Canadian Angus Association Annual Report 2002

# **CANADIAN DIRECTORS**

#### **BRITISH COLUMBIA**

Howard Peto - Term expires June 2006

#### **ALBERTA**

Doug Allen - Term expires June 2004

Don Mackenzie - Term expires June 2005

Dyce Bolduc - First term expires June 2004

John Lee - First term expires June 2005

George Buttimer - First term expires June 2005

# SASKATCHEWAN

Larry Toner - First term expires June 2004

Keith Kaufmann - First term expires June 2005

Barry Young - First term expires June 2005

#### MANITOBA

Blaine Canning - First term expires June 2005

#### **ONTARIO**

John Duivenvoorden - First term expires June 2004

# QUEBEC

Stan Christensen - Term expires June 2003

Pierre Laberge - Incoming 2003 director - First term expires June 2006

#### MARITIMES

Harry (Buddy) Loane - First term expires June 2005

# **ASSOCIATION STAFF**

Doug Fee - CEO

Maureen Armitage - Office Manager/Chief Financial Officer

Elizabeth (Libby) Laycraft - Breed Development

Alan Deacon - Breed Development

Kaylen Williams - Breed Development

Brian Good - Commercial Liaison

Sharmayne Byrgesen - Chief Registrar

Reen Zacharias - Assistant Registrar

Iulie Brewster - Assistant Registrar

Alexa Birchall - Assistant Registrar

Shannon Mabley - Assistant Registrar

Tina Silieff - Secretary/Receptionist

# COMMITTEES

#### **EXECUTIVE**

President Doug Allen (President is ex officio member of all committees) President Elect Don Mackenzie Past President Stan Christensen Finance Chairman Larry Toner

#### FINANCE

Chairman Larry Toner Vice-Chairman John Duivenvoorden Don Mackenzie

#### **BREED DEVELOPMENT**

Bill Bateman

Mabel Hamilton

Chairman Dyce Bolduc Vice-Chairman Blaine Canning Keith Kaufmann Don Mackenzie Rob Holowaychuk

#### PROMOTION AND ADVERTISING

Chairman Howard Peto Vice-Chairman John Duivenvoorden Sandra Carles Betty Larsen Gordon Roger

#### BEEF

Chairman John Lee Vice-Chairman Keith Kaufmann

#### **EXPORT**

Chairman Dyce Bolduc Vice-Chairman Barry Young

# JUNIOR ACTIVITIES

Chairman Harry (Buddy) Loane Vice-Chairman Don Mackenzie

#### SHOW AND SALE

Chairman Barry Young Vice-Chairman George Buttimer

#### POLICY

Chairman Stan Christensen Vice-Chairman Blaine Canning

# CANADIAN ANGUS FOUNDATION LIAISON

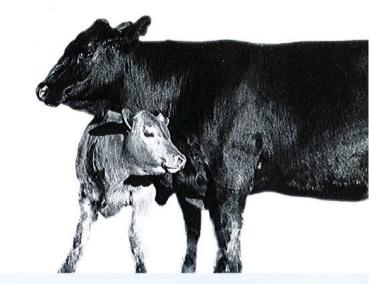
Larry Toner

# **PROVINCIAL REPRESENTATIVES**

REGION	PRESIDENT	SECRETARY
British Columbia	Jack Brown	Diana Grimshire
Alberta	Cecilie Fleming	Val Buttimer
Saskatchewan	Laird Senft	Belinda Wagner
Manitoba	Daryll Logeot	Arlene Kirkpatrick
Ontario	Bob Manning	Dianne Miller
Quebec	Audrey Jack	Trudy Beaton
Maritimes	Eric Dixon	Betty Lou Scott
Red Angus	Shelly Ann Dodgson	Lynnette Hochstein
Promotion Society		

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# PRESIDENT'S MESSAGE

Aberdeen Angus, Angus, Black Angus, Red Angus is how this great breed has been referred to over the past 100-plus years. The marketplace has seen a myriad of changes in this time. The breed has also seen many changes for better and for worse. Those of us who have been faithful to the breed can pat ourselves on the back because in the end we have managed to maintain the purity and quality of the Angus breed, the breed's maternal superiority, its ability to survive in any environment. Your challenge is to maintain this heritage into the future.

As the breed goes so goes the Association. There are many varied opinions on how the Canadian Angus Association should be operated and what our responsibilities are and should be.

At this time we have embarked on a board and management format called policy governance. This program may seem a little foreign to those of us down on the farm with our own independent situations. The board feels it necessary to keep pace with the new world order of business.

The number one priority is still to maintain breed registry, and breed purity. Other major priorities still include beef program promotion, performance programs, and other member services.

Beef programs have been probably the most talked about and controversial all year. Certified Canadian Angus was off like a rocket with sales over 5 million pounds in one year, five times the tonnage in any previous year. Our Beef Market Development Officer, Tony Maciocia, was doing an absolutely fantastic job of promotion.

Then the bombshell: Certified Angus Beef officially served notice of legal action. After meetings and lobbying it was apparent there was no controlling it. The best option was to change the name and not spend a bundle on legal fees for a case we may or may not win. Having come to an agreement, our next roadblock: Cargill has decided to go it alone. On first thought this was another devastating blow, but on further consideration this wasn't as bad as it might seem.

On reflection we have pushed the words Angus, Beef and Canadian to a new level. Our program has shown the industry the importance of maintaining a level of at least 50% Angus genetics in all carcasses, which is a major flaw in the Certified Angus Beef program. Our product was winning hands down every time. Now our breed and you as breeders can be happy in the knowledge that there are at least five programs in Canada promoting Angus beef and using our protocol as a model for their programs.

This brings me to tag sales. Sales were a little slow to start in 2002. As of February 2003 sales are surging ahead. It is now more important than ever to push tags as buyers are using them as a measuring stick in purchasing cattle, fats and feeders. Last fall saw a 2-3 cent premium for green tag Angus when compared within breed.

The Association will be keeping up advertising and promotion of the tag program and will support all of the Angus branded beef programs in Canada which show integrity in any way possible with the resources available. We will also increase promotion of the superior traits of the Angus cow and Angus bull.

Our performance program is progressing as we had hoped. We now have both black and red EPDs coinciding with the American black and red associations. The next step is promoting the use of ultrasound data to generate carcass EPD's.

I would congratulate the men and women who work behind the scenes in the Angus office and travel the roads on our behalf. They are busy and do an exceptional job. Thank you to them.

It has been a year of challenge and it has also been an honour and privilege to serve as president of the Canadian Angus Association.

Respectfully,

Doug Allen President

# **CEO'S REPORT: RAISING THE STANDARDS**

Human nature indicates we are a competitive species, always interested in going higher, farther and faster. It seems natural to demand of ourselves and those around us to continue to do better, improve or just do more.

Angus breeders should be pretty pleased with the performance of their breed and their Association for the past several years, but that should not preclude you from looking for improvements or raising the standards.

The past year saw another year of success for the Association, with significant growth in all regions of the country except one. The widespread drought in Alberta was cause for serious concern but also provided more proof of the strength and benefits of the easy-keeping Angus breed.

In this, my ninth annual report to the membership, I remain as enthused and optimistic about the future of the Angus breed in Canada as I ever was. Although my confidence is no guarantee of future success, every indication is that the growing influence of Angus cattle in Canada will be sustained for quite some time.

The growth of the green-tagged cattle in the Canadian Angus Certification Program was impressive. In spite of administrative frustrations caused by poor service and delayed shipments from one of our suppliers, we have now issued over five hundred thousand tags. Complementing the tag sales are our fall Angus-influenced feeder calf sales. Purebred breeders who came out and supported these sales and their commercial customers are to be commended. Their commitment helped raise the standard of involvement and was certainly appreciated by commercial Angus producers.

2002 also saw the culmination of several years of consultation and development as we participated in a combined joint evaluation with the Red Angus Association of America. We now have North American EPDs available, due to cooperation with both American Angus associations, and can compare our EPDs.

2002 saw the Association move to a system of total data collection from performance herds. The move was not without growing pains and complicated by the severe drought in the prairies that forced many producers to wean early and even to disperse cattle in order to find adequate grazing. In spite of the problems, the new requirements appear to be well accepted and will ensure that future genetic evaluations are more accurate and meaningful. Those members who choose not to participate in the performance program and genetic evaluations may still maintain their pedigrees and simply do not need to submit their performance data.

The year saw a significant addition to our genetic evaluations as we introduced carcass EPDs based on ultrasound data. With the proliferation of quality branded beef programs and the emphasis on marbling, this carcass data is becoming increasingly important.

Last year we unveiled a new branded beef program in cooperation with Cargill. Our marketing of Certified Canadian Angus was tremendously successful and described as the "fastest growing branded beef program in Canada." The low point of our year was when Certified Angus Beef LLB filed a lawsuit against our use of the word "Certified". Although legal opinion held that we could win the lawsuit, the Association agreed to a name change rather than fight it. Subsequently, our packer partner decided to proceed

with their own branded Angus program and forego our marketing assistance. At year end, all five major packing plants in Canada have branded Angus beef programs, three of which use our "Canadian Angus Beef" identity.

The Association has almost completely moved from blood typing to DNA testing for parentage verification. There were 3405 DNA tests completed on Angus animals last year, and another 124 blood types. In addition to the testing of all sires, 108 spot tests were ordered to verify parentage on every five hundredth animal registered. We are somewhat concerned that the spot tests identified eight parentage errors. Four of these have been corrected and the pedigree amended, the other four animals remain unresolved and their papers held in the office.

Five Canadian breeders including our President, were guests of the North East of Scotland Aberdeen Angus Club for a tour of Angus herds in what they described as a "Thousand Cow Tour". The Scots were most pleased that Canadians joined the tour. Other guests were from the continent, South America and the United States. Canadian pedigrees were very obvious in the Scottish herds and the influence of our exports was clear.

The Angus world lost its Royal Patron in 2002 with the death of Her Majesty the Queen Mother. The much-loved matriarch of the Royal family was mourned by the world. I was privileged to represent Canadian Angus breeders and the World Angus Secretariat at the funeral. The Queen Mother was fondly remembered by many of our members who met her in 1985 when she opened the 5th World Angus Forum in Canada.

Our bid to host the next World Forum, scheduled for 2005, was rejected in favour of South Africa. Although disappointing, the decision is in keeping with the tradition which alternates the Forum between northern and southern hemispheres. The last Forum was scheduled for Scotland in 2001 but was cancelled because of the unfortunate outbreak of foot and mouth disease. The regular bi-annual meeting of the World Angus Secretariat will be held in 2003 in Denmark.

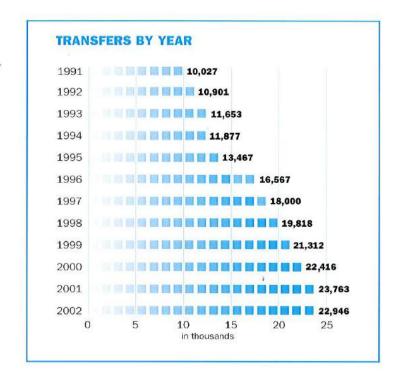
The Angus breed is prospering around the globe and Canadians have developed a positive reputation for the quality of our cattle. We cannot, however, take continued success for granted. If we are to maintain our reputation abroad and our market at home, we must continually challenge ourselves to breed the best. Quality must be maintained.

In today's competitive market, it is not enough to maintain the status quo; we all have to be looking for new and better tools to deliver a better product. Just as your challenge is on the farm, ours is in the office: we all must continue to challenge ourselves to breed the best and provide the best service in the industry. We all need to be raising the standard and accepting only the best. The future for our breed and our Association is positive if we remain dedicated to quality. If we do, the Angus influence will continue to increase for years to come.

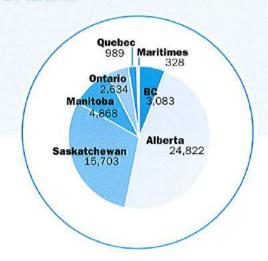
Respectfully submitted,

Doug Fee CEO





# 2002 REGISTRATIONS BY REGION

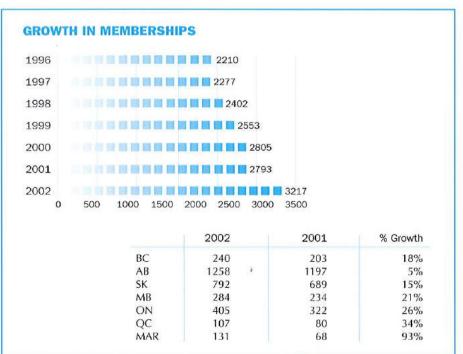




# AI & ET ANIMALS BY YEAR OF BIRTH -REGISTERED AND NON-REGISTERED

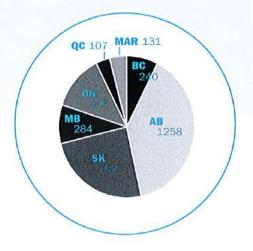
	AI	ET	Non Al/Non El
1996	9142	819	30402
1997	8829	640	35128
1998	9727	703	38212
1999	11300	865	40271
2000	12248	905	43583
2001	14172	1213	47556
2002	15423	1139	48779





# **MEMBERSHIP BREAKDOWN**

TOTAL 3217



# **MOSTLY HEAVILY USED SIRES**

# **RED ANGUS SIRES - 2002**

# **BLACK ANGUS SIRES - 2002**

Rank	Sire	Reg. #	<b>Progeny Registered</b>	Rank	Sire	Reg. #	<b>Progeny Registered</b>
1	Red Basin Sensation 702E	991759	252	1	Sitz Alliance 6595	1036949	294
2	Red Badlands Bonus 702	936225	241	2	OG L Battle Cry 427 128	871986	229
3	Red Lchmn Grnd Canyon 1244G	948971	233	3	Bon View New Design 878	981361	182
4	Red BJR Make My Day 981	846590	231	4	S A F 598 Bando 5175	994198	162
5	Red Brylor New Trend 22D	788836	214	5	DMM Dynasty 03G	906143	156
6	Red Gold-Bar King V415 107K	1016963	188	6	Vermilion Dateline 7078	1018284	149
7	Red BJR JR 105	1019108	169	7	Roths Millcreek Unique	1038572	137
8	Red SSS Bust'N 596F	851291	164	8	Alberda Traveler 416	876382	136
9	Red Bakers Century	971742	161	9	Summitcrest Hi Flyer 3B18	925250	127
10	Red SSS High Mark 272D	805674	150	10	Bon View New Design 1407	1047621	118

# **RED ANGUS SIRES - 2001**

# **BLACK ANGUS SIRES - 2001**

Rank	Sire	Reg. #	Progeny Registered	Rank	Sire	Reg. #	Progeny Registered
1	Red BJR Make My Day 981	846590	266	1	TC Stockman 365	876845	240
2	Red Forster Chief 7182ET	951171	228	2	Alberda Traveler 416	876382	233
3	Red Basin Sensation 702E	991759	202	3	Stevenson Bruno 561G	955072	221
4	Red Brylor New Trend 22D	788836	189	4	Stevenson Royce 741C	812009	161
5	Red VGW Rambler 1000	970204	159	5	O G L Battle Cry 427 128	871986	159
6	Red Badlands Bonus 702	936255	137	6	Ankonian Elixir 100	951728	154
7	Red TKP Bodacious 693	875126	135	7	S A F Fame	808742	153
8	Red Glacier Logan	777315	130	8	Summitcrest Hi Flyer 3B18	925250	137
9	Red BJR JR 107	959315	127	9	B T Ultravox 297 E	988709	120
10	Red YY Red Knight 640F	845572	125	10	Connealy Dateline	894782	105

# **FINANCE**

Raising the standards means growth and change, and the 2002 financial statements of the  $\,$  , Canadian Angus Association reflect both.

Unfortunately, the Association did not stand immune from the global market downturns. The Association's investment portfolio is valued at the lesser of cost or quoted market value, requiring a significant write-down of investments in 2002. This is not yet a material loss, as the investments have not been sold, and the investments are intended to be held long-term, allowing for possible recovery.

Revenue remained extremely strong in 2002, posting a 16% increase over the previous year. Registry revenue alone (registrations, transfers and memberships) showed a 3.5% gain. Expenditures grew at a greater rate, though, resulting in an overall operating loss. This should not, however, be viewed with alarm as the increase in expenditures was mainly associated with a one-time investment in the Angus beef program.

The most dramatic difference in the revenue and operating expenses for 2002 was the beef program. Revenue came in the form of volume levies from Cargill for every pound of Certified Canadian Angus sold, but for every dollar received in levies, the Association invested an additional sixty cents on promotion. This investment returned dividends in increased consumer recognition and demand for quality Angus branded beef.

The growth of the CACP green Angus tag program remains critical to the Association's future as it connects registered Angus seedstock directly to packers and others looking for Angus. Tags are sold at cost in order to boost involvement with the program. Other related program expenses, including commercial outreach services and support for feeder calf sales, are funded from general revenues.

Canadian Angus members welcomed a change to the fee schedule in 2003. The three-month age increments were extended to four months, giving breeders an additional month to send in their registrations. Although the change had a negative impact on the Association's cash flow in the early part of the year, the move was appreciated by many breeders who found the extra month fit better with the timing of their own management practices.

The rising cost of genetic evaluations prompted the board to extend the \$2 weaning weight from commercial animals to all animals. This change did not impact the number of weights submitted, as most members recognized that the charge helps recover the cost of a valued service.

It is important to keep in mind that the Association's financial standing is sound and positive. The balance sheet of the Association is strong with a realistic reserve that will allow the Association to carry operations forward, even in the face of any future drop in revenue. Financial management policies that stress program cost recovery and a balanced budget ensure that the Association will continue to provide to its members services that are affordable and sustainable.





# **AUDITORS' REPORT**

TO THE MEMBERS OF THE CANADIAN ABERDEEN ANGUS ASSOCIATION

We have audited the balance sheet of the Canadian Aberdeen Angus Association as at December 31, 2002 and the statements of operations, changes in net assets and cash flows for the year then ended. These financial statements are the responsibility of the Association's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of the Association as at December 31, 2002 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

Chartered Accountants

Calgary, Canada February 6, 200

# CANADIAN ABERDEEN ANGUS ASSOCIATION

**Balance Sheet** 

December 31, 2002, with comparative figures for 2001

	2002	2001
ASSETS		
Current assets:		
Cash	\$ 204,968	\$ 46,229
Accounts receivable	110,320	88,803
Prepaid amounts, CACP tag program	95,888	144,265
	411,176	279,297
Investments:		
Unrestricted	276,458	481,449
Internally-restricted (note 3)	200,749	200,749
	477,207	682,198
Capital assets (note 4)	111,039	143,327
	\$ 999,422	\$ 1,104,822
LIABILITIES AND NET ASSETS		
Current liabilities:		
Accounts payable and accrued liabilities	\$ 132,522	\$ 95,764
Member accounts	63,872	65,034
	196,394	160,798
Net assets:		
Invested in capital assets	111,039	143,327
Internally-restricted (note 3)	200,749	200,749
Unrestricted	491,240	599,948
	803,028	944,024
Commitments (note 5)		

See accompanying notes to financial statements.

On behalf of the Board:

President

Chief Executive Officer

# CANADIAN ABERDEEN ANGUS ASSOCIATION

Statement of Operations

Year ended December 31, 2002, with comparative figures for 2001

1	2002	2001
Revenue:		
Registrations	\$ 1,170,979	\$ 1,158,262
Transfers	322,640	296,234
CACP tag program	296,427	262,286
Licensing revenue	200,419	54,617
Memberships	130,293	114,750
DNA and bloodtyping	128,389	111,484
Performance weight	87,942	7,732
Grants	27,910	37,640
Other	39,671	35,283
	2,404,670	2,078,288
Expenses:		
Wages and employee benefits	641,282	544,542
Advertising	345,737	280,720
CACP tag program	301,634	253,019
Office, rent and other expenses	261,854	225,151
Provincial activity grants	154,104	152,454
Field service	144,181	100,425
DNA and bloodtyping	115,104	103,723
Directors and committees	107,115	79,963
Subscriptions and memberships	99,034	94,083
Travel	68,761	65,000
Professional fees	57,283	31,687
Registry	46,346	51,505
Genetic evaluations	45,937	28,535
Junior activity grants	35,101	23,524
Bank charges	20,616	16,913
Export promotion	6,693	12,839
Depreciation	47,070	47,096
	2,497,852	2,111,179
Excess of expenses over revenue before the undernoted	93,182	32,891
Other losses (income):		
Write-down of investments	58,865	11,018
Interest income	(18,268)	(20,531
Loss on disposal of investments	7,217	3,929
	47,814	(5,584
Excess of expenses over revenue	\$ 140,996	\$ 27,307

See accompanying notes to financial statements.

#### CANADIAN ABERDEEN ANGUS ASSOCIATION

Statement of Changes in Net Assets

Year ended December 31, 2002, with comparative figures for 2001

	Invested in capital assets	Internally restricted	Unrestricted	2002 Total	2001 Total
Balance, beginning of year	\$ 143,327	\$ 200,749	\$ 599,948	\$ 944,024	\$ 971,332
Excess of expenses over revenue	(47,070)	(50)	(93,926)	(140,996)	(27,308)
Investment in capital assets	14,782		(14,782)	(3)	-
Balance, end of year	\$ 111,039	\$ 200,749	\$ 491,240	\$ 803,028	\$ 944,024

See accompanying notes to financial statements.

## CANADIAN ABERDEEN ANGUS ASSOCIATION

Statement of Cash Flows

Year ended December 31, 2002, with comparative figures for 2001

		2002	2001
Cash provided by (used in):			
Operations:			
Excess of expenses over revenue	\$	(140,996)	\$ (27,307)
Items not involving cash:			
Write-down of investments		58,865	11,018
Depreciation		47,070	47,096
Loss on disposal of investments		7,217	3,929
		(27,844)	34,735
Changes in non-cash operating working capital	:		
Accounts receivable		(21,517)	(22,037)
Prepaid amounts, CACP tag program		48,377	(144,265)
Accounts payable and accrued liabilities		36,758	23,559
Member accounts		(1,162)	438
		34,612	(107,570)
Investing:  Decrease (increase) in investments		138,909	(90,122)
Purchase of capital assets		(14,782)	(123,545)
		124,127	(213,667)
Increase (decrease) in cash		158,739	(321,237)
Cash, beginning of year		46,229	367,466
Cash, end of year	\$	204,968	\$ 46,229

See accompanying notes to financial statements.

#### CANADIAN ABERDEEN ANGUS ASSOCIATION

Notes to Financial Statements Year ended December 31, 2002

#### 1. GENERAL:

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

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

The Association is also a not-for-profit organization under the Income Tax Act.

## 2. SIGNIFICANT ACCOUNTING POLICIES:

- (a) Investments:
  - Investments are stated at lower of cost and quoted market value, measured on a portfolio basis. They are disclosed separately from current assets to reflect the Association's intention to hold them at least throughout the following year as a reserve for unforeseen circumstances.
- (b) Depreciation:
  - Capital assets are depreciated on a straight-line basis over their estimated useful lives, being five years.
- (c) Member accounts:
  - Credit balances in member accounts are included in revenue when the individual account has been inactive for five years.

# (d) Use of estimates and assumptions:

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and the disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the year.

#### (e) Comparative figures:

Certain of the 2001 comparative figures have been reclassified to conform with the current year's presentation.

#### 3. RESTRICTION ON NET ASSETS:

Effective in 1998 the Association's Board of Directors resolved to restrict, each year, an amount equal to 3% of that year's total revenue, excluding grants. In 2002 this resolution was amended to be an amount equal to 3% of that year's registry revenue. These restricted funds are to be used to build a contingency reserve equal to one year's operating costs to a maximum of \$1.5 million. The internally-restricted amounts are not available for other purposes without the approval of the Board of Directors. The annual restriction requirement for 2002 was waived by the Board of Directors.

#### 4. CAPITAL ASSETS:

			2002	2001
	Cost	Accumulated depreciation	Net book value	Net book value
Computer hardware	\$ 146,155	\$ 128,253	\$ 17,902	\$ 22,631
Computer software	155,544	146,211	9,333	10,397
Automobile	35,792	21,474	14,318	21,476
Furniture and equipment	101,385	68,602	32,783	39,885
Leasehold improvements	61,173	24,470	36,703	48,938
	\$ 500,049	\$ 389,010	\$ 111,039	\$ 143,327

#### 5. COMMITMENTS:

The Association is committed under leases for office space and equipment, a software licensing and maintenance agreement and a commitment to purchase subscriptions to Angus World Magazine for its members. The aggregate amounts of these commitments over the next five years are as follows:

2003	\$ 206,359
2004	208,455
2005	207,740
2006	78,685
2007	65,750
	\$ 766,989

#### 6. FINANCIAL INSTRUMENTS:

At December 31, 2002 the carrying value of all of the Association's monetary assets and liabilities approximated their fair value due to their short-term nature.

# 7. CANADIAN ANGUS FOUNDATION INC.:

The Canadian Angus Foundation Inc. is incorporated, as a corporation without share capital, under the Canada Corporations Act. The Foundation operates, as a registered charity, to receive donations for purposes of funding (a) scholarships and (b) the preservation of Association archives. The Foundation is a registered charity under the Income Tax Act and accordingly is exempt from income taxes, provided certain requirements of the Income Tax Act are met. The Association exercises control over the Foundation by virtue of its ability to appoint a majority of the voting members of its Board of Directors. The accounts of the Foundation are not consolidated in these financial statements since such accounts are not significant in relation to those of the Association and since financial statements of the Foundation are available to the members of the Association.

# **PROMOTIONAL PROGRAMS**

Early in 2002, the promotion and advertising committee met to develop a comprehensive communication plan for the Canadian Angus Association. The overall goal: To position Angus as the premium beef breed in Canada.

To achieve this goal, three key messages were stressed in 2002:

- a) Profitability Cattle producers will make more money raising Angus.
- b) Marketability Angus are worth more because they fit the expectations of the beef industry cycle including producers, packers and consumers.
- c) Demand -There is a high demand for green-tagged Angus cattle and a limited supply so breeders should "Get with the program" and use the CACP green Angus tags.

The tagline "Raising the Standards" reflects the leadership role Angus is playing within the industry. This leading role was apparent within a number of programs. The success of the Association's green Angus tag spawned copycat green tags from other suppliers. Messaging in the early part of the year reminded producers to be aware of imitators: only Angus is Angus and it is the Angus tag, available only through the Angus office, that identifies Angus.

The other ads, which ran primarily in the national Cattlemen publication, directly targeted the commercial producer and reminded him that the Angus tag provides an opportunity to capitalize on the strengths of Angus. The final ad in the series, timed to run during bull sale season, focused on those basic strengths.

To further enhance the Angus leadership position within the industry, public relations played a larger part in the breed's promotional efforts in 2002. CEO Doug Fee, Commercial Liaison Brian Good and Beef Market Development Officer Tony Maciocia all built the profile of Angus through interviews and public availability.

Angus breeders know the strength of their breed and the Association has put together programs that build on those strengths to offer value to producers using Angus. The communication plan makes sure that all are aware of both of these so that Angus can maintain its position as the premium beef breed in Canada.







ADS WAS THE COMMERCIAL
PRODUCER AND THE MESSAGE
WAS TIED TO THE ADVANTAGES
OF USING ANGUS AND
IDENTIFYING THEM WITH
THE GREEN TAG.





## **ASSOCIATION WEBSITE**

A major overhaul of the Canadian Angus Association website was undertaken in 2002 to bring it in line with the key communication messages, and also to highlight the pages most used by visitors to the site.

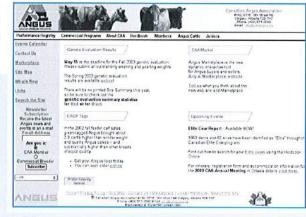
The herdbook online remains one of the most popular sections of the website, recording nearly 425,000 hits in 2002.

New for 2003 will be the online sales catalogue feature, and the Angus Marketplace. Online sales catalogues connect users directly to the pedigrees and EPDs of animals within the sale. Breeders posting catalogues to the site can also choose to add text descriptions and photos of the animals, and can even post results following the sale. Angus Marketplace is an interactive feature which will give Canadian Angus members a web presence within the Canadian Angus

website, and will allow potential customers to search member webcards. Marketplace should become the place to find Canadian Angus breeders online.

On-line registration grew in popularity in 2002, and over 200 breeders used it to submit registrations, weights and disposals for nearly 10,000 animals. By uploading

# THE NEW WEBSITE IS EASIER TO NAVIGATE AND FOCUSES ON THE INFORMATION THE USER IS LOOKING FOR.



their registration information to the Association, they were able to register quickly, and minimize human input error. Improvements are planned in 2003 to make it even simpler for breeders to use.

# COMMERCIAL OUTREACH

With the success of the Association's branded beef program in 2002, commercial field service was busier than ever, promoting the Association's opportunities for commercial producers. Questions about the Association's CACP green tagging program and how to

access branded Angus beef programs were common. This outreach is having an impact; many commercial producers were well aware of the need to have registered Angus seedstock in their name to be able to order green Angus tags.

Concerted effort was made in 2002 to participate in a larger number of bull congresses, and industry sponsorship opportunities including high profile events like the Livestock Markets Association of Canada and Canadian Cattlemen's

THE CANADIAN ANGUS BOOTH MADE AN APPEARANCE AT MANY TRADE SHOWS, BULL CONGRESSES AND INDUSTRY CONVENTIONS.



conventions. Many of these events were sponsored jointly with the respective provincial associations, further leveraging promotional efforts.

Awareness paid off and the Association's sponsored fall feeder calf sales were stronger than ever with the number of green-tagged cattle in the sales doubling over 2001's numbers. Over 50 auction markets – 15 of them first-time participants – partnered on 85 CACP Angus influence sales, and commercial outreach staff attended as many as possible. Television ads were again placed during national satellite auction sales, a useful way to reach commercial cattlemen.

# **BREED DEVELOPMENT PROGRAMS**

#### **GENETIC EVALUATIONS**

2002 was a milestone for the Association with the availability of the results of the first official joint genetic evaluation with the Red Angus Association of America. A long-term goal of comparable EPDs to both the American Angus Association and the Red Angus Association of America was achieved.

Having both red and black animals in the herdbook, and now different genetic evaluations for each, creates a unique situation involving animals with data in both sets. Either red or black EPDs are available on black animals that are red gene carriers but those red EPDs will not include data on black Angus from the American Angus Association.

The standards on genetic evaluations have clearly been raised; in reality the Association has quadrupled the number of evaluations it participates in, as data is submitted in May and again in November for the genetic evaluations of both American associations. Breeders have responded accordingly, submitting 10% more weights compared to the previous year.

# **ULTRASOUND AND CARCASS EPDS**

3032 animals also had carcass EPDs available from the fall genetic evaluation. Ultrasound scanning must be done by a technician certified in CUP (Centralized Ultrasound Processing) for the results to be included in the national genetic evaluations, so it was welcome news that CUP-qualified technicians are now available in both eastern and western Canada. To ensure priority access to ultrasound, the Canadian Angus Association helped equip two technicians, one in Alberta, the other in Ontario.

The correlation between ultrasound and live animal data is statistically high but unlike carcass information, which can take three to four years to collect, ultrasound is available within three or four weeks.

Starting in 2003, carcass EPDs will be printed on registration certificates, which should encourage even more breeders to become involved in CUP ultrasound and the genetic evaluation of the carcass traits of their animals.

More and more commercial producers are searching online for EPD information to assist them in their bull-buying decisions. In 2002, the Canadian Angus Association herdbook online received a huge surge in hits during the first three months as producers used the EPD inquiry function to search for suitable bulls. This led to a decision to discontinue the printing of the Sire Summary for 2003 and rely on the interactive features of the EPD inquiry function of the herdbook online.

In 2003, breeders can also look forward to the Canadian Elite Cow Report which will identify superior Angus cows. Emphasis is placed on early puberty, breeding and early calving, followed by regularity of calving and above-average performance of the offspring. The Elite Cow Report requires a cow to have a minimum of three calves to determine her regularity of calving and ability to consistently produce calves with a superior weaning weight year after year. The Elite Cow Sire List will list bulls that have sired five or more Elite Cows.

# ULTRASOUND IS THE KEY FOR CARCASS EPDS: ROD WENDORFF ULTRASOUNDS AN ANGUS.

Photo by Patrick Ramsay.



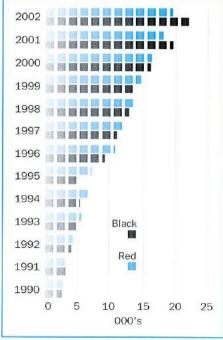
#### PERFORMANCE RECORDING HERDS

2002 was the first full year of the Association's voluntary Performance Recording Herd program. Participating breeders are responsible for reporting calves' weaning weights or a status code for all cows in their herd; only herds with full data reported are included in genetic evaluations.

THE PERCENTAGE OF GREEN-TAGGED ANGUS IN THE FALL FEEDER SALES WAS NOTICEABLY HIGHER – AND THE QUALITY CATTLE ALSO ATTRACTED A PREMIUM.



# PERFORMANCE PROGRAM CONTINUES TO GROW.



Animals with Weaning Weights by Year of Birth

In 2002, 57% of Canadian Angus herds enrolled in the performance herd program and submitted their data for inclusion in genetic evaluations. Breeders became aware of the importance of weight submission deadlines as those animals whose weights were not submitted in time for the run now only receive a pedigree estimate until their data can be processed through the next scheduled genetic evaluation.

In 2003, breeders can look for increased visibility of the Association's EPDs as those herds participating in the performance program are given the right to use a specialized logo indicating their status as a performance herd.

# **CANADIAN ANGUS CERTIFICATION PROGRAM**

The Canadian Angus Certification Program (CACP) was created in 1999 to tie into the national cattle identification program by identifying commercial cattle that are at least 50% Angus, with at least one registered Angus parent. As awareness of the benefits of tagging Angus grows, so does the interest in the CACP tags. Nearly 210,000 Canadian Angus Certification green tags were sold in 2002, an 11 % increase over 2001.

Many breeders found innovative ways to encourage their customers to become involved in the CACP green tag program. At their sales, a number offered coupons redeemable for tags to every bull buyer, or made available tag program information and order forms. Word of mouth was also a powerful tool; sometimes it was the customer asking the breeder how he could access the tags now that he had an Angus bull!

The value of the Angus tag was increased by demand by packers for the CACP green-tagged Angus for their high quality branded beef programs. At one point, order buyers at Cargill, the Association's partner in the Certified Canadian Angus program, were looking for little else besides the CACP green-tagged Angus cattle.

Others became convinced of the value of the tag by the strong demand for quality green-tagged feeders and replacements in the fall. The feeder calf sales program was launched in 2000 with twenty sales, all attended by our Marketing Coordinator/Commercial Liaison promoting our commercial green-tagged feeders. In 2002, the number of recognized CACP Angus influence sales climbed to 85. In cooperation with auction markets right across the country, the Association supported these sales through advertising and staff attendance. In the 2002 feeder calf sales, green-tagged Angus brought 2-3 cents higher than similar weight and quality Angus calves – and substantially higher than other breeds of equal quality.

Producers are realizing that in a business with increasingly tighter margins, they must take advantage of every opportunity open to them. Several saw early the potential offered by the CACP green Angus tag, and many more are ready to be convinced by a demand for the green-tagged cattle that is rewarded at sale time. The Canadian Angus Certification Program has raised the standard for all Angus breeders.

# **BEEF PROGRAMS**

Angus occupies a unique competitive advantage among beef breeds in that it is a name recognized by consumers for providing quality, tender, tasty beef. The Association has widened this connection by supporting efforts to brand Angus beef. In 2002, the Association provided two tiers of support for Angus beef programs.

Three packing plants, Edmonton Meats, St. Helen's and Better Beef, continued to market branded Angus beef using the Association's trademarked "Canadian Angus Beef" logo. Although the Association did not provide direct marketing support for these programs, they continued to respond to a growing demand for Angus beef by Canadian consumers.

In 2001, in cooperation with Cargill, the Association developed the Certified Canadian Angus program which stressed strict protocols certified by the Canadian Beef Grading Agency, and included the CACP green-tag as part of its source identification. The Association applied the enthusiasm of a full-time Market Development Officer, Tony Maciocia, to the marketing of this program.

With some expertise and resources from the Beef Information Centre and Beef Services Marketing International, the Association developed various promotional materials such as table talkers and meat counter "danglers", provided menu printing allowances, conducted trade show promotion support and placed restaurant trade publication ads to promote the Certified Canadian Angus beef program. Working with keen distributors, the Association also expanded the program to include value added beef products such as Angus beef burgers and Angus smoked meat.

All the effort added up to create a phenomenally successful program, with high satisfaction levels reported by end users and consumers. Some restaurants testified to a 300% increase in their steak sales following a switch to branded Angus beef, and in a blind taste test in a restaurant in Vancouver 100% of the participants preferred our Certified Canadian Angus product.

Unfortunately, success attracted a legal challenge on the name of the program, which was followed by a decision by the Association's Certified Canadian Angus packer partner to end the program, and create their own stand-alone Angus beef program.

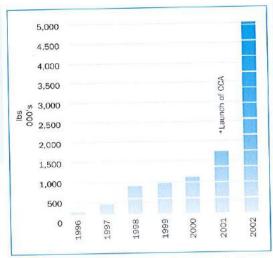
Although the Certified Canadian Angus program will be terminated in 2003, it proved that there is strong consumer interest in a premium Angus beef program that is certified and Canadian. The Certified Canadian Angus program accomplished its goal of putting the Angus name before Canadian consumers, associated with a quality eating experience, and has clearly raised the standard for all future Angus beef programs in Canada.

Five major packing plants now all have premium branded Angus beef programs and the Association is free to decide its level of involvement in those programs. From assisting the plants to source-identify their Angus cattle with the Association's Canadian Angus Certification Program green tag to providing generic background material on the advantages of Angus, to considering joint promotional opportunities, the Association can

undertake initiatives that contribute to the end goal of fostering consumer-driven demand for Angus.

# BEEF PROGRAM SALES

A YEAR OF GLORY: CERTIFIED CANADIAN ANGUS REMAINS THE MOST SUCCESSFUL BRANDED BEEF PROGRAM LAUNCH IN CANADIAN HISTORY.



Reported Canadian Angus and Certified Canadian Angus Beef Program Volumes

# **PRIORITIES AND PROGRAMS FOR 2003**

# **MISSION STATEMENT**

TO MAINTAIN BREED REGISTRY, BREED PURITY AND PROVIDE SERVICES THAT ENHANCE THE GROWTH AND POSITION OF THE ANGUS BREED.

# END/GOALS

The Canadian Angus Association exists so that Angus is the dominant breed in Canada.

This is further interpreted to include, but not limited to the following ends:

- · Breed purity is maintained
- Breeders have access to the best tools to assist them in superior breed development
- Angus is the preferred choice for cattle producers
- Branded Angus beef dominates the market
- Angus breeders for the future

UDGET 2003		
	2003 Projected	2002 Actua
REVENUE		
Registry	1,558,955	1,623,912
CACP Tag Program	310,000	296,427
DNA Testing	125,000	128,389
Performance Weights	85,000	87,942
Licensing Revenue	48,000	200,419
Grants	27,000	27,910
Other	40,000	39,671
Total REVENUE	2,193,955	2,404,670
EXPENDITURES		
Wages & Employee Benefits	625,000	641,282
CACP Tag Program	257,500	301,634
Office Expense	298,000	261,854
Advertising & Promotion	200,000	352,430
Provincial Activity Grants	188,130	189,205
DNA & Parentage	115,000	115,104
Memberships & Subscriptions	100,000	99,034
Travel	81,000	68,761
Field Service	74,000	144,181
Directors' Expense	91,000	107,115
Registry	46,200	46,346
Genetic Evaluations	45,000	45,937
Professional Fees	42,000	57,283
Bank & Interest Charges	23,000	20,616
Total Cash EXPENDITURES	2,185,830	2,450,782
SURPLUS	8,125	(46,112)
Depreciation	45,000	47,070
NET SURPLUS/DEFICIT	(36,875)	(93,182)

# **REGIONAL ASSOCIATION REPORTS**

# BRITISH COLUMBIA ANGUS - JACK BROWN, PRESIDENT

The British Columbia Angus Association had another busy year. The first major event was the BC Spring Bull Sale, held in Kamloops. We had an excellent selection of black and red bulls, both yearling and two-year-olds. There appears to be a growing market for two-year-old bulls.

The summer saw a number of fairs and two Gold Shows in BC. The Gold Shows were held at the IPE in Armstrong and the Nechako Valley Exhibition in Vanderhoof. Both events were very well attended.

The BC Junior Angus Show was also held in conjunction with the Nechako Valley Exhibition. This event was very well attended and included an Angus "cook-off" which everyone enjoyed, especially the judges!

In 2003 we will give as much support as possible to get as many BC Angus juniors to Olds for Showdown 2003. This will take the place of a BC Junior Show this year and we hope to draw juniors from all over the province.

In 2002 the BC Angus Association established the BC Angus Junior Scholarship Fund. To qualify, the candidate must be a member of both the Canadian and the BC Junior Angus Associations. In the year 2003, we plan on presenting two \$500 scholarships.

On to the fall and our two Select Angus Females Sales. The first, the Thanksgiving Select Holiday Female Sale was held in Armstrong with 54 entries of both black and red females, calves, bred yearlings, mature females and one black bull calf. The Northern Highlights Select Female Sale in Vanderhoof had entries representing calves, bred yearlings, mature females and two bull calves, one black and one red.

The BC Angus Association held its AGM in conjunction with the Northern Highlights Sale. It was great to have an election for directors this year, many of the previous years it was a struggle to get enough candidates to fill the vacancies, let alone have an election. This is a good indication of things to come. We have some new directors who will bring new ideas and enthusiasm to the table.

This fall saw five very successful Angus influence feeder sales in BC. Without fail, the green-tagged calves brought a premium from a cent or two to a dime. Many thanks to Alan Deacon from the Canadian office, who attended every sale and did a great job of promoting Angus at every opportunity. The BC members provided coffee and doughnuts to all those present at these sales.

Angus and Angus influence cattle continue to be in great demand. We in BC are encouraging the improvement of the breed to our purebred breeders and promoting the value of Angus to our commercial cattlemen.

The members of the BC Angus Association would like to invite Angus breeders from across Canada to come to our province and see what we have to offer.

# ALBERTA ANGUS - CECILIE FLEMING, PRESIDENT

2002 will be a year to remember in Alberta, not only for extreme weather, but for the success of our Angus industry. Our purebred operations have seen an increased demand for their genetics by the commercial industry. The cow/calf producers are realizing the benefits of Angus cattle on the range and at feeder sales. The feedlots are full of Angus influence cattle and the packers are seeking Angus cattle to meet the demands of the restaurant trade and domestic consumers. This is a very exciting time in the Angus industry.

Our Gold Shows for 2002 were at the Calgary Stampede and Farm Fair in Edmonton. Both shows were very well attended by exhibitors and Angus enthusiasts. Other summer, fall and junior shows throughout the province have seen a dramatic increase of Angus cattle exhibited. The Angus show cattle from Alberta have done very well nationally and internationally. Congratulations breeders!

The Alberta Angus Association are huge supporters of junior programs, we know we are investing in our future. Each year the Alberta Angus Association awards a unique groovy T-shirt to every 4-H member in Alberta who has an Angus or Angus-influenced project. This program has been growing each year and we are very proud supporters. In 2002 we awarded 1318 T-shirts to 177 clubs. Wow!

Each summer a random draw from 4-H members who forward a picture to the Alberta Angus Association of their current 4-H project that are Angus or Angus-Influenced become eligible for \$1,000 credit vouchers. The voucher is put towards the purchase of female at an Association, club or consignment sale in Alberta. The 2002 winners were Cody Conrad of LaGlace, Brett Kotelko of Vegreville and Kaitlyn Wolf of Linden.

Our Alberta Junior Angus Association is 120 members strong. These vibrant youth have created two \$500 scholarships, assisted with the Bashaw Junior Angus Show, put out an awesome newsletter to keep the juniors informed and are working with the Canadian juniors to host "Showdown 2003" in Olds.

The 2003 Honorary President is Ian MacDonald of Fairview and the 2002 Commercial Breeders of the Year are Mark and Jan Daley who, along with their children Fraser and Brenna, are the fourth and fifth generation to operate Daley Ranches in the Porcupine Hills at Granum. The 2002 Purebred Breeders of the Year are Southolm Angus, owned and operated by Frank and Gary Slezina since 1960. I encourage you to read the extended biographies of our honourees and keep updated via our website: www.albertaangus.ca

The Alberta Angus Association and the Angus breeders of Alberta welcome you to our great province in 2003 for "Showdown 2003" in Olds July 24 - 26 and our Field Day held in conjunction with Showdown on July 24. The National Angus Show will also be held in Olds August 7 - 10, with an Open Black Show, Open Red Show & a Junior Show.

Looking into 2004 the Canadian Angus Association Annual Meetings will be held in the Peace Country of Northern Alberta. We look forward to seeing you there!

# SASKATCHEWAN ANGUS - LAIRD SENFT, PRESIDENT

We in Saskatchewan were glad to see the last of 2002. It was a year of challenges no matter what type of agriculture you were in, depending on the area, there was either no rain, too much rain, frost in July, a shortage of feed and then too wet to get what feed there was. Most of us made it through the year and are optimistic that there will be silver linings in the clouds of 2003.

Our association had another banner year. Our summer Gold and Junior Show was held in Yorkton with over 140 entries. The fall sales were just as strong as other years. The Agribition Masterpiece Sale, sponsored by the Saskatchewan Angus Association, boasted an average of \$5182 on 92 lots, and then in mid-December the Angus Pride consignment sale had an average of \$5075 on 57 black cattle and \$3397 on 65 red cattle.

The Saskatchewan Junior Angus Association continues to grow with a very successful Summer Show, and a large Junior Show at Agribition, as well as Junior Social after the CWA show. Many Saskatchewan Juniors were also fortunate enough to attend the National Junior Angus Showdown in Barrie, ON, with the support of the SJAA. The Saskatchewan Angus 4-H program was once again very successful with over 500 4-H'ers receiving awards for showing their Angus project. Our Junior Scholarship program awarded a 2002 Scholarship to Jamieson Newhouse.

At our 2003 annual meeting we welcomed Tracey Edge-Willms of Dundurn, Curt Blacklock of Dundurn and Levi Jackson of Sedley to the board. I am sure that their presence on the board will be a helpful one. We thank retiring Mary-Kate Robertson of Abbey and Ron Froehlich of Bradwell for their service to the board. Mike Smith of Mankota was named 2003 Commercial Producer of the Year. The Purebred Breeder of the Year is Sandy Bar Ranch of Aneroid. The Honourary Saskatchewan President is Virgil Penner of Beatty and the Honourary Canadian President from Saskatchewan is Glenn Sisson of Ridgedale. The SAA holds its meeting in conjunction with the Saskatchewan Livestock Convention and at their annual banquet, Stan and Judy Rice of Eagleview Angus were awarded a scroll of honour for their contribution to the livestock industry.

The 2003 Saskatchewan Angus Summer Gold and Junior Show will be held in the western part of the province, hosted by an enthusiastic group of Swift Current breeders on July 18 and 19 - mark your calendars - we'd love to see your there, with or without cattle - the more the merrier!

The Saskatchewan Angus Field Day will be held in conjunction with the Canadian Red Angus Promotion Society annual summer tour on the August long weekend and is hosted by the Kaufmanns of South View Ranch at Ceylon. Everyone is welcome.

Canadian Western Agribition is November 24 - 29. Mark your calendar and join us for the largest Angus show in Canada. We are conducting a membership drive in 2003 - anyone purchasing a membership will have their name entered in a draw for a Red Angus heifer, donated by Six Mile Red Angus of Fir Mountain. The draw for the heifer will be made at Agribition.

#### MANITOBA ANGUS - ARLENE KIRKPATRICK, SECRETARY

The Manitoba Angus Association has enjoyed another busy and successful year. There has been an increased number of fall feeder sales featuring Angus-influenced calves. The MAA sponsored coffee and a consignors' door prize at most of these sales as well as a meal at one featuring CCAB. The Angus calves that have been on offer have met a very strong demand with top prices being paid for calves showing Angus influence. The Livestock Expo "Gold" Show had the smallest number of Angus cattle exhibited in many years, although the quality was excellent and the show was well supported by spectators.

The Keystone Klassic was held in early December. There was another strong offering of Manitoba Angus genetics. The sale was very well attended and averages remained high.

The annual meeting was held on January 4, 2003 at Portage La Prairie, Manitoba. Thanks to Doug Fee, CEO from the Canadian Angus Association office and Doug Allen, CAA President, for attending and answering many questions from the breeders.

The Manitoba Angus booth traveled to as many of the beef seminars as possible throughout the province during the month of January. The Association once again hired someone temporary to handle this job and it proved to be well worth it. Interest continues to grow with many inquiries about Angus cattle, the green tag program and a constant demand for the Manitoba Angus Herd Map.

The Association is presently in the process of updating the Herd Map and will hopefully have it printed by year end. The newsletter mailing list continues to grow along with the interest in Angus cattle. Promotion has been mainly via TV for the main sales as well as print for general promotion of Angus cattle. The MAA website continues to be a good form of promotion, with many enquiries coming via email.

Manitoba's Junior Angus Association held a very successful 3rd Annual Summer Show last July with a large number of cattle and participants. They also began a scholarship program for Manitoba Junior Angus members.

The MAA continues to support 4-H with tokens given to each member showing an Angus or Angus-influenced animal. There were over 300 given out last year, a 20% increase over the past two years.

There were several test station sales and private bull sales held throughout the province this spring and the Angus breed continued to top most of them.

The Manitoba Angus Association is very grateful to all the people who help make the Angus breed in Manitoba a success. Their efforts to take the time out of their busy lives, to work at the display booth, help at the shows and assist with the day to day business of the Association are very much appreciated.

#### ONTARIO ANGUS - DIANNE MILLER, SECRETARY-TREASURER

The Ontario Angus Association has enjoyed a very busy and successful year. The demand for Angus-influenced cattle in all sectors of the Ontario cattle industry continues to grow.

The Ontario Point Shows were well attended with cattle numbers up at all the shows throughout the province. The Ontario Preview Show was held in conjunction with the Brampton Fair in September. The Royal Winter Fair Angus Show in Toronto was again an excellent show. The Sweepstakes class was held the night before the show again.

The Association participated in the Outdoor Farm Show, Woodstock and the International Plowing Match with record attendance at each show. The Canadian Angus booth was well received at these events and was manned by local club members.

The Association's website www.ontarioangus.com continues to do extremely well with the number of hits and visits growing each month.

Over 300 awards were handed out in the 4-H award program. These awards are given out by the local clubs to a 4-H'er completing a 4-H project with an Angus or Angus-cross calf.

The 2002 Angus Futurity Show and Sale was held December 7, 2002 at Orangeville Fairgrounds. Numerous cattle were purchased by new Angus breeders and established breeders.

The Ontario Angus Association is very grateful to the people who volunteer their time to help make the Angus breed so successful in Ontario. Their efforts at the display booth, fairs and at special events are very much appreciated.

We in Ontario extend a hearty invitation to all Angus breeders across Canada to attend and exhibit at the 2004 Canadian National Angus Show to be held in Ontario. Many special events are being planned for this venue.

Looking forward to another very busy summer and fall.

## QUEBEC ANGUS - TRUDY BEATON, SECRETARY

The Québec Angus Association enjoyed another successful year in 2002. Our membership continues to increase, as does the demand for Angus and Angus-cross cattle.

Bull test station sales were well attended in 2002, with Angus maintaining a strong average across the province. Once again, many new buyers are discovering the advantages of the Angus breed. Feeder calf sales are also reporting top prices for Angus and Angus-influenced calves.

Angus cattle also made a splash on the Québec show circuit this past summer. The fairs were well attended by exhibitors and spectators alike. The Angus made a clean sweep Labour Day weekend, capturing both the Supreme Champion Interbreed Female and Male titles. Our final show of the year was our Gold show held at Expo Bœuf, where the Angus was named Champion Interbreed Male.

The Association also organized a Junior Angus show at Expo Bœuf. It attracted several new members and plans are underway for more junior activities in 2003. A very generous donation was made to the CJAA by one of our dedicated breeders, JD Farms, when they supplied a heifer for the Donation Heifer program.

The Québec Association hosted its annual Female Sale and Picnic on October 19th in Asbestos. With an increased number of animals on offer, the sale attracted many new buyers. An information session was also included as part of the day, touching on issues such as managing outdoor watering sites and using and understanding EPDs. Overall, the day was quite a success.

With the popularity of the Angus breed on the rise in Québec, the Association put increased emphasis on promotion over the past year. Our website continues to be updated and improved regularly, Angus ads were placed in the media throughout the province, and various promotional items are now available through the Association. Also, the Québec Angus booth traveled to various beef days across the province, and our mailing list for our newsletter continues to grow at a steady pace.

The Québec Angus Association is grateful to all those who help to make the organization and the Angus breed a success. It is the dedicated breeders who make it all possible, and with the demand for Angus cattle on the rise, 2003 is shaping up to be another busy year.

## MARITIME ANGUS - BETTY LOU SCOTT, SECRETARY-TREASURER

2002 was an action-packed, exciting year for Angus breeders in the Maritimes. Our year got off to a whirlwind start with the three-way contest for the new Maritime director to the Canadian board. With one candidate from each of the three provinces, lots of interest and new memberships were the result of this election. Buddy Loane of Montague, PEI was the winner of the election and began his three-year term at the annual Canadian meeting in Charlottetown, PEI.

The hosting of the Canadian annual general meeting was another major activity for the Maritimes in 2002. The meetings were held in Charlottetown and the Island Association and hosting committee did a fantastic job. The 2002 AGM was one of the best attended meetings ever for the Association. Hats off to the Island committee!

The Junior Heifer Show held in conjunction with the Canadian meetings and hosted by the Mutch family of Earnscliffe, PEI was another successistory for us with the largest number of heifers shown for many years. Of the 30 entries, Candace Estabrooks of New Brunswick topped the show, judged by newly elected Canadian President Doug Allen. Candice Black, also of New Brunswick, showed the reserve heifer. Catherine Colodey of PEI was chosen Junior Ambassador for the year and she ably introduced the delegates to the Maritime Angus Association mascot, Aberdeen Gus. Gus made an appearance at most Angus events for the year, including our green tag sale at Nappan, NS in October. Unfortunately, he was not in Nappan in April at the annual Maritime All Breed Bull Sale when an Angus bull not only topped the 2002 sale, but brought the highest price ever paid for a bull at the sale. Congrats to Bob Higgins of NB on this accomplishment.

Our 2002 officers were President Les Cail of NB, Vice President Eric Dixon of PEI and Secretary-Treasurer Betty Lou Scott of NS. Our Junior Director to the CJAA was Vanessa Hudson of NB, completing the term of Evan Lavers who moved to Alberta.

Our annual meeting in December saw Eric Dixon move up to President, Bill Scott move into the VP position and Betty Lou Scott continues in the Secretary-Treasuer position. The attendance of Newfoundland breeders at our AGM prompted the decision to look into changing our association to the Atlantic Angus Association. We had strong Angus shows in all three provinces and a continuing strong demand for Angus cattle everywhere.

We look forward to another successful year in the Maritime Angus world in 2003.

# CANADIAN RED ANGUS PROMOTION SOCIETY REPORT

# SECRETARY - LYNNETTE HOCHSTEIN

# 2002 PRESIDENT: NEIL GANO, VICE PRESIDENT: DEAN MCLAREN

The Canadian Red Angus Promotion Society celebrated its 30th Anniversary in 2002. Established in 1972, the Society works toward the promotion of red Angus in Canada and around the world. Each year just keeps getting better.

Our extensive advertising across Canada focused on the merits of the CACP green tag program. These ads were most effective in the development of a strong presence for red Angus in the commercial industry, resulting in many calls each week to our office inquiring about the CACP Angus green tags. We are pleased to refer calls to the capable staff at the CAA office. It is important, now more than ever, that we work together toward the promotion of this great breed.

The Society kept busy this year, sponsoring Agribition, FarmFair and the CJAA Showdown, fall feeder calf sales, and the 4-H program across Canada. New promotional items were added to the inventory available for provincial associations, and a new compact display booth has been purchased for the use of our members at various events and sales.

The 4-H Bursary program had many excellent essays submitted. Judged purely on essay merit, we were pleased to present Letisha Hodges, Thorhild AB and Janelle Batt, High Level AB with \$1000 bursaries to be used toward the purchase of a red Angus female. Letisha purchased her heifer at the Hayshaker Sale in August and Janelle purchased her heifer at the Northern Select Sale in November. More than 250 CD cases were distributed to 4-H members exhibiting red Angus-influenced projects in 2002.

Brylor Ranch (Mark, Edna, Bryan and Sherry Mackenzie) of Pincher Creek AB was named 2002 Purebred Breeder of the Year. Herb and Mary Gaulter and Family, Thorsby AB were named 2002 Commercial Breeder of the Year. Both were honoured at the 30th Annual Red RoundUp in Red Deer in October. Red RoundUp was a tremendous success and continues to be "The" Red Angus Show and Sale in Canada. It is a great place to showcase your breeding units, see a lot of great cattle and visit with a whole barn full of people excited about the breed as well. Thanks to this year's donation heifer from SSS Red Angus, Calgary AB, \$20,880 was raised for the Society, with the winner being Tracey Gaulter, Thorsby (the daughter of our Commercial Breeders of the Year). Generous donations of some exciting, and sometimes rare semen were made to the Society. 56 lots were auctioned, raising \$61,825 for the promotion of Red Angus. These fundraising efforts represent approximately 75% of the budget for the Society and obviously make a huge contribution to the success of the year's activities.

The Annual Tour, held in early August in the Brooks and Bassano AB area was excellent. It was a great to get out to see where members live, see their great cattle, and experience some of the best hospitality found anywhere. Thanks to our hosts for a great weekend, despite the chilly weather. We look forward to touring southern Saskatchewan in 2003. Let's see, way too hot in Manitoba in 2001, too cold in Alberta in 2002, perfect in Saskatchewan in 2003??

The Canadian Red Angus Promotion Society will continue to be busy in 2003. Please join us at Red RoundUp October 24 and 25 in Red Deer AB, or come along to Saskatchewan to see the ranches there, and make plans to attend our Annual General Meeting in December.

# **CANADIAN JUNIOR ANGUS ASSOCIATION REPORT**

CANADIAN JU

# **PRESIDENT - ALECIA KARAPITA**

2002 may have been the best year yet for the Canadian Junior Angus Association (CJAA). Over the last year our membership grew by a whopping twenty five percent! If you do not think that is terrific then I just don't know what is.

One of the biggest challenges for the year was to source a donation heifer to help support our scholarship fund. We were very pleased to receive word of the donation of a heifer by JD Farms of West Bolton, Quebec - John and Donna Donaldson. A 'Dutch auction' was held at Agribition and the lucky recipient of the heifer was Harprey Farms of Maxwell, Ontario. Thank you to John and Donna for their support of the program, and to all the breeders and individuals who purchased tickets on the heifer.

In 2002 the CJAA also received two other heifers for fundraising projects from the Saskatchewan Senorita's Sale Group and the All Al'ed Sale Group. Thank you to all of the contributors at these sales -- your donation to the CJAA is very much appreciated.

Our thanks also to Brylor Ranch for their continuing support of the scholarship fund. Each year the CJAA gives away two \$1000 scholarships. The 2002 recipients were Michelle Sambrook of Milestone SK and Karla Williams of Oak Lake MB. Applications are due June 15 each year.

Our 2002 Canadian Junior Angus Ambassador Award was won by Ashley Fox of Hay Lakes AB. The deadline to apply for this prestigious award is also June 15 – watch our spring Junior Connections for more information on this and many other CJAA programs.

The CJAA implemented a few new ideas into the association to involve juniors across Canada, one of which is our Summer Jobs Program. 2003 will be our first summer trying it and there seems to be quite a bit of interest. We look forward to the outcome!

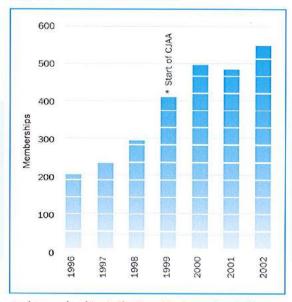
As an association we are continuing the exchange with the Junior Red Angus of America. This year we will send 2-4 juniors to North Carolina to take part in "Round Up", an educational event which is also a lot of fun. In return 2-4 juniors from the States will come up for "Showdown."

Showdown 2002 was held in Barrie ON with cattle from four provinces, kids from across Canada, as well as three participants from the United States. This year Showdown will be held in Olds AB from July 24-26. The three days will consist of a high caliber conformation show plus events such as sales talk, an Angus cookoff, judging competitions, art and photography – just to name a few. If you can make it we would love to see you there.

I would just like to thank all breeders for the support that you have shown us in the past. We owe a lot of our success to you because without your generous donations and confidence in our Association, our programs and shows would not be the huge success that they are.

As you can see we definitely have made progress! Our memberships have increased immensely since the CJAA was started and I think, that the Angus bandwagon just gets bigger every day. Jump on and help us push forward!

#### A BRIGHT FUTURE FOR THE BREED.



Junior memberships in the Canadian Angus Association

# **CANADIAN ANGUS FOUNDATION INC.**



# **CANADIAN ANGUS FOUNDATION - DONNA ROSS, CHAIRMAN**

This past year has been the slowest year we have had as a Foundation. We had fewer essays submitted this year and very few that we felt warranted a donation heifer calf. We did have one black calf needed in Saskatchewan but we were unable to find a donor. We also had one calf in Quebec but were unable to find a recipient in eastern Canada. We did manage to match up one calf in northern British Columbia from Verne Steeves, Rocky Creek Red Angus. Verne donated a calf to Jamie Crowe of Buick BC. Verne met the young lady and felt that she was a worthy applicant. She received her calf last fall.

The Foundation did work on a Donation Semen Program that it was not able to implement, and it seems to be a program that is not going to happen in the near future.

The Foundation did receive a drawing from an artist that it will be looking to do something with during 2003. The drawing, by Karl Musgrove of BC, is nicely done and has potential.

The Canadian Angus Foundation would like to thank artist Bernie Brown for his cash donation and two sets of prints that will be auctioned at the annual meeting in Ottawa.

Thank you to all the Foundation directors and supporters over the past year.

# RAISINGILLSIANDARDS



## **AUDITORS' REPORT**

TO THE DIRECTORS OF THE CANADIAN ANGUS FOUNDATION INC.

#### CANADIAN ANGUS FOUNDATION INC.

Balance Sheet

December 31, 2002, with comparative figures for 2001

		2002	2001
ASSETS			
Current assets:			
Cash	\$	9,117	\$ 14,170
Term deposit		10,383	10,000
Contribution receivable		2,000	_
	\$	21,500	\$ 24,170
LIABILITIES AND NET ASSETS  Current liabilities:			
Accounts payable and accrued liabilities	\$	_	\$ 4,413
Deferred contributions (note 3)		6,250	6,250
Net assets		15,250	13,513
To the second se			

See accompanying notes to financial statements.

On behalf of the Board:

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Director

# CANADIAN ANGUS FOUNDATION INC.

# Statement of Operations

December 31, 2002, with comparative figures for 2001

	2002	2001
Revenue:		
Donations	\$ 7,999	\$ 10,700
Interest	383	-
Fund-raising	85	650
	8,467	11,350
Expenses:		
Grants (note 3)	2,000	11,770
Heifer Program (note 3)	2,000	8,000
Scholarship support (note 4)	1,500	2,000
Directors meeting expenses	1,230	1,405
Prints purchase	-	862
Bank charges	-	58
	6,730	24,095
Excess (deficiency) of revenue over expenses	1,737	(12,745)
Net assets, beginning of year	13,513	26,258
Net assets, end of year	\$ 15,250	\$ 13,513

See accompanying notes to financial statements.

# CANADIAN ANGUS FOUNDATION INC.

# Statement of Cash Flows

Year ended December 31, 2002, with comparative figures for 2001

	2002	2001
Cash provided by (used in):		
Operations:		
Excess (deficiency) of revenues over expenses	\$ 1,737	\$ (12,745)
Changes in non-cash operating working capital:		
Contribution receivable	(2,000)	
Accounts payable and accrued liabilities	(4,413)	41
	(4,676)	(12,704)
Investing:		
Increase in term deposit	(383)	(10,000)
Decrease in cash	(5,059)	(22,704)
Cash, beginning of year	14,176	36,880
Cash, end of year	\$ 9,117	\$ 14,176

See accompanying notes to financial statements.

# CANADIAN ANGUS FOUNDATION INC.

Notes to Financial Statements Year ended December 31, 2002

#### 1. GENERAL:

The Foundation is incorporated, as a corporation without share capital, under the Canada Corporations Act. It operates, as a registered charity, to receive donations for purposes of funding

(a) scholarships and (b) the preservation of the archives of the Canadian Aberdeen Angus Association (the "Association"). The Foundation is controlled by the Association by virtue of the Association's ability to appoint a majority of the voting members of the Board of Directors. The Foundation is a registered charity under the Income Tax Act and accordingly is exempt from income taxes, provided certain requirements of the Income Tax Act are met.

#### 2. SIGNIFICANT ACCOUNTING POLICIES:

(a) Deferred contributions:

Externally-restricted contributions are recognized as revenue when the funds are spent on the program to which they are restricted.

(b) Administrative support services:

The Foundation relies on the Association for administrative support services for which no charges are made and no amounts are recognized in these financial statements.

#### 3. DEFERRED CONTRIBUTIONS:

- (a) The Heifer Program was established in 1999. The main objective of this program is to encourage young and enthusiastic candidates to start their own herds of Angus cattle. The Foundation purchases heifers for donation to junior candidates using contributions received explicitly for this purpose.
- (b) The Canadian Junior Angus Association Scholarship Fund was established by the Foundation in co-operation with the Canadian Junior Angus Association to provide scholarships to junior candidates. The Foundation grants scholarships using contributions received explicitly for this purpose.

#### CANADIAN ANGUS FOUNDATION INC.

Notes to Financial Statements, page 2 Year ended December 31, 2002

# 3. DEFERRED CONTRIBUTIONS (CONTINUED):

Deferred contributions at December 31, 2002 were as follows:

2002	2001
\$ -	\$ -
4,000	8,000
(2,000)	(8,000)
2,000	=1
hip Fund:	
6,250	=
	7,750
(2,000)	(1,500)
4,250	6,250
\$ 6,250	\$ 6,250
	\$ - 4,000 (2,000) 2,000 hip Fund: 6,250 - (2,000) 4,250

#### 4. SCHOLARSHIP SUPPORT:

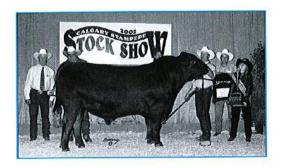
	\$ 1,500
Saskatchewan Angus Association Scholarship Fund	500
Manitoba Angus Association Scholarship Fund	500
British Columbia Angus Association Scholarship Fund	\$ 500
Scholarship support granted during the year was as follows:	

# TRIBUTES AND RECOGNITION OF MEMBERS

# 2002 SHOW BULL OF THE YEAR

**RED BRYLOR PHOENIX 16K** 

Owned by: Brylor Ranch, Pincher Creek AB & Kinared Stock Farm, Portage la Prairie MB & Bar M Stock Farms, Roland MB



# 2002 SHOW FEMALE OF THE YEAR

HF ECHO 83J

Owned by: Hamilton Farms, Cochrane AB & Dynasty Farms Inc, Langley, BC



# 2003 GOLD SHOW DATES

JULY 18-19	Saskatchewan Angus Summer Gold & Junior Show
	Swift Current, SK
AUGUST 7-10	Mountain View County Fair & Rodeo
	Olds, AB
	national angus show
AUGUST 13-16	Provincial Exhibition and Old Home Week
	Charlottetown, PEI
AUGUST 16	Nechako Valley Exhibition
	Vanderhoof, BC ,
AUGUST 21-24	Kent County Agricultural Fair
	St. Marie-de-Kent, NB
AUGUST 27-31	InterProvincial Exhibition
	Armstrong, BC
SEPTEMBER 2-7	Provincial Livestock Show
	Fredericton, NB
SEPTEMBER 14	Ontario Preview Show
	Brampton, ON
NOVEMBER 6-8	Manitoba Livestock Expo
	Brandon, MB
NOVEMBER 7-8	Farmfair International
	Edmonton, AB
NOVEMBER 9	Royal Winter Fair
	Toronto, ON
NOVEMBER 27	Canadian Western Agribition
	Regina, SK

# **2003 PROVINCIAL HONORARY PRESIDENTS**

#### **MACK DIXON**

#### Cornwall, Prince Edward Island

Mack was just 6 years old when his father bought the farm's first purebred Angus in 1954. In all the years since then, there have been Angus cattle registered under the "Boyd and Mack Dixon" farm name, and the farm has never been without an Angus herd sire. This year they will calve out approximately 100 cows, a combination of purebred and commercial Angus.

Although he is quiet and unassuming in manner, Mack plays an active role in the activities of the P.E.I. and Maritime Angus Associations. He has exhibited Angus at most Maritime exhibitions and at the Royal Winter Fair, and is a director of the Crapaud Exhibition. He is a supporter of the local 4-H club, and, with the rest of the family, presents an annual Ag Awareness Farm Visit for the 150 grade one students of the local primary school.

In his commitment to maintaining a functional herd, Mack tries to keep abreast of trends and changes within the beef industry. He subscribes to several beef-industry magazines and papers, travels (when he can) to conferences, sales and exhibitions across Canada to meet and talk with others in the industry, and is learning to use the Internet as a communications tool.

His dedication to the Angus breed makes him an excellent ambassador for it.

# MARTIN VAN ARENTHALS - EVERGROVE ANGUS

Lucan, Ontario

Martine came to Canada in 1949 with the goal of owning his own farm. He worked for other farmers until 1951, then he and his brothers bought a farm.

Martin married Donna in 1958 and by the mid-sixties, Martin had his own farm.

Martin's registered Angus herd was established in 1953 with a Miss Burgess, a Black Cap Mist and a Genevette purchased from the Duncan herd at Vineland, ON. The first herd sire was purchased from Russ Eddie at Glencoe, ON.

He had a registered dairy herd for profit and a registered Angus herd for enjoyment. During the seventies, Martin and his daughter Beth became interested in showing Angus cattle.

Martin retired from dairy farming but still kept his Angus herd. Martin had been a director and a member of the Western Ontario Angus Club for many years.

Martin and Donna have three children, Dean, Barb, and Beth. All have spouses and the grandchildren enjoy feeding the Angus herd.

This past winter Martin passed away and will be greatly missed by the Angus fraternity.

#### DON MENZIES - SHONDRIL ANGUS

Shoal Lake, Manitoba

Don has been raising black Angus cattle for 32 years. In the spring of 1971 Don and his wife Shirley started with five heifers and a bull from Arnold Lawson. That fall they bought five bred cows from the same source. The herd name "Shondril" was derived from Don and Shirley. They traveled to many sales in Manitoba, Saskatchewan and Alberta, purchasing a few to add to the herd. Shondril Angus has used many great Mountain View bulls successfully through the years.

In 1978 Don attended one of the first Happyvale Sales and came home with Happyvale Money Maker 027G. Then in 1984 Don and his son Danny went to the Denver Stock Show and bought Ellanin Sky Diver. He was a great breeder for Shondril Angus and showed at the 5th World Angus Forum in Edmonton in 1985. The highlight of the Forum was the Queen Mother's visit in the barn with the breeders. Don has also enjoyed every Regina Agribition Show since it started.

Don has sold cattle in the "Summer Sensational", "The Masterpiece", "Toner's Sale" in Saskatchewan and the "Keystone Klassic." They have also had many repeat buyers off the farm, who are greatly appreciated.

Don and Shirley continue to promote and sell purebred black Angus on their farm 1-1/2 miles south of Shoal Lake, Manitoba, working with their son Danny who raises red Angus.

Don and Shirley and their five boys have made many friends across Canada and overseas through their Angus cattle. They welcome any visitors with, "The door is always open and the coffee is on". After 32 years in the business they continue to say that Angus cattle and Angus breeders are truly the greatest!

## **GLENN SISSON**

## Ridgedale, Saskatchewan

Glenn was born in 1928 and received his elementary schooling in a one room country school house just half a mile down the road from the home farm where he was born. After school he stayed home to help his father with the farm work. Glenn started driving horses in the field at the age of eleven. All the work was done with horses at that time so the four-horse hitch that he drove was everyday routine. At the age of 15 his dad let him do all the seeding and he's been doing it ever since. The year 2002 was his 60th year of doing the seeding on the farm.

In 1951 Glenn married Dorothy Cassil and together they raised 2 sons, Everett, who has a family of four and Terry, who has one son. They have two great grandchildren now with another to arrive in April.

Glenn started farming by renting some land locally for a few years, then bought the farm on which he now resides in 1958. In partnership with his brother Mel, he farms 1600 acres which is made up of grain, forage and pasture land.

Glenn served on the local school board for many years while his family was going to school. He was on the local church board for 10 years and was its Secretary-Treasurer for 7 of those 10 years. He was also on the local wheat pool committee for about 20 years.

Glenn started in the Angus business in the early 50's with purchases from Harold Guloien of White Fox, Jack Kingsley of Armley and Dalton Conron of Armley. The start was small and modest at first but grew to where today Sissons are breeding 100 cows. Each year Glenn can hardly wait for the first calf to arrive, to see how the new bull is breeding, or to see how a particular A.I. sire is working on the cows. But Glenn always strives for happy customers and the most rewarding part of breeding cattle has been when Glenn hears from a customer of the past, as to how he has done with an animal in a show, or in his breeding program. A prime example is when a bull that Bob Lane of England bought, turned out to be Supreme Champion in 1997 at the Royal Show in the U.K. Another, when a bull that went to the U.K. turned out to be Grand Champion at the Royal Show in England in 2002.

Glenn notes that over the last 50 years, there have been times when it wasn't cool to raise Angus, but things have changed. The packing industry has recognized the qualities of the Angus carcasses. The demand for Angus is indeed genuine and will increase even more in the years ahead.

#### IAN MACDONALD - FAIRMAC ANGUS

## Fairview, Alberta

How fitting that 2003 marks a special year. History repeats itself – twenty-five years ago, Mr. Ian Macdonald was President of the Alberta Angus Association and in 2003, he is the Alberta Angus Association's Honorary President.

lan started as a young farmer (age 18) in 1950 with a few commercial cows, and a half section of grain land. In 1965, his brother, veterinary doctor Ken Macdonald at the Ponoka Vet Clinic, sent Ian a black bull from a Mr. Liddie. Ian was impressed with the resulting calves, and as a result, attended the partial herd dispersal of Riverbend Farms in 1967 where Ian purchased four black cows and a yearling bull named Riverbend Challenger 323X, a son of Canadian Colossal. The bull cost \$885! The females from this bull eventually formed the "Big Ben" herd, whose progeny were to be found in all Canadian provinces at one time, as well as in several States. Semen from Big Ben was also used as far as Tasmania, Australia.

As a mature bull, Big Ben sold to J/W Farms in Massachusetts, USA for nearly \$4000. Thanks to Bud McBride for the opportunity to get involved in the Angus business.

Over the years, Ian was not a great show-person, but did go on to make a living with his family from an eventual herd of 200 cows, both red and black, until dispersing in 1999.

lan's involvement with the Alberta Angus Association spanned most of the years lan was in business and culminated with being President in 1978-79, and working with Bob Prestage, Manager.

The Association and the breed have progressed tremendously in recent years and lan congratulates present-day members and executive for their efforts. It is pleasing to see that Angus is the breed of choice for the last several years, when in the beginning they were not.

# GEORGE AND ORMA LONGPHEE - TORRO NEGRO ANGUS

Sidney, British Columbia

British Columbia honours George and Orma Longphee for the part they played in introducing British Columbian bred cattle to the rest of the Angus world.

George and Orma began their herd in 1967 in Alberta and very quickly became major players in the game. In 1972 they leased the beautiful Woodwynn Farm on Vancouver Island for a term of five years. By so doing, they encouraged many out of province people to come to BC to look at cattle. The Longphees held a number of sales at the farm that were well attended as their Torro Negro herd was one of the most respected in the industry. George always took a great interest in the BC sales and was volume buyer at many of them - thus many BC herds became known to the rest of Canada. George made it an exciting time to be in the Angus business.

Sadly George is no longer with us. The award will be presented to George's widow, Orma and family, to thank them for their interest in BC Angus.



# **LONG TERM RECOGNITION AWARDS**

In 1998, the Canadian Aberdeen Angus Association instituted a Long-Term Recognition Award to recognize those individuals and families who have demonstrated a long-time commitment to the Angus breed in Canada by maintaining a continuous membership in our Association for at least 50 years. Sixty seven Angus families have been honoured to date.

This year, we are pleased to recognize the following dedicated Angus breeders:

ONTARIO	SASKATCHEWAN	ALBERTA
Dandy Lawn Farms Ontario Agricultural College - Ridgetown College	Callamere Angus Heather Brae Angus	Alkali Lake Angus Clonabreem Angus Grosfield Family Hills of Home Angus Robert A. Prestage

# TRIBUTE TO THE OUTGOING PRESIDENT

Serving as President for the 2002 –2003 year has been a milestone for Doug Allen. His involvement in the breed for decades has been leading him on this path, taking him to the highest honour a breeder can imagine.

Born in Scarborough England, Doug with his family would later immigrate to where it all started: Meaford ON. This is where Doug grew up with the many values of cattle and the Angus breed.

Doug received his grade and high schooling in Meaford ON. During this time his father, a butcher by trade both in England and Ontario, would teach him of the great Angus breed and their many carcass attributes. Doug took this advice to heart and purchased his first Angus calf in 1965 from Doug Almone of Angus Hollow, also of Meaford ON. With this calf he went on to join 4-H, and this is where his journey began.

In the years to follow Doug furthered his education, graduating from the University of Guelph in 1973 with a degree in agriculture. Shortly after graduation he married his wife Joyce, the two of whom will be celebrating their 30th wedding anniversary this coming Oct. 29th.

From his induction into the Angus breed, Doug had slowly developed his herd under the name Allencroft Angus and continued to do so after his marriage to Joyce. Through the growth of the herd, Doug served as the Secretary of the Bluewater Angus Club for two years.

In 1978 the decision to sell the herd and move to Alberta was made. At this point he now also had a family that had grown in numbers. Judy was the first born, followed by Cindy. After a stay in Skiff AB, Doug and Joyce settled in Taber AB, where the herd was allowed to grow again. In 1980 Tracy, the final addition to the family was born. Doug is most proud that all three girls have remained heavily involved in the Angus industry.

Doug at this time was employed by a large cattle and grain operation, and in 1988 the purchase of the now Allencroft Angus farm became the final residence, just a few miles from where Doug had worked.

Doug found the time to serve on the Board of Directors of the Southern Alberta Angus Club, and served as president for two years while wife Joyce served as secretary for several. Doug went on to serve for some years on the board of the Alberta Angus Association during which he was President for two terms. Being named Alberta Purebred Breeder of the Year in 1996 also was a highlight.

Doug has served on the board of directors of the Canadian Angus Association for eight years and has been very honoured to serve as the President of the Association, as well as being named delegate to attend meetings in Louisville, Kentucky for four consecutive years.

Submitted by the "Allen Girls" Cindy, Joyce, Judy & Tracy



# **2003 ANNUAL MEETING**

hosted by the ONTARIO ANGUS ASSOCIATION

# **2003 ONTARIO BOARD OF DIRECTORS**

President Bob Manning – R&F Farms, Ilderton

Vice-President Brian Jones - Angus Glen Farm, Markham

Executive Tom McDonald – Locust Grove Angus, Milton

Past President Butch Bailey – Elmgrove Cattle Co, Perth

Canadian Director John Duivenvoorden – JPD Angus, Innisfil

Director at Large Bill Jackson – Tullamore Farms, Caledon East

Director at Large Dave Hasson – Gold-Bar Livestock, Ariss

Blue Water Director Don Hargrave – Harprey Farms, Proton Station

Blue Water Director Terry Ribey – Empire Cattle Co, Paisley

Central Director Gordon McArthur, Heatherlea Angus, Terra Cotta

Eastern Director Ken Found – Lindsay Angus Farm, Lindsay

Ottawa Valley Director Norm James – James View Farms, Perth

Ottawa Valley Director Doug Scott - Twin Creek Farm, Mountain

Western Director Al Hartford - Hartford Bros, Glencoe

# MESSAGE OF WELCOME TO 2003 ANNUAL GENERAL MEETING AND CONVENTION

I WOULD LIKE TO WELCOME EVERYONE TO THE CANADIAN ANGUS ANNUAL CONVENTION. THE OTTAWA VALLEY ANGUS GLUB HAS BEEN EXTREMELY BUSY OVER THE PAST YEAR PLANNING THE EVENTS FOR THIS MEETING.

HOPE YOU ENJOY YOUR STAY IN ONTARIO!

Dianne Miller

OAA Sec/Treas.

MANY THANKS TO THE CAA 2003 AGM ORGANIZING COMMITTEE AND THE DEDICATED ANGUS BREEDERS OF ONTARIO FOR WELCOMING ALL TO OTTAWA AND THEIR PROVINCE

Canadian Angus Association 142, 6715 - 8 St NE Calgary, AB T2E 7H7

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