

The CEO Angus Word EDITED November, 2015

Submitted by Rob Smith on Wednesday, December 9th, 2015

Developments of our American Association friends and neighbors

President Tammi and I had the opportunity to hear the new American Angus Association CEO, Allen Moczygemba (pronounced, as I was 'coached' by Tom Burke, as "Mitch-A-Gemba") speak at their Convention earlier last month. I have sent him a 'congratulations' and 'welcome' note. He started work on December 1st.

The Red Angus Association of America also announced their new CEO this month, none other than Tom Brink, who we had as a keynote speaker during Cattlemen's Connection day at Convention in Moose Jaw last year. Tom is an exceptionally talented and well-connected cattleman. Here is the RAAA Press Release:

Tom Brink Named CEO of Red Angus Association of America



Denton, Texas -Tom Brink, Brighton, Colorado, has been named CEO of the Red Angus Association of America. President Kim Ford made the announcement today at the Association headquarters in Denton. She noted the extensive selection process, the approval of the Board of Directors and is looking forward to the future of the breed and the organization.

"This is an invigorating time for the Red Angus breed. Tom brings incredible industry knowledge and experience to our organization, and he also possesses the skills and character, along with innovative and synergistic thinking to propel our breed into a new era," said Ford.

Brink brings a wealth of beef industry experience to the RAAA, previously serving several top organizations including Cattle-Fax, American

Gelbvieh Association, J & F Oklahoma Holdings, Inc., (JBS Five Rivers Feeding, LLC) and most recently as the founder and president of Top Dollar Angus.

"I am looking forward to the opportunity and the challenge to bring the Red Angus breed to the forefront of the beef industry in this country and beyond," said Brink. "Red Angus and Red Angus-influenced cattle have much to offer ranchers and cattle feeders in terms of profit-driven traits which result in high-quality, nutritious and wholesome beef for today's demanding consumer."

The Red Angus breed has the genetics to successfully contribute and excel in all segments of the beef industry, from cow-calf and stocker operations to feedlot and finishing phases of the business.

Brink holds three degrees from Kansas State University; a Bachelor's of animal sciences and industry (1983) and Master's of Science in animal science and industries (1985), and a Master's in agricultural economics (1987).

He and his wife Mindy have four grown children; Erin (26), Austin (24), and twins Dylan and Coltin (20).

Brink will begin in his role mid-January.

I have also contacted Tom (with whom I have an existing relationship) to congratulate him and pledge our commitment to working together for mutual benefit.

I hope to meet with Allen and Tom TOGETHER while at NCBA after your Winter Board Meeting. A 'summit', if you will, consistent with what I was able to get arranged last year with Bryce Schumann and Twig Marston.

2015 CAA Gold Show - aggregate Results including 'All Star Team'

RED Bulls

Calf Champion RED SHILOH CANNON FIRE 8C owned by Shiloh Cattle Co, Craigmyle, AB

Junior Champion RED TER-RON HOT SHOT 10B owned by Russell Coward, Swift Current, SK, Rob Adams,

Forestburg, AB and Terry Adams, Forestburg, AB.

Senior Champion RED REDRICH AFTERSHOCK 238A owned by Russell Coward, Swift Current, SK & Redrich

Farm, Forestburg, AB

Show Bull of the Year

1. RED REDRICH AFTERSHOCK 238A owned by Russell Coward, Swift Current, SK & Redrich Farm, Forestburg, AB

2. RED TER-RON HOT SHOT 10B owned by Russell Coward, Swift Current, SK, Rob Adams, Forestburg, AB and Terry Adams, Forestburg, AB.

3. RED SHILOH CANNON FIRE 8C owned by Shiloh Cattle Co, Craigmyle, AB

RED Females

Calf Champion RED TER-RON DIAMOND MIST 8C owned by Rob Adams, Forestburg, AB

Junior Champion RED BLAIR'S BONITA 3B owned by Baxter Blair, McLean, SK

Senior Champion RED K ADAMS ZARIA 091Z owned by Halley Adams, Forestburg, AB and bull calf RED TER-

RON SHOCKER 10C owned by Halley Adams, Forestburg, AB

Show Female of the Year

 RED K ADAMS ZARIA 091Z owned by Halley Adams, Forestburg, AB and bull calf RED TER-RON SHOCKER 10C owned by Halley Adams, Forestburg, AB

2. RED BLAIR'S BONITA 3B owned by Baxter Blair, McLean, SK

3. RED SHILOH ALBERTA GAL 85A owned by Alisha Minchau, Hanna, AB with bull calf RED MINCHAU CHROMED N LOADED owned by Alisha Minchau, Hanna, AB and Shiloh Cattle Co, Craigmyle, AB.

