcase	0.00	692.37
Annual Secretary Fee	200.00	200.00
Bank Fees	105.46	91.69
Junior Purchase Incentive Fee	0.00	125.00
Total Expenses	<u>\$1,410.69</u>	<u>\$1,206.46</u>

New Brunswick Shorthorn Association Report ...

The New Brunswick Association is currently going through a transition and reports will be available at a later date.

Prince Edward Island Shorthorn Association Report ...

The annual meeting of the Prince Edward Island Shorthorn Association was held on May 27, 2019 at the Royalty Centre, Charlottetown, P.E.I.

Officers re-elected were:

President - David Livingston

Vice-President - Ian Lockerby

Secretary/Treasurer - Stella Boswall

A financial report was presented to the Association.

The Prince Edward Island Shorthorn Association supported the PEI Easter Beef Show by sponsoring a trophy for the top 4-H Shorthorn steer.

The Shorthorn breed did not hold a show at the 2019 P.E.I. Provincial Exhibition.

David Livingston was re-elected to be the Shorthorn breed representative on the Provincial Exhibition Board.

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 Allan MacQuarrie.

Respectfully submitted,

Stella Boswall, Secretary-Treasurer

Prince Edward Island Shorthorn Association

Prince Edward Island Shorthorn Association 2019

	2019	2018
Balance Sheet		
Assets		
Bank	1605.01	1596.84
Total Assets	<u>1605.01</u>	<u>1596.84</u>
Equity		
Retained Earnings	1596.84	1572.12
Current Earnings	8.17	24.72
Total Equity	<u>\$1,605.01</u>	<u>\$1,596.84</u>
 Income Statement		
Revenue		
Canadian Shorthorn Levy Fee	154.00	122.00
Memberships	50.00	70.00
Total Income	<u>\$204.00</u>	<u>\$192.00</u>
 Expense		
Canadian Jr. Shorthorn Show Donation	150.00	100.00
Postage/Telephone/Meeting Expense	10.08	37.28
Bank Service Charges	30.00	30.00
Trophy Hut - Engraving	5.75	0.00
Total Expenses	<u>\$195.83</u>	<u>\$167.28</u>

Canadian Junior Shorthorn Association ...

The CJSA started off its 2019 events with the National Junior Shorthorn Show in Vermilion, AB July 24. There was a good turnout with juniors from across Western Canada. Thank you to all the sponsors and organizers that made the weekend enjoyable and successful.

Eight enthusiastic juniors gathered for a weekend of program and self development in Toronto, January 11-13, 2020 thanks to contributions from generous breeders. Saturday afternoon kicked off with the juniors participating in ice breaker activities to get acquainted. They were very enjoyable and helped everyone "loosen up". Heather Hargrave was the first guest of the day. She works in a marketing and communications role with Trouw Nutrition Canada. Heather brought both junior cattle and professional experience to share with the juniors. Much of her message was based on how to become a stronger leader, while building others up around you. She shared ten important tips to focus on during a leadership journey. Some of the most important were: networking, finding a mentor, challenging yourself and being coachable. Heather's presentation not only helped the juniors in brainstorming future events, but things that each will take back and use in their everyday lives.

Bethany Storey from Beef Farmers of Ontario joined us late Saturday afternoon. Her role as the Communications Coordinator focuses on the connection between both producers and urban people alike. Bethany made the juniors aware of agricultural initiatives that they may be interested in being a part of in the future. The Canada-wide events included the Cattleman's Young Leaders program and FCC's Young Producer Summit. She encouraged the juniors to reach out to the urban audience as well when expanding and promoting the CJSA program, as this is a mainly untapped market with both the potential for members and monetary contributions. It is important that potential donors or participants are targeted in the best way to connect with the audience. For example, many established breeders will want to be contacted by phone, rather than viewing a post on social media.

Saturday evening brought the first official discussion of the framework for the junior association. The members identified some of the top challenges as: the structure of the association leadership, the current guidelines, provincial vs national association(s) and sponsorship. The first official step in revitalizing the structure came in setting a board of directors. Our newly established board is as follows:

(* = voting representative)

- BC- vacant
- AB- Evan Patriquin*, Brooke VanDeVoorde, Jakob Meinczinger
- SK- Sadie Anwender*, Royce Moellenbeck
- MB- Taylor Carlson*
- ON- Sarah Height*, Samantha Lundy
- QE- Samuel Dempsey*
- Maritimes- vacant

The executive structure will remain as is with President, Vice-President and Secretary all one year terms. The board will also have the option to fill any vacancies with a member at large.

Sunday morning began with more roundtable discussion. It was decided to form committees from the current board so that directors would have the opportunity to focus on one or more areas.

The committees are as follows:

Promotions and Communication - Sadie, Sam, Taylor

Show - Sami, Sarah, Evan

Fundraising and Finances - Sami, Sarah, Brooke, Sam

Member Outreach - Royce, Evan, Taylor

Later Sunday morning, former CJSA member Julian Brown posed many important questions to the junior members about running a non-profit organization. He helped them establish their purpose and goals as an association and the target audiences. The CJSA's 2020 mission is to create an amazing experience for juniors while educating and demonstrating the operation of the livestock industry. Fundraising is also a large part of helping the juniors reach their goals, and one of Julian's speciality areas. The juniors plan to reach out to potential partners and sponsors by letter mail, social media and personal introductions. Events like raffles, semen auctions and embryo donations are on the horizon to be staple events annually. Michaela Chalmers, former Canadian Junior Angus president was also a speaker for the morning. She touched on the opportunities afforded to her through the junior program and growing outside her comfort zone as well as difficulties working as a board with members across the country. Michaela was a part of planning many conferences and shows throughout her tenure with the board. She helped to focus on creating opportunities for everyone involved at these events, in some way.

