

*The Balanced Breed*

October 2009

# SALERS

• Official publication of the Salers Association of Canada •

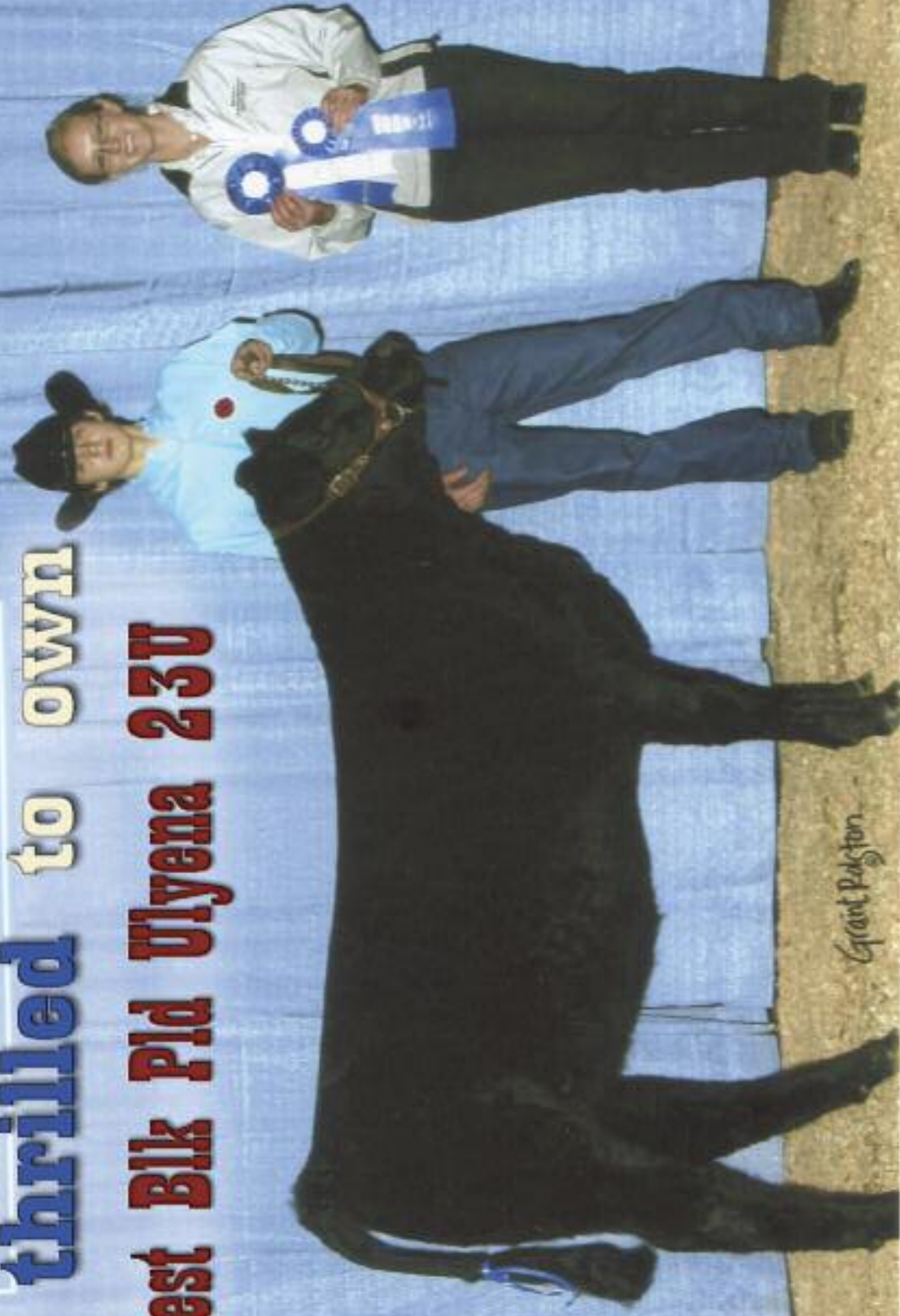


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- International Salers Tour
- Marketing
- Breed Improvement
- Ranching Tradition Survives

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# Salers Magazine



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*Cover picture: Outback Ranch pasture scene, Simonds, N.B.*

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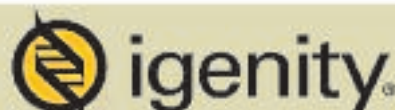
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## President's Message



As summer draws to a close for another year and the beautiful days of autumn lay ahead of us, let us take time to count our blessings and to be content with our chosen

lifestyle.