BLACK Females

Calf Champion REMITALL F KARAMA 2C owned by Remitall Farms Inc, Olds, AB

Junior Champion REMITALL F MISS QUEEN 123B owned by Remitall Farms Inc, Olds, AB

Senior Champion BAR-E-L ERICA 74A owned by Maguire Blair, Drake, SK and heifer calf BLAIRSWEST MISS

ERICA 400C owned by Maguire Blair, Drake, SK

Show Female of the Year

- BAR-E-L ERICA 74A owned by Maguire Blair, Drake, SK and heifer calf BLAIRSWEST MISS ERICA 400C owned by Maguire Blair, Drake, SK
- 2. REMITALL F MISS QUEEN 123B owned by Remitall Farms Inc. Olds. AB
- PLUM CREEK PRETENTIOUS 4011 (IMP 4011B) 1877580 owned by Hollinger Land & Cattle, Neudorf, SK

BLACK Bulls

Calf Champion GREENWOOD COLOSSAL JJP 28C (JJP 28C) 1874396 Owned by: Jayden and Jaxon Payne,

Lloydminster, SK

Junior Champion REMITALL F BOYCOTT 71B (GR 71B) 1791291 Owned by Remitall Farms Inc, Olds, AB Senior Champion PM THUNDERSTRUCK 22'13 (FIRE 22A) 1752467 Owned by: Ryan Currie, Bristol, QC,

Tanya Belsham Houston, BC and Peter & Andy Vos, Plainfield, ON

Show Bull of the year

1. PM THUNDERSTRUCK 22'13 (FIRE 22A) 1752467 Owned by: Ryan Currie, Bristol, QC, Tanya Belsham Houston, BC and Peter & Andy Vos, Plainfield, ON

- 2. MAY-WAY BREAKOUT 1310 (IMP 1310A) 1838287 owned by Tanya Belsham, Houston, BC and Caleb W. Flory, Baldwin City, Kansas
- 3. REMITALL F BOYCOTT 71B (GR 71B) 1791291 Owned by Remitall Farms Inc, Olds, AB

With the Gold Show campaign wrapped up for 2015, I am proud to announce that, once again, we have seen growth in this program. In 2014 there were 1,463 total head shown and in 2015 we had 1,591, an 8.7% increase. Further, the average size of each Gold Show rises from 98 to 106. We have grown every year for 5.

Press Release: new Canadian Beef Industry Conference (CBIC)

Inaugural Canadian Beef Industry Conference set for August 9 – 11, 2016

Canada's beef cattle industry has joined forces to create a one-of-a-kind industry experience for participants from across all regions and sectors of the national value chain: the Canadian Beef Industry Conference (CBIC).

The first beef industry event of its kind in Canada, the CBIC will be held August 9 – 11, 2016 at the Grey Eagle Resort and Casino in Calgary, Alberta. The CBIC is a joint collaboration by the Beef Cattle Research Council (BCRC), Canada Beef, the Canadian Beef Breeds Council (CBBC) and the Canadian Cattlemen's Association (CCA).

"This is the first event of its kind in Canada and we are very excited to bring Canada's beef industry together," said beef producer Rob Smith, also Canadian Angus Association Chief Executive Officer and co-chair of the 2016 CBIC. "The recently-established National Beef Strategy has four pillars, one of which is connectivity. This conference will allow everyone from industry leaders to smaller-scale producers to come together and help grow our industry."

This conference will combine semi-annual and annual meetings of several stakeholder groups, along with learning and networking opportunities to create a one-of-a-kind experience for participants from across all the various regions and sectors of the Canadian beef industry.

The CBIC 2016 program will include:

- Keynote speakers on each of the National Beef Strategy's four pillars: connectivity, productivity, beef demand and competitiveness;
- Educational presentations for producers and interactive workshops on applicable production innovations;

- Networking with stakeholders in all stages of the beef supply chain, including the Canadian Cattlemen's Foundation Classic Golf Tournament;
- Market outlook and brand opportunities with the Canfax and Canada Beef forums;
- BCRC, Canada Beef, CCA and Young Cattlemen's Council board meetings;
- Cattlemen's Young Leaders selections and graduation.

Organizers are planning a unique lineup of events to draw industry stakeholders from across Canada, with the intention to rotate the CBIC's location in subsequent years. "We are excited to bring Canada's beef industry together under one roof," said Virgil Lowe, co-chair of the 2016 CBIC, a beef producer and an Associate with Dentons Canada LLP. "No matter where you live or what your role is in our industry, this one-of-a-kind national event will be worth the trip."

Additional details including specific session topics will be available closer to the event date. Registration is expected to commence March 1, 2016. Those interested are encouraged to watch www.canadianbeefindustryconference.com and to follow the CBIC on Twitter and Facebook for updates.

My involvement with the inaugural Canadian Beef Industry Conference (CBIC) commenced this month with an in-person meeting. We will be meeting every Thursday at 11:00 a.m. via teleconference from now through the Conference to ensure everything is moving along as it needs to with the sub-committees. This is a very exciting event, and I am thrilled and honoured to play a leadership role in bringing it about.



Below are links to the conference twitter handle and Facebook page. The conference hashtag is #CBIC2016.

https://twitter.com/CDNBeefConf

https://www.facebook.com/canadianbeefindustryconference/

Please check out this very interesting (American) comparison...

Calf Prices By Year (1910 - Present)

By Rob Cook - Published on November 20th, 2015 at http://beef2live.com/story-calf-prices-year-1910-present-124-112494

Calf prices in the United States this past January 2015 were at \$288.00/cwt., up \$80/cwt from 2014. This is the highest monthly January price for calves in history.



Calf prices in January 2015 were at \$288.00/cwt., up \$80/cwt from 2014. 2015 represents the highest monthly January price for calves in history.

Monthly calf prices in January surpassed \$200/cwt. for the first time in 2014.

Monthly calf prices in January surpassed \$100/cwt. for the first time in 2000.

The lowest monthly calf price in January was \$4.17/cwt. in 1933.