Pertaining to the annual National Junior Show, a goal of the juniors is to focus on offering a wider variety of non-cattle events such as (but not limited to): sales talk, graphic design, video/power point, public speaking, cook-off, etc. Meetings will also be held each year at the respective location where executive nominations will take place (as previously stated). The hosting protocol for the show is in the process of revision, with the show committee overseeing main responsibility.

The board members have held (virtual) meetings since the above conference in January. One major aspect that we are looking at is strengthening our social media presence. Facebook is the current focus while we are also expanding onto Instagram. A variety of content such as videos, tutorials and member features will be posted over the coming months. As the 2020 National Junior Shorthorn Show has been postponed, it will be held in 2021 in conjunction with Manitoba Youth Beef Round Up. The board feels that it is best to follow our traditional show rotation and give those who had planned on attending the same chance for next year. Mark your calendars for the August long weekend of 2021. There were plans to complete an in-person donation auction for either semen or embryos this fall, but this will depend on if any of the fall shows still take place.

A date for early August has been set for a virtual AGM of the Canadian Junior Shorthorn Association. We would like to give all junior members a chance to sit in on and/or participate in a meeting where we discuss important details and lay out a plan for the 2021 year. E-blasts and other communications methods will be used to inform these juniors.

Currently, we are planning to hold a second annual leadership forum in Calgary, AB January of 2021. It will likely be in the same time frame (early January) as the 2020 conference. We look forward to adding to our junior membership as well as developing the current members to bring out their true potential. If you have any questions pertaining to the CJSA do not hesitate to contact any board member.

Respectfully submitted,

Sadie Anwender, Secretary

Canadian Junior Shorthorn Association

Canadian Junior Shorthorn Association 2019

	2019	2018
Balance Sheet		
Assets		
Bank	2364.35	1875.75
Total Assets	2364.35	1875.75
Equity		
Retained Earnings	1875.75	1476.35
Current Earnings	488.60	399.40
Total Equity	2364.35	1875.75
 Income Statement		
Revenue		
CSA Junior Memberships	968.00	1152.00
Interest	14.18	11.42
Donation	0.00	75.00
Total Income	\$982.18	\$1,238.42
 Expense		
Bank Charges	24.00	24.00
Junior Show sponsorship	0.00	366.64
Insurance	469.58	448.38
Total Expenses	\$493.58	\$839.02

Canadian Beef Breeds Council Report ...

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.

Growing our international markets...

International markets are essential to long term profitability in the seedstock sector and the beef industry in general. The restrictions put in place on international travel resulting from the COVID-19 pandemic will continue to have a significant impact on our collective efforts for the foreseeable future. We will need to be resilient and creative to ensure that Canadian genetics remain in demand around the world. This is a unique situation where our beef cattle genetics are able to access markets, but our people are not freely able to travel to promote our product and provide after sales support. The development of a comprehensive international market development plan for the Canadian seedstock sector has been approved for the 2020-2021 year by the AAFC-Canadian Agricultural Partnership- AgriMarketing program. There have been a lot of changes due to the pandemic since this plan was developed and it will need to be amended to respond to the new global situation. We will continue to work with our members to ensure they have every opportunity to utilize the funding.

Connecting the industry...

We hosted the third annual CBBC Technical Forum at the Canadian Beef Industry Conference last August. 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 with specific discussion around the Canadian Beef Innovation Network that is being developed to coordinate genetic improvement initiatives across the beef industry. This year CBIC will be held online in a virtual format from August 11-13, 2020 and is sure to be an excellent program once again.

Continual genetic improvement...

One of the components of the 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 2020 will be the implementation of the Canadian Beef Innovation Network (CBIN). This project is 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, retail, 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.

Serving the Canadian 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.

CBBC Board of Directors and Staff for 2020 are:

Stephen Scott, Ken Friesen, Dave Sibbald (President), Dennis Serhienko, Bruce Holmquist, Myles Immerkar, Reed Rigney, Doris Rempel, Roger Peters, Jay Cross, Michael Latimer, Garner Deobald, Terry White and Craig Scott.

Collaboration across the industry...

Collaboration across the beef organizations through the development of Canada's National Beef Strategic plan have been instrumental in responding to the COVID-19 crisis. The organizations were aligned almost instantly, responding to government and producers to address concerns and provide solutions with a unified voice. Our purebred breeders were able to adapt, literally overnight in some cases, to rapidly changing restrictions on the number of attendees at events, in the middle of bull sale season, and were able to maintain prices and get bulls to their customers. Our industry should be proud of our response to the pandemic. However, there is still a lot of uncertainty ahead for our industry and our country. As an industry we need to be ready and prepared to respond accordingly.

Respectfully submitted,

Michael Latimer, CBBC Executive Director