I trust that your Salers cows have done a great job for you again this year. In these tough economic times it may be hard to see the light at the end of the tunnel. For some it involves taking an off farm job just to make ends meet and all the rest of the family to pitch in to help when needed. But with persistence and dedication we will continue to make our breed the best of them all.

I would like to congratulate Chad Mader for all his hard work as President and wish him all the best in the future. Please join me in welcoming Paul Hondl of Sundre AB and Tammi Eisner of Gatineau QC to the Board of Directors. Thank you to all the members of the Board who continue to serve you and this great breed of cattle, and who make my job as President a lot easier.

Everyone please come out and support any and all Salers events that will be going on this fall – we need your participation and encouragement.

As we all know, the Salers are still the ones to beat and they are certainly the ones that we all need. Please give your commercial buyers a call. Talk to them and let them know that you are still in business and have some great females for sale this fall. It will be well worth your time.

I hope as many as possible will come and support the Salers show and sale at Agribition in Regina this November. Let's keep the momentum of last year's 35th Anniversary celebrations going.

I hope everyone has a great fall and I hope to see you at Agribition.

Gerald McGee

## From the Office



Is it possible that the World is speeding Up – or is it just that I'm Slowing Down? There is a lot happening in the beef industry, in general, and in our purebred sector specifically. Here are just a few.....

CBBC (Canadian Beef Breeds Council) has a newsletter in this issue which outlines some of the tools developed for the use of purebred breeders. These tools, if used correctly, should provide you with valuable management information which you will be able to use in your operation. The information will also be very helpful to your industry, example; insurance companies, banks, etc. have been skeptical about accepting a higher value for purebreds than for commercial animals so the purebred breeders usually have a real argument on their hands to prove increased value. "Benchmarking" or having a better idea of what the average purebred sales are should make it easier to obtain better insurance coverage and increased borrowing power.

The cost of production (COP) has to figure into your product pricing, but are you sure that you've covered everything? Are you

pricing your genetic products too low – too high? Some of you may already have a great method or computer program to work this problem out, for those who don't, the COP Workbook can help.

The tools are available at [www.canadianbeefbreeds.com](http://www.canadianbeefbreeds.com) but if your internet service leaves something to be desired, it is also available on a CD – you may already have received one in the mail! I have a few in the office or contact Doris at CBBC for a copy.

A "wish" that producers have been longing for is to obtain carcass data back on cattle with their genetics. CCA has been working towards a system that will do just that as well as providing information back to the feedlots and packers on sources of the types of cattle they need to fill their pens.

BIXS (pronounced Bicks) is the acronym for Beef InfoXchange System; it is totally voluntary and makes use of the established ear tag tracking system. Producers who register and enter individual ear tag numbers into the BIXS program, can get basic performance reports back on feedlot finishing and grading at the packing plant. Similarly, packers who register and enter ear tag numbers with carcass data, can get basic source information back. This may be as little as birthdate and tag number or more including breed, castration date/method, WW, vaccination dates, immunization program and if VBP registered and audited.

Breed Associations are working together through CBBC to provide more member services to facilitate this information exchange; all the details have not been

worked out and SAC has no agreement signed as yet. We have taken a first step by enabling our registry system to accept CCIA (or RFID) tag numbers, which are now printed on the registration certificates. Members would theoretically be able to forward information on their cattle to their breed office, then whatever data that is approved by that Association would go through the CBBC portal to BIXS. At that point, the information would be available, on a search basis only by someone who has entered data related to that tag number, like a processor who has entered the carcass data on that animal.

We see advantages to you, as members, by only having to provide data once instead of to SAC and CCIA and BIXS, and if you are able to get carcass info back – bonus!. If a packer is happy with Salers carcasses but doesn't know they're Salers or where to source them – we see that as a distinct disadvantage!!

With anything new there is going to be skepticism and this is a "work in progress" – I don't think we can afford to count ourselves out and am recommending a conservative approach. "The potential of BIXS in helping the industry better market cattle, as well as ultimately produce higher quality cattle is tremendous," says Larry Thomas of CCA. "It is confidential and it creates a whole realm of possibilities for creating business arrangements between producers, feeders and processors."

If that is the case, Salers breeders don't want to be left out in the cold.