Year	Price
2015	\$288.00
2011	\$136.00
2007	\$114.00
2003	\$96.80
1999	\$83.20
1995	\$85.00
1991	\$98.00

Year	Price
2014	\$208.00
2010	\$110.00
2006	\$141.00
2002	\$102.00
1998	\$86.60
1994	\$93.90
1990	\$90.80

Price
\$171.00
\$107.00
\$126.00
\$108.00
\$68.10
\$94.70
\$92.80

Year	Price
2012	\$176.00
2008	\$117.00
2004	\$110.00
2000	\$103.00
1996	\$60.50
1992	\$88.30
1988	\$88.20

1987	\$66.40	1986	\$60.10	1985	\$64.10	1984	\$61.10
1983	\$62.40	1982	\$57.00	1981	\$70.40	1980	\$86.90
1979	\$79.10	1978	\$41.00	1977	\$33.40	1976	\$30.80
1975	\$23.90	1974	\$54.10	1973	\$49.40	1972	\$39.70
1971	\$33.50	1970	\$33.60	1969	\$28.30	1968	\$26.40
1967	\$25.90	1966	\$24.60	1965	\$20.10	1964	\$22.80
1963	\$25.30	1962	\$24.70	1961	\$23.80	1960	\$24.40
1959	\$27.70	1958	\$22.30	1957	\$16.60	1956	\$16.50
1955	\$17.10	1954	\$17.70	1953	\$22.10	1952	\$30.90
1951	\$30.70	1950	\$23.20	1949	\$24.70	1948	\$23.80
1947	\$18.00	1946	\$13.30	1945	\$12.90	1944	\$12.70
1943	\$13.50	1942	\$12.00	1941	\$9.71	1940	\$8.91
1939	\$8.23	1938	\$8.16	1937	\$8.29	1936	\$8.03
1935	\$5.92	1934	\$4.54	1933	\$4.17	1932	\$5.69
1931	\$8.66	1930	\$11.80	1929	\$12.20	1928	\$10.80
1927	\$9.63	1926	\$9.16	1925	\$8.24	1924	\$8.14
1923	\$7.90	1922	\$7.19	1921	\$9.41	1920	\$12.90
1919	\$12.30	1918	\$11.00	1917	\$9.07	1916	\$7.74
1915	\$7.73	1914	\$7.92	1913	\$7.11	1912	\$6.04
1911	\$6.42	1910	\$6.43	Source: NASS/USDA (\$/cwt.)			
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Genomic Challenges and Advancements for Our Members:

This fall your CAA started distributing the low density, less expensive, Zoetis i50K genomic panel to our members. We also updated the calibration of the Zoetis 50K high density panel.

Like all changes, there was a vast learning experience with this change but also a lot of excellent benefits. One benefit was strong validation of your CAA blending programming, which is what we use to create GE-EPDs (EPD plus the genomic information = genomically enhanced EPDs). GE-EPDs that we evaluated for animals were extremely close (within one pound (1 lb.) or even the same!) as their NCE EPDs a whole year later!

A secondary value members receive when they use the genomic tests are Zoetis percentile rankings — which are where their animal ranks against all those that are genotyped in North America. Due to several factors, including different breeding philosophies than the more balanced one that Canadian members prefer, the new 50K Percentile Ranks were very biased for several traits. In order to provide CAA members with optimal description of their genetics, as well as the best breeding and marketing tools your CAA has worked with Zoetis to correct these biases by delivering the Zoetis Percentile Rankings based on animals genotyped within Canada. This should be in place before the end of the year.

Unfortunately, the first Angus bull sale of the year, the Cudlobe sale, was affected by the biased Zoetis Percentile Ranks which were included in their catalogue. We have worked with Zoetis to support Cudlobe Farms and ensure that this has a limited effect on their operation. And based on reports from their sale this afternoon, I would say there was no negative impact whatsoever...

In case you are interested: How do members achieve a Gold Star?

- 1. One (1) error will negate a gold star;
 - a. This being said if the member receives RFI's because of unavoidable circumstances, ET calves for example this is not considered an error;
 - b. A bull not being DNA'd is considered an error;
- 2. Gold Stars may be given out for any work that is done to a superior standard;
 - a. DNA resulting in registrations being completed in a timely manner;
 - b. Weights being sent in with no errors and done in a timely manner;
- 3. Gold Stars are a way of rewarding our membership for a job well done that is in essence making our lives easier by having all the back-up and information in place before proceeding;
- 4. Gold Star members will be rewarded with a 15% off certificate for one item at The A Store;
- 5. Gold Star members will be mentioned in our monthly newsletter.

Canadian Angus Association Introduces Partner of the Year Award Inaugural Award Presented to Hero Certified Burgers: *Press Release*

November 13, 2015: for immediate release

ROCKY VIEW COUNTY, AB - The Canadian Angus Association is pleased to present the inaugural CAA Partner of the Year Award to Hero Certified Burgers. Hero Certified Burgers is a quick-service restaurant franchise chain that operates in Canada, with locations concentrated in Southern Ontario and Buffalo, New York. The chain was founded in 2003 by John Lettieri.

The Canadian Angus Association introduced the Feedlot of the Year Award in 2011 to recognize feedlots that promote Angus to their customers and that feed Canadian Angus Rancher Endorsed tagged cattle. In 2014, the award program was expanded to recognize the CAA Partner of the Year to acknowledge important partnerships and other sectors of the supply chain that promote Angus beef to the public and appreciate authentic Angus beef.

"We chose Hero Certified Burgers to receive this inaugural award because of their commitment to using Angus beef that is both verifiable and Canadian," says Rob Smith, CAA CEO. "Hero Certified Burgers has been a member of the Canadian Angus Rancher Endorsed program since its launch in 2009. We are pleased to be able

to formally and publicly celebrate their continual efforts to promote Canadian Angus beef to consumers in Canada and now in the United States with the launch of their first New York location.

"Hero Certified Burgers has proven to be a valued partner of the Canadian Angus Association," adds Smith. "They are eager to collaborate with our Association." Past collaborations have included sponsorship of the Angus National Show at the Royal Winter Fair and the CAA National Convention in 2013 in Guelph, Ontario. Hero Certified Burgers founder and CEO John Lettieri was also a guest speaker at the CAA Annual National Convention in Lethbridge, Alberta in 2012.



Lettieri founded Hero Certified Burgers after finding it nearly impossible to find an Angus burger with real cheese outside of high-end restaurants and hotels. Beretta Farms is Hero Certified Burgers' exclusive Canadian Angus beef supplier. Beretta Farms sells Angus beef in Ontario, just outside the Greater Toronto Area. They have also supported the Canadian Angus Rancher Endorsed program since its inception. "Partnering with Beretta Farms was a natural fit, allowing us to maintain the same attributes while increasing local production and attaching an incredible all-Canadian story to our brand," says Lettieri.

Hero Certified Burgers is a Canadian quick-service casual restaurant that began in 2003 focusing on using food products from vendors that adhere to sustainable practice. They specialize in hamburgers, using only all-natural 100% Canadian Angus beef raised range-fed without the use of hormones or antibiotics. For more information about Hero, please visit: www.heroburgers.com.

We changed the Feedlot of the Year award this year to include partners so 'Feedlot' or 'Partner of the Year' in either eastern or western Canada. This was done to expand our ability to recognize organizations, companies, feedlots and farms that go 'above and beyond' to promote Angus further down the value chain from the nation's cow/calf producers. To choose the recipient we look at people and businesses with whom we have relationships amd who have done something exemplary for the Angus breed in the past. We also, in certain circumstances, consult with other industry stakeholders for nominations and consultation in ranking our choices to determine the winner. We recognize that it takes many different roles to get our beef to the plates of our consumers and when we see an organization that is doing something to help support our beef industry we want to ensure they know we appreciate their role in the industry.

2015 CAA Member Survey

After a month of polling with weekly reminders via e-mail and a mail-out to every member identifying standard post as their CAA Communication Preference, we have results! And we have more results this year than last!

And not only do we have MORE results, but the level of Member Satisfaction has improved year-to-year.

2014

- 193 total responses including French;
- 8.4% response rate which, on a 1000+ sample size, is HIGHLY statistically significant;
- Member Satisfaction
 - 54.9% very satisfied
 - 32.4% somewhat

- 87.3% Satisfied

- 9.4% service needs improvement

2015

- 257 total responses including French;
- 11.2% response rate which, on a 1000+ sample size, is HIGHLY statistically significant;
- Member Satisfaction

- 56.0% fully satisfied (+1.1%) - 35.0% somewhat (+2.6%)

- 91.0% Satisfied (+3.7%)

- 4.7% service needs improvement (-4.7%)

Regarding the Board-requested question of, "What are your financial priorities for the CAA over the next 5 years?" The results are as follows:

- 7.4% building cash reserve;
- 48.0% debt reduction; and
- 44.6% enhance member services.

I have included all of the responses to your other two 'open-ended' questions for your consideration.

Canadian Junior Angus Association and Foundation Report

Submitted respectfully by CAA Junior Coordinator and CAF Executive Director Belinda Wagner

The CJAA Newsletter and Calendar were mailed to the CAA membership list and calendars were also available at the Angus booth at Canadian Western Agribition. They have been well received.

The CJAA donation heifer at the Masterpiece Sale once again had very strong support with over \$13,000 raised for the scholarship fund. The lucky winner of the 'pick of 2015 heifers' from Thistle Ridge Ranch, Ben & Carol Tams & family of Taber, AB was Evergreen Lane Farm, Munroe Lehne, Amisk, AB. We are working on getting invoicing finalized.

There was a good group of CJAA Directors on hand at CWA to work on the fundraiser, which was nice to see.

Notes from our Eastern Canada Manager, Cheryl Hazenberg

I met <u>a lot</u> of people at all the events I attended this month. I am trying to connect with as many people as I can (members, commercial, industry) so they are aware that we have official CAA representation in the east.

November 3rd & 4th, 2015 – *The Forum on Canada's Agri-Food Future*, Ottawa

CAFF was an extremely interesting conference. Hosted by Canadian Agri-Food Policy Institute (CAPI) and Canada 20/20 it brought together a wide range of people from across the Agri-food sector in Canada but was primarily made up of bureaucrats. Beef Farmers of Ontario were the only other beef primary producer group represented along with CAA. The theme for the conference was "Can Canada become the most trusted food source in the world?" It was disappointing to see the lack of primary producer involvement considering

outcomes from these types of meetings will cause a shift in Canadian Agriculture. Presenters and discussion centered around Canada's current position in the world and how to enhance that position. A few notables:

- Dr Lutz Goedde (McKinsey & Company) refers to Canada as a *lagger* not a *leader* in agriculture. We are 'meeting the bar' with good systems but are not leaders;
- Many countries including France view Canada as maple syrup and Ice Wine (Catherine Moreddu, OECD);
- Canadians as a whole are complacent; entrepreneurs tend to reach a certain size then stop growing and investing in their business (Amanda Lang);
- Trish Sahlstrom (A & W) spoke about their shift in sourcing products, continually pointing out that industry "doesn't get it" and noted that A&W isn't a big enough company to change consumer preferences. I have heard her speak at a number of events over the past few years and this was the worst I have ever seen her throw beef producers and industry organizations 'under the bus';
- Karen Ross (California Department of Food & Agriculture) tells us that they farm in California because people <u>allow</u> them to. Water efficiency has been improved because of recent drought and consumers want to know what producers are doing to protect land, family and environment;
- Joanne Bays (Farm to Cafeteria Canada): local food movement is not a fad, research shows it's here to stay.

The forum was part of an ongoing consultation process and the next phase will be released in January, 2016 by CAPI. By the end, our group came to the conclusion that we can't tell people to trust us; we have to earn it and we can lead other markets down the road but we cannot think we can just tell them to trust us.

November 6th-8th, 2015 – *Royal Agricultural Winter Fair*, Toronto

I was able to meet many breeders over the course of the weekend and visit with many CAA members that I know. Consumer outreach is a big part of the Royal and I spent some time at the OAA booth and in the stands during the show answering questions from curious onlookers. The Royal Elite sale on Friday night was successful for all consignors. The show was of the utmost quality; we presented the Eastern Partner of the Year award to Hero Certified Burgers and Angus swept the Supreme event on Sunday evening. It was an extremely successful weekend. Some good discussion came from it including a conversation with a new member about how to create the true-type Angus animal. He comes from a Holstein background and would really like to see this: take the top Gold Show winners from past 5 years as a starting point and use current highly respected Canadian judges to create model.

November 10th, 2015 – *Friends of 4-H Reception*, RAWF

I got to meet the Canadian 4-H Council Board of Directors as well as members of the Global 4-H Board of Directors. It was an interesting evening and learning about an upcoming Global 4-H event that will be held in Ottawa in 2017 was very exciting. I have volunteered to assist in the planning of this. Angus has supported 4-H Canada for many years and it was nice to receive some recognition.

November 24th–28th, 2015 – *Canadian Western Agribition*, Regina, SK

Another successful run at Agribition. Lots of people around and I continue to be amazed at how hard it is to cover everything even with 4 of us in attendance. We wrapped up the 2015 Gold Show Program on Friday night and presented all the awards. I spent some time on Saturday at the SK Angus booth selling "A Store" items which were really popular. I also worked through 2 separate registry specific problems with members while there. Always a great week to catch up with members and industry representatives. Meeting Nuffield requirements added to the stress of the week but I appreciate the flexibility and patience as I tried to attend as much of both events as possible.

November 29th & 30th, 2015 – Angus Central for Christmas party and strategic planning meetings.

Canadian Angus folks... in the news...

News Releases:

- New intern hire Taylor Isley
 - Everything Angus website: http://www.everythingangus.com/NML/view.asp?ID=273&CID=7
 - November 12th Gateway Gazette: http://panopticnews.com/gatewaygazette/canadian-angus-association-hires-commercial-angus-identification-and-performance-program-coordinator
 - Angus Journal Virtual Library: http://www.api-virtuallibrary.com/eList-archive/Angus-Elist/Past-Volumes/2015/11nov15/11-10-15.html
- o New CAA Partner of the Year Award and recipient Hero Certified Burgers
 - Hero Burgers blog: http://heroburgers.com/blog/hero-wins-the-caa-partner-of-the-year
 - November 17th Gateway Gazette: http://panopticnews.com/gatewaygazette/canadian-angus-association-introduces-partner-of-the-year-award-inaugural-award-presented-to-hero-certified-burgers
 - November 24th Rocky View Weekly (attached)

Megens Cattle Company, CAA member #5279387, Goodwood, ON, is on the cover of 2016's *Farm & Food Care Calendar*. How great to see beef and, specifically, Angus on the cover. A link to their video is below:

http://www.farmfoodcare.org/calendar-videos/2016/january.php.

National Show coverage in the Lloydminster Meridian Booster:

http://www.meridianbooster.com/2015/11/08/national-shows-to-thank-for-for-tremendous-turnout

Royal Winter Fair coverage: http://www.newswire.ca/news-releases/its-an-angus-sweep-at-the-royal-as-supreme-champions-crowned-543955632.html

Photo in the November 12th Western Producer: Teagen King, 10, of Kitscoty, AB shows his Red Angus yearling heifer during the 37th Annual Stockade Roundup in Lloydminster November 7th.

Story on Grant & Tanya Chittick and post-Farmfair tour:

http://www.mayerthorpefreelancer.com/2015/11/16/world-comes-to-local-farm

One article and one mention in November Canadian Cattlemen magazine (attached to this e-mail)

- o Mexico Bound: story on Grant & Tanya Chittick and Mexican desire for Canadian beef genetics
- o Photo and mention of Canadian delegation to WAF in Mexico

Six articles plus an editorial in the November 19th issue of The Western Producer

- o Cover page: Families reign supreme at cattle show
- o Breeder and past CAA director Dawn Wilson quoted in Farmfair article: Health of cattle industry reflected in event's attendance
- Editorial about the cover photo featuring Rob and Halley Adams: "Capturing the moment when Rob and Halley Adams found out their Red Angus cow and calf won the Supreme show at Farmfair was magic—for us, and we hope, for our readers."
- Article about the increased demand for Certified Angus Beef products at the expense of commodity beef: Branded beef said to be replacing commodity product
- David & Shane Conrad prepping cattle for Edam, SK Fall Fair included in pictorial: There's always work to do at the fair
- o Article on the Chittick family: Alta. Cattle producers not a one-breed family
- o Article: Red Angus win top prizes at Stockade show

Two articles plus a pictorial in the November 26th issue of the Western Producer

- o Randy Tetzlaff checking tattoos in pictorial: Everyone's getting ready for the big show
- o Article on the Hextall family of Grenfell, SK: Industry involvement keeps cattle producers busy

Article on the demand for Canadian Angus beef and Certified Angus Beef at Earl's restaurants:
 Restaurant eager to satisfy demand for local beef

The November 30th edition of the Huffington Post identified a cow infected with BSE as being a Black Angus:

http://www.huffingtonpost.ca/2015/11/30/mad-cow-disease n 8684046.html

CAA News Bits and Bytes...

November was our biggest month in 5 years for submission of weights. This dramatically increased our metric for this year and guaranteed the largest year in CAA history for submission and processing of weights.

Registrations maintained through November to keep us on pace for the 2nd biggest year in recent history, estimated to complete the year 822 lower than 2012.

We set up a Dropbox folder for all of the Mexico World Angus Secretariat participants to post their photographs into. This form of sharing adds a lot of value for our participating members and we get access to their excellent pictures and images. Many thanks to Kajal for setting this up and sharing it with our members. Also, Keltey put the CAA logo on all of Kajal and my pictures so they are effectively labelled CAA for any use.

It was my personal GOAL that we would exceed 5,000 'Likes' for our Canadian Angus Association page on Facebook. We achieved this in mid-November and are still growing. We have more than any other breed association save for American Angus, who have 102,406... so we have <u>a ways</u> to go to catch our AAA friends!

On November 30th we began distributing outstanding 'Request for Information' actions to CAA membership by e-mail. As requested by many members, we will send these 'actions' to members monthly, in hopes this will assist them in achieving registration quicker on their animals for which additional information is required.

While I am away this next week (goldbricker!!!), my team will assemble and stuff CAA member packages on Friday, December 11th for the 2016 Member Renewal and Herd Inventory mail-out. These will start hitting Canada Post next Monday, December 14th and hopefully lead to quicker action on the part of our members.

You should see the expressions on the faces of our annual Gold Show 'All Star Team' award recipients when we give them this 'good' news! The degree of appreciation for their investment of pride, effort and expense is almost overwhelming. I look forward to 2017 and the new building when we will be able to adopt a new format for these honours, most likely a 'free' Angus fraternity lunch on Friday together with these awards.

While not technically an Angus breeder, Gary Smith's passing this past month leaves a significant 'hole' in the number of Canadian international exporters that operate. Gary was a pioneer in this field, first with Mexico in the 1980's and continuing into China in the 1990's and Russia and Kazakhstan in the past 10 years. Of course, more Angus cattle were sold than any other breed, so his leadership and commitment will be missed. He was a great man who helped our breed a great deal so the loss is major. Given that we also lost Leonard Friesen and Harry Haney this past month it kind of feels to me like a shifting of industry leadership and influence. The respect for Harry Haney is highly measurable by our Facebook page. I posted a tribute to and picture of him on Thursday, December 3rd. By Sunday evening, this has been 'Liked' by 128, 'Shared' by 60 and 'Seen' by 13,726.

Our Staff Team Strategic Planning on December 1st yielded great results. Tina is compiling the document right now and matching it up with the Actions suggested by the Joint Working Session back during Convention.

Speaking of Convention... how about the 2016 version! As our preferred carrier, Air Canada is offering a 10% discount on flights from anywhere in Canada to Quebec City June 1st-21st, 2016 using the code <u>DJD8DDT1</u>.

Well now... how about 2017?!?! We made initial contact with the Manitoba Angus Association about their hosting in about 1½ years from now. There are elements of our Convention that require A LOT of lead time!

After 2 years and multiple applications, we FINALLY got our new CAA logo registered as a TRADEMARK by the federal government. It wasn't quite what we wanted – it is limited to promotional items – but it is done!!!

Allflex is running free custom printing on A Tags again this year, each year this is a successful promotion. This promotion runs from December 1st until March 31st.

Our CAIPP intern, Taylor Isley, is making impressive progress on this initiative, as well as some others:

- Started a video series that we will post on YouTube called Genetics University;
- Completed a brochure describing CAIPP and including examples of what participants will receive;
- Completed a survey that will be filled out by commercial producers regarding CAIPP;
- Made a video describing genetic conditions, how to test for them and how to read Geneprob analysis;
- Presented detailed annual work plan for CAIPP development and progress, including focus groups.



Please be advised that, starting this year, we are offering CAA ornaments to hang on your Christmas tree!

Each year we will have a different one marked with the current year and our CAA TRADEMARKED logo.

There are only 250 available so if you would like one or want to get some as gifts please let us know quickly. We are down to only a few left and we anticipate these will become annual Collector's Items.

I have attached the "Action Plan" summary from last June's 'Joint Working Session' during Convention between CAA and the regional associations. The CAA staff used this as a 'touch point' for our strategic planning session on December 1st, and will report later this month on which initiatives are being implemented in 2016.

I have also attached a copy of the Position Description and Profile for the new Director, Business Development Team: Saskatchewan/Manitoba position we will be filling this spring. Given upcoming copy deadlines for regional publications, please include the first two pages condensed into an advertisement for this in both the Manitoba and Saskatchewan magazines. Any other region wanting to promote this is very welcome to do so!

CAA Contacts and Partners – CEO

- November 1st-5th: American Angus Association National Convention: Kansas with Tammi and Kajal;
- November 10th: CAF Building the Legacy 5 meeting with Quebec Angus: teleconference with others;
- November 13th: Alberta Gold Show: Edmonton Farm Fair with Tammi, Brian and Karla;
- November 20th: Memorial Service for Gary Smith, Alta Exports: ORE Cow Palace, Olds, AB with Brian;
- November 24th-28th: Canadian Western Agribition (shows are on the 26th): Regina, SK + Tammi, Cheryl/Karla/Brian; Further, Cheryl did her final Nuffield Fellowship presentation in Regina on the 27th, which was very exciting!!!
- November 30th: Zoetis team regarding a CAA member problem with GE-EPDs: teleconference with Kajal;

Other Staff

- November 3rd-4th: Canadian Agri-Food Policy Institute's Forum on Canada's Agri-Food Future 2015: Ottawa Cheryl;
- November 5th-7th: National Angus Show at 37th Annual Stockade Roundup: Lloydminster, AB Brian/Karla;

- November 6th-8th: Ontario Gold Show: RAWF, Toronto Cheryl;
- November 10th: Friends of 4-H Canada Reception: RAWF, Toronto Cheryl;
- November 12th: Farmfair International Reception: Northlands Park, Edmonton Expo Centre, 5:30 p.m.

Upcoming Meetings and Events:

- November 30th to December 8th: Annual CAA staff review and planning: Angus Central;
- December 1st: CAA staff strategic planning session: Angus Central;
- December 3rd: Webinar on #Farm365 by Farm Management Canada and Ag More Than Ever Cheryl;
- December 4th: Riverstone Cattle Co. "Forged in Fire" heifer calf sale: ORE Cow Palace, Olds, AB Rob;
- ➤ December 5th: Ontario Angus Association Futurity: Orangeville, ON Cheryl;
- December 5th: Canadian Red Angus Promotion Society Meeting: Angus Central Karla to assist with planning;
- December 7th-9th: Alberta Beef Producers Annual General Meeting: Sheraton Cavalier Hotel, Calgary, AB;
- December 9th-13th: SK / MB Angus sales trip: Regina, Saskatoon, Brandon, Peebles Rob;
- December 9th: Supporting the Advancement of Women in Agriculture focus group: Guelph, ON Cheryl;
- December 10th: FCC Forum: London, ON Cheryl;
- Thursday, December 10th to Tuesday, December 15th: business trip to Saskatchewan and Manitoba;
 - Thursday, December 10th: Blairs.Ag & Six Mile Angus "Genetic Focus" sale Regina;
 - Friday, December 11th: Touch of Class sale Saskatoon;
 - Saturday, December 12th: Pasquia Red Angus dispersal sale Saskatoon;
 - Sunday, December 13th: Mar Mac Farms "New Generation" sale Brandon;
 - Monday, December 14th: CAA member engagement;
 - Tuesday, December 15th: Johnson Livestock Female sale Peebles;
- > December 10th: FCC Forum: London, ON Cheryl;
- December 10th: AdFarm Christmas Open House: Calgary, AB Karla and Keltey;
- December 11th: Meeting with CBBC to discuss the 2015-16 AgriMarketing program: Calgary, AB Tina;
- December 14th: Meeting with Allflex and Destron Fearing Canada: Calgary, AB Byron & various staff;
- December 15th: Meeting with One Earth to discuss CAIPP and promote interest: Angus Central various:
- December 16th: Canadian Beef Breeds Council Board of Directors Meeting: ABP Boardroom Rob;
- December 16th: Meeting with Hugh Nivison, Manager Director, ABRI: Angus Central Stacy, Kajal, Rob;
- December 17th: Canadian Angus Foundation Board of Directors Meeting: teleconference at 5:00 p.m.;
- December 18th: Quarterly (Q4) Regional Association Meeting: teleconference Rob and all senior staff;
- December 29th-30th: Sandy Bar Angus Dispersal Sale: Aneroid, SK Rob and Brian;
- > January 8th-11th: Red Angus Association of America activities: National Western Stock Show, Denver, CO;
- > January 9th: Manitoba Angus Association Annual General Meeting: Victoria Inn, Brandon, MB Rob;
- > January 14th-16th: Ontario Cattle Feeder's Convention: London, ON Cheryl;
- January 17th: Maritimes Angus Association Annual General Meeting: Amherst, NS Cheryl;
- ➤ January 19th-21st: Ag Days: Brandon, MB Cheryl will be selling Canadian Angus Rancher Endorsed tags;
- ➤ January 20th-22nd: Saskatchewan Beef Industry Conference: Saskatoon Inn Saskatoon, SK Rob;
 - SAA Annual General Meeting will be on Friday, January 22nd;
- > January 20th: Alberta Cattle Feeders Association Annual General Meeting: Coast Lethbridge Hotel Brian;
- > January 24th-26th: Canadian Angus Association Winter Board of Directors Meeting: Angus Central;
- ➤ January 27th-30th: 118th Annual Cattle Industry Convention & NCBA Trade Show: San Diego, CA Rob;
- February 9th: BIO Annual General Meeting: Mallot Creek Boardroom, Elora, ON Cheryl;
- February 13th-15th: GOAL (Guiding Outstanding Angus Leaders) Youth Conference: Ottawa, ON Rob, et al;
- February 17th & 18th:Beef Farmers of Ontario Annual General Meeting: Toronto, ON Cheryl;
- February 17th-19th: Alberta Beef Industry Conference: Sheraton Hotel, Red Deer, AB Rob:
- February 28th: Quebec Angus Association Annual General Meeting: St. Hyacinthe, QC Cheryl;
- ➤ March 5th: Ontario Angus Association Annual General Meeting: Milton or Guelph, ON Cheryl;
- March 23rd: Canadian Beef Breeds Council Annual General Meeting: Port 'O' Call Inn, Calgary, AB Rob;

- March 28th & 29th: Advancing Women (in Agriculture) Conference: Hyatt Regency, Calgary, AB;
- > April 13th & 14th: Agricultural Institute of Canada Conference: Ottawa, ON Cheryl;
- > June 6th-13th: CAA National Convention, including CAA Board of Directors Meeting: Quebec City, QC;
- > June 14th: Alberta Livestock and Meat Agency (ALMA) FutureFare 2016: River Cree Casino, Edmonton, AB;
- ➤ June 14th-16th: Beef Improvement Federation (BIF): Manhattan, KS Kajal;
- ➤ July 23rd-27th: International Society for Animal Genetics (ISAG): Salt Lake City, Utah Kajal;
- ➤ July 28th-30th: Canadian Junior Angus Association National Junior Show ShowDown: Truro, NS;
- August 9th-11th: National Beef Convention: Calgary, AB Rob is Co-Chair of this new national venture;
- > September 6th-10th: Red Angus Association of America National Convention: Oklahoma City, OK with David/Kajal;
- > October 18th & 19th: 7th Annual Livestock Gentec Conference: Delta Edmonton South Kajal;
- November 5th-7th: American Angus Association National Convention: Indianapolis, Indiana with David;
- November 21st-26th: Canadian Western Agribition: Regina, SK;
- > June 5th-12th, 2017: CAA National Convention, including CAA Board of Directors Meeting: Brandon, MB;
- June 15th-July 2nd, 2017: World Angus Forum: a week in England, around four days of World Angus Secretariat during the Highland Show around the 20th, then a week in Scotland for a total of 18 days;
 - o http://worldangusforum2017.com/;
- November 4th-6th, 2017: American Angus Association National Convention: Fort Worth, Texas;
- November 3rd-5th, 2018: American Angus Association National Convention: Columbus, Ohio;
- > September, 2019 (tentative): World Angus Secretariat: Uruguay;
- November 2nd-4th, 2019: American Angus Association National Convention: Reno, Nevada;
- > 2021: World Angus Forum: Australia.

Upcoming CAA Office closures

Please note that your CAA office typically closes at noon on the Friday prior to a long holiday weekend ...

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Thursday, December 24<sup>th</sup> – Christmas Eve: Christmas season 'floater' day:
National STATUTORY - Friday, December 25<sup>th</sup> - Christmas Day;
Alberta OPTIONAL - Monday, December 28<sup>th</sup> - (deferred) Boxing Day;
National STATUTORY – Friday, January 1<sup>st</sup>, 2016 – New Year's Day;
Alberta STATUTORY – Monday, February 15<sup>th</sup> – Family Day (3<sup>rd</sup> Monday in February in BC, AB, SK, ON);
National STATUTORY – Friday, March 25<sup>th</sup> – Good Friday;
Alberta OPTIONAL – Monday, March 28<sup>th</sup> – Easter Monday;
National STATUTORY - Monday, May 23<sup>rd</sup> - Victoria Day;
National STATUTORY - Friday, July 1st - Canada Day;
Alberta OPTIONAL – Monday, August 1<sup>st</sup> – Heritage Day;
National STATUTORY – Monday, September 5<sup>th</sup> – Labour Day (1<sup>st</sup> Monday in September);
National STATUTORY – Monday, October 10<sup>th</sup> – Thanksgiving Day (2<sup>nd</sup> Monday in October – not in NB, NS, NL);
National STATUTORY - Friday, November 11<sup>th</sup> - Remembrance Day (not in NB, ON, QC, NS);
Friday, December 23<sup>rd</sup> – Christmas season 'floater' day;
National STATUTORY – Sunday, December 25<sup>th</sup> – Christmas Day;
Alberta OPTIONAL – Monday, December 26<sup>th</sup> – (deferred) Boxing Day;
Tuesday, December 27<sup>th</sup> – (deferred) Christmas Day.
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The Alberta Code lists nine official general holidays (statutory holidays). The Code allows an employer and its employees by agreement to designate any other day as a general holiday. An employer who wishes to designate any other day as a general holiday may do so under the Code. For example, Boxing Day (December 26), Easter Monday (First Monday following Easter), and Heritage Day (First Monday in August) are not recognized general holidays. However, an employer may designate any of these days as general holidays if it wishes. If an employer designates one of these days as a general holiday, all rules pertaining to general holiday pay will apply.