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# International Salers Tour UK



Inside the Salers marquee tent at the Royal Highland Show, Edinburgh, Scotland.



Salers paraded before the Royal Highland Supreme Judge, Peter Donger of Towcester, Northants. Mr. Donger is a well-known Charolais and Salers breeder.





# International Salers Tour UK



*Terence Pye, Rigel Pedigree, hosting the International visitors.*



*Travis Depalme, Red Deer AB, Salers Judge at Royal Highland Show in Edinburgh*

# Canadian Salers Association gift well received.

*Kathy Adams presenting  
Salers Supreme overall award  
to Willie Davidson of Poldean  
Salers, Dumfriesshire,  
Scotland.*



## *Highland Show Champions*



*Senior Champion Bull: POLDEAN URI, Willie & Jennifer Davidson*



*Junior Champion Bull: SEAMORE DYNAMITE, James & Sophie Manners*



*Senior Champion Female: POLDEAN UDY, Willie & Jennifer Davidson*



*Junior Champion Female: POLDEAN WUDY, Willie & Jennifer Davidson*



Poldean, Moffat  
Dumfriesshire Scotland

01.09.2009

Dear Kathy;

Thank you most sincerely for the very generous prize which the Salers Association of Canada so kindly donated to the Salers Cattle Society of UK, to commemorate the International Salers Federation Convention held this year in UK. It was a very proud day for our family and "POLDEAN SALERS" to win the Supreme Championship with POLDEAN UDY at the Highland Show and a great accolade to receive such a wonderful picture, a limited edition print of "Just Checking" by artist Bernie Brown of Canada.

It has taken pride of place in our lounge and will remain a treasured gift - Thank You very much!

We hope you enjoyed your visit to the UK. We certainly enjoyed having you all visit our farm - everyone was so friendly! We are now into the sheep sales with prices much better than last year. We have had an extremely wet August and ground conditions are now at saturation point. We have not yet made our 2nd cut of silage - too wet for the machines to move but hopefully it will dry up now and let us get the crops harvested.

It was a real pleasure to meet you and I hope our paths will cross again soon. Once again many, many thanks to you and the Salers Association of Canada for awarding us such a wonderful prize.

With our very best wishes,  
Willie & Jennifer Davidson



Randy Voss,  
Voss Family Salers &  
Chair of AB BI Committee

# Breed Improvement

## *From My Point Of View -*

Buyers have noticed the quality and Salers cattle are no longer being discredited. At least from what I've been seeing and hearing. We have proven that we can meet market demands, not simply by meeting the quality expectations but by exceeding them.

I feel by staying in contact with bull buyers, feedlot managers and auction markets we form a connection or bond and that also helps sell our product. We have to have an interest in their needs and I feel we need to know how they market their calves and the results of their markets. It all traces back to whether we've provided what they require to meet their market demands.

Lately I have received notice that Salers cross steers and heifers are in demand from Cargill. Cargill bought some initial loads and have since been calling for more Salers cross calves from Shady Lane Colony feedlot in Northern Alberta. The Colony recently topped the scale with a couple of loads that graded 65% US Select (they were sold into

the States). I got this information back from the White family of Teepee Creek AB, who have been using Salers bulls for a number of years and it was their calves that topped the scale with Shady Lane Colony. The White's have kindly given the Salers breed their testimonial to use in breed promotion; it's testimonials like this that help sell our product because they provide independent validation from commercial producers about the qualities of the breed. It also gives us, as Salers breeders, the confidence that we need to succeed and excel!

Some Salers breeders have started DNA genetic testing for various trait qualities and I have been approached by breeders asking, "How will this help me when my buyers don't care?" It may be true that the buyers don't care to see the reports, but they do care about the quality of animal they just purchased and how it can be expected to perform. The more you know about the animals you're producing, the better job you can do for your

customers. The old saying, "the more you put in, the more you get out" is especially true in developing and selling seedstock.

Personally, no one except other purebred breeders have asked me about the Igenity testing, but I don't regret having the tests done, as the results I got back seem to fit quite well with my observations and phenotypic evaluations. That reassures me that I am staying on the right track and not losing the breed qualities that I feel are important. DNA testing is a tool to stay ahead of the game and I feel it will most definitely pay for itself.

This past year I have seen a lot more enthusiasm in the Salers breed and amongst Salers breeders. Our hearts are in the right place and our goals are being reached. We have proven that we can work as a group and make great things happen. Let's make the next 35 years the best ever!

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# Marketing Strategies

## How to Sell a Pencil

*Below is an article originally written by Mike Brooks, Mr. Inside Sales.*

While not specific to the livestock industry it provides excellent insights on how to better discover your prospects' needs and make more sales.

If I gave you a pencil and asked you to sell it, how would you go about it?

This is one of the most basic of interview questions for sales reps, and the answer reveals so much about your previous training, your understanding of the sales process, and ultimately about what kind of sales rep you are.

So, what is the most effective way to sell a pencil? Well, first let's look at how most sales reps go about doing it. When I'm interviewing sales reps I love using this technique. After letting a rep tell me how good of a closer they are, I pull out a pencil, hand it to them, and tell them to sell it to me. And off they go!

80% of sales reps start the same way – they start pitching. "This pencil is brand new, never used. It has grade "2" lead and a bright yellow color so it's easy to find. It

comes with a built in eraser," etc.

Some reps can (and do!) talk about it for 5 minutes or more before they ask a question or ask for an order. As the sales rep rambles on, I begin to yawn, roll my eyes, etc. Amazingly, this just makes them talk even more! "What's wrong with these people?" I think.

Now let's look at how the top 20% go about selling a pencil. As soon as I give a top rep the pencil, they pause, and then they begin asking me questions:

"So how often do you use a pencil?"

"How many do you go through in a month?"

"What other locations does your company use pencils at, and how often do they order them?"

"What quantity do you usually order them in?"

"Besides yourself, who's involved in the buying decision?"

Quite a difference, huh? I'll tell you right now, I listen to hundreds of sales reps in a month and they can easily be separated into these two groups: Those who pitch, pitch, pitch, and those who take the time to

understand their prospect's buying motives, and properly qualify to understand the entire selling process.

Now let's see which category you fit in. When you speak with a prospect for the first time, how much of your script is focused on describing and pitching your product or service as opposed to questioning and uncovering buying motives?

If yours is like most scripts I review, then it's filled with descriptions of what you do and how your product or service helps them. Most scripts attack the prospect with a barrage of "value statements" that turn people off and make them want to get you off the phone as quickly as possible.

Want a better way? Then take a tip from some of the best "pencil sales reps" and change your script and opening to focus more on questioning - discovering whether you're dealing with a qualified buyer, and what it might take to actually sell them.

Without knowing this, you'll just end up with a lot of frustration and a lot of unsold pencils at the end of the month.

## News From New Zealand

Forbes & Christine Cameron, of Ngaio Glen Salers near Ashurst on the N Island, report that the 2009 FUTURE BEEF NZ competitions have taken place at Fielding. This is a National Hoof & Hook competition featuring all breeds and crossbreds, and its' purpose is to encourage young people (especially 14-20) to participate.

Grand-daughter Jasmyrn competed last year with a Salers steer that won Champion Overall on the Hook and she took first in her age group for Herdsperson. This year, 10 year old Jasmyrn and her purebred Salers steer "Caesar", won Reserve on the Hoof, Champion on the Hook and became overall Champion of Champions. Christine says, "So that was really exciting!"

Two other entries shown by young friends of the Cameron family also did well. Bo showed "Elliott", a SAxAN, to a 3rd in the Heavyweight Crossbred on Hoof. Quinn took "Ollie", also a SAxAN, won 4th in Heavyweight Crossbred on Hook. The Camerons have 4 steers entered next year and with their past successes, they hope the commercial farmer will take more notice of what Salers can do for them.



*This is Jasmyrn and "Caesar" taking Reserve on the Hoof in Future Beef NZ.*



# Valuable business tools

Attention purebred beef cattle producers:  
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## ① Purebred Producer Cost of Production (COP), Product Pricing and Benchmarking Workbook

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*Females consigned to Agribition Sale at Regina, November 2009.*

*Bull consignments to Manitoba Bull Test Station and Lundar Purebred Beef Show & Sale,  
both sales held in early April.*

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PROVIDE GENETICS  
TO MAKE YOUR HERD  
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# Ranching Tradition Survives by Adapting

*Original story by Susan McIver  
updates by K Adams.*

When Wilson Clifton of Keremeos, in south-central British Columbia, near the U.S. border, convinced his parents to switch from growing fruit to raising cattle over 50 years ago, he started a tradition that spans four generations.

That tradition is now threatened by a combination of fallout from the BSE crisis, sky rocketing operating costs and encroaching urbanization. “The toughest time is right now,” Wilson said, reflecting on the many difficulties he and his family have overcome through the years.

Wilson and his wife, June, bought their own ranch in 1968, more than a decade after he had persuaded his parents, Ivan and Louise Clifton, to enter the cattle business. “All I ever wanted to do was ranch,” Wilson

said, who graduated from Olds Agriculture College in 1947.

They started with a small cabin and barn, and 30 of their 1100 acres in irrigation. “We had 80 cows, two heifers and were stone broke after making the down payment. The first year we sold calves for enough money to buy hay for the winter,” June said.

Today, the ranch which they own with their sons, Brad and Wade and their wives, Dianne and Sandra, has three modern houses, numerous outbuildings and feedlots, and 200 acres in irrigation. Clifton cattle graze on thousands of acres of Crown land in the picturesque Similkameen and Okanagan valleys.

“When the boys were young, we always rode on Saturday or Sunday to move the cattle and took a picnic lunch with us. It was a family affair right from the start,” June said,

recalling cherished memories.

When the US border was closed to Canadian cattle on May 20, 2003 due to BSE, the Cliftons thought they’d be back in business in a few weeks. “I didn’t realize American politics could get into it the way it did,” Wilson said.

The Cliftons were fortunate because they had already shipped their cattle in February to the usual feedlots in Washington. “By mid-summer finished cattle that had been selling for \$1 per pound live weight were going for 25 cents—if you could find a buyer,” Wade said.

In September 2003, the U.S. border was opened to allow for import of boxed Canadian beef. “That was our salvation. Otherwise we’d have been in big trouble,” Brad said.

Although the U.S. border was opened to live cattle over a year ago now and prices have





increased somewhat, the situation for ranchers has not improved much because major operating costs have more than doubled. The increased value of the Canadian dollar hasn't helped.

A few years ago, the Cliftons cancelled their Annual Yearling Bull Sale held under the auspices of the B.C. Hereford Association. The sale which had been held for close to 20 years attracted cattle ranchers from throughout B.C. and Washington State.

The family continues to operate the Clifton Bull Test Station which they started in 1989, even though business has dropped from testing 230 bulls ten years ago to handling only 70-80 head per year. "These tough times are actually increasing the quality of bulls, because only the best are tested and contribute to blood lines," Wade said, looking on the bright side of the situation.

The Cliftons see diversification as the key to survival and prosperity.

Rather than continue to sell the calves

from their 400 head cow-calf operation, they are marketing their no-hormone, grain-fed beef directly to customers. "This is the only way we can make a profit," said Wade, who is in charge of the cattle, a mixture of Hereford, Black Angus and Salers lines.

Last year 110 yearlings were slaughtered, cut and wrapped at a nearby facility and stored in a large walk-in freezer on the Clifton ranch. This year, the numbers are about the same but based on customer demand, Wade hopes to increase meat production to over 300 head a year.

"Our beef is hung for 14 days, flash frozen, not wrapped in plastic and comes from grain-fed healthy cattle without hormone implants," Wade said. The Cliftons use a 3-breed combination to produce their beef and have found, over the years that any mix including Salers genetics is the one preferred by their customers. "The Salers meat has a finer texture, there's less trim and bone – that translates into more usable beef to the customer."

Wade attributes the relatively large size

of the ranch operation to its survival. "Anyone with 20 to 100 cows, in this area, is now out of business," he said. "The Clifton men are always looking for new ideas to make the ranch work better, too. In 1983 they were the first around here to put silage in plastic bags," June said.

In 1990 they made the decision to add a purebred herd of Salers cattle to their existing commercial cow/calf and feedlot enterprises. "We realized the potential for Salers in Southern BC and felt these cows could add greatly to our foundation herd."

When BSE struck, Brad started buying hay by the transport truck load from Southern Alberta for resale to the local pleasure horse market. "Business has been good and is growing. There are an increasing number of pleasure horses and local hay producers run out by Christmas," he said. "While there won't be much hay available from Alberta this year due to drought, there are suppliers here in BC that we'll utilize," commented Wade.

All of the hay produced on Clifton land



is used for silage to feed the cattle. The combination of irrigation and temperatures ranging in the high 20s to low 30s, produces everything the ranch needs. They are fortunate that the forest fires of 2009 have not caused them any problem other than smoke drifting over from the ravaged areas, about an hour's travel away.

Recently, John Ross and his father started installing range and deer fencing with approximately 80 per cent of their business erecting deer fencing for new vineyards. The future looks promising considering the rapidly growing wine industry in the area; this year it is estimated that 400 acres of grapes were planted in the Keremeos area, adding to the hundreds planted last year.

"I am optimistic about the future of our ranch. There are real opportunities because so many people have gone out of the business," Brad said. However, they see a dark cloud growing on the horizon. "Our biggest problem in this area is the growing population. People and dogs can equate to problems for ranchers," said Wilson.

Examples of difficulties include new property owners removing fences adjacent to Crown land resulting in cattle on the

highway and domestic dogs killing cattle. "These types of problems are only going to increase," Wilson said.

When Wilson established the 4-H beef club in Keremeos in the 1950s, he started a family tradition of 4-H participation; he and June continue to be active, currently as president and treasurer of the Similkameen 4-H Advisory Council. Wade continues that tradition as a 4-H leader, and the younger generation have all consistently placed well in their club and have won top honours at Okanagan 4-H beef competitions with their Salers cross steers. Grandson John Ross was involved in 4-H until a few years ago but is now busy learning the ropes of ranching.

As ranchers with a long term investment in and attachment to their land, the Clifton family have an active conservation plan. In 1997, the family entered into a partnership with the Nature Trust of BC, an organization dedicated to conserving biological diversity through acquisition and management of ecologically significant land.

"We do rotational grazing on our land and adjacent Nature Trust land. It's win-win because the amount of forage available to our cattle is increased and there is less impact on

the environment," Brad said. A creek fencing project helps to preserve riparian areas and improve water quality – clean water for cattle to drink improves their health and the quality of the beef.

One aspect that the Clifton's hadn't expected but are pleased about, is they've found the Salers have noticeably different grazing patterns from the other breeds. "We'll find the Salers up higher on the slopes and eating the less palatable forage in marginal areas, travelling farther for water and still raising a big calf and rebreeding, year after year," says Wade. "This helps the environment by not overgrazing, keeping the grass species rejuvenated and making better use of the available forage."

The family has received national recognition through numerous awards, including the Countryside Canada Steward Award and the Stewardship Recognition Award.

**"Salers" always ends with  
"s" - like Charolais.**



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## Provincial Reports

### Maritimes



*Chris and Pat McQuaid receive the Maritime Slaers Assoc. "Best Bull Award" from President, Ernest Hunter during the Maritime Beef Test Station Sale in April, 2009. (L-R) Ernest Hunter, Pat McQuaid, Chris McQuaid.*

*Ernest Hunter, President  
Steve Parrish, Secretary*

The annual meeting of the Maritime Salers Association was held on April 4, 2009 at the Wandlyn Inn, Amherst, NS. Members were also there to attend the 36th annual breeding stock sale at the Maritime Beef Testing Station in Nappan, NS.

Members discussed advertising and promoting along with the Salers Show to be held at the New Brunswick Beef Expo, Princess Louise Show Center in Sussex NB this upcoming September. During the meeting, the Maritime Salers Association "Best Bull Performance Award" was presented to Chris & Pat McQuaid of Bedford, PEI, for their Salers bull on test at the testing station in Nappan. This award is presented each year at the annual meeting of the Maritime Salers Association, to the breeder of the Salers bull with the best performance while on test at the Maritime Beef Testing Station.

CPM Ubergrand 162U, a son of OBR Outback Legend, had an ADG of 3.88 lbs, WDA of 3.02 lbs, rig eye of 13.5, marbling of 4.3 and was the highest selling Salers bull at the 2009 Nappan Sale at \$2,100. The sale average on Salers bulls was \$2000. Four open Salers heifers consigned by Outback Ranch Land & Cattle were also in the sale and sold for an average of \$1050.

During the past two years, the Maritime Beef Testing Society, in conjunction with Agri-Food Canada, has offered a new program to beef producers at the Nappan Research Center. Producers could consign 5 purebred steers from the same sire. The purpose of the program is to teach cow/calf producers and seed stock producers the value of their own calves, based on performance in the feedlot, value of the carcass and economic performance. Breeds represented were Salers, Black Angus, Hereford, Simmental, Shorthorn, Charolais, Gelbvieh, Galloway, Limo X, Simmental X, and Angus X. The Salers breed was represented by 5 steers consigned by Ernest & Bobby Hunter (Outback Ranch Land & Cattle) of Simonds, NB.

The results of this test made Salers look very impressive compared to the other breeds. 80% of the Salers steers graded AAA, with an average of 61% AAA grades over all the breeds. Anyone wishing to discuss this program and

the results can contact Ernest Hunter (506-375-8372) or (506-375-8459).

Members of the Maritime Salers Association wish everyone good luck at their shows and sales in 2009.

### Quebec

*Gerald McGee, President  
Christine McGee, Secretary*

2009 has been a quite year in Quebec for the Salers Association. With memberships continuing to decrease, the QSA has asked its existing members for ideas on how to turn this situation around.

As an incentive to recruit new members, the QSA has offered financial aid for the first year membership and in some cases (Junior memberships), the transfer of animals purchased or first registration of a Salers calf. This is being done on a case by case basis, with the decisions being made by the QSA Board of Directors. Some financial assistance has also been given to the 4H junior members, to encourage them to continue in the showing of Salers cattle. For more information you may contact Secretary, Christine McGee at her new number 819-839-1960.

Plans for a QSA web site are in the making, and members will be informed as we progress.

Mark & Darlene Mason and family (Wind Dancer Farms), of St. Felix de Kingsey, were involved in a unique fundraising project for Cancer Research. This past summer, Darlene rode in a two day bike-a-thon from Montreal to Quebec City and as part of raising pledges for the ride, a purebred Wind Dancer Farms Salers heifer was offered as grand prize in a raffle with all ticket sale proceeds going to the cause. Anyone buying a ticket could name a cancer survivor or victim's name which was then written on Darlene's pink 35th Anniversary Salers shirt, which she wore during the ride and also during the Richmond Fair weekend in early September. The draw was made at Richmond Fair immediately following the Salers show and in the central arena for maximum exposure. The winner is Mrs. Francis Dewar, a St. Felix resident who is being contacted regarding her win; Mark will work with Mrs. Dewar to ensure that the heifer is taken out and shown more this fall (Sussex & Victoriaville). Thank you to Everyone who supported Darlene in her fundraising – and our Thanks to Mark & Darlene for creatively promoting the Salers breed.

Quebec members are encouraged to attend ExpoBoeuf in Victoriaville as Kathy Adams (breed manager) will be attending and be available to meet with you.

With fair season in full force, the QSA wishes all Salers breeders who are out showing their cattle, "Have a great show!" We hope to see you out somewhere along the trail – maybe at Canadian Western Agribition in Regina for the National Show & Sale in November!

### Quebec

2009 était une année importante en Québec pour L'association Salers. Le nombre des membres nouveau a continuer à baisser, et l'association a demandé aux membres actuels pour les idées de tourner la situation à l'envers.

Une de ces idées pour s'intéresser aux nouveaux membres, L'association offre l'aide financière pour la première année d'inscription, et en certaines cas (Juniors), les transferts/enregistrements d'une veau Salers. Chaque cas est révisé par les directeurs pour une décision finale. L'assistance financière était aussi donnée aux Juniors pour l'encourager de continuer dans leurs

## Provincial Reports

competitions et projets 4-H avec Salers. Pour toutes informations, Contacter notre Secrétaire, Christine McGee a 819-839-1960 (\*nouveau numero).

Les plans pour un site internet pour l'Association Québec sont en cours et les membres va d'être informer de toute progress bientôt.

Recentement, Mark & Darlene Mason et Famille (Ferme Wind Dancer) de St-Felix-De-Kingsey, ont participé dans une levée de fonds très special pour la recherche de Cancer. Cette été, Mme Mason était dans une course de bicyclette de 2 jours, entre Montreal et Quebec. Pour aider de levée des fonds, une génisse pur sang était offrir comme premier prix dans une tirage, avec tout les profits qui allaient au Fondation Cancer. Darlene a porter sa chemise 35ième anniversaire du Salers qui était inscrit avec les noms des victims ou survivants des acheteurs du billets. Vendredi, le 11 Septembre, tout après le concours de Salers a L'expo Richmond, la gagnante était annonce. Felicitations a Mme. Francis Dewar, de St-Felix-De-Kingsey, nouvelle propriétaire d'une génisse pur sang Salers! Mark Mason a assure la gagnante que sa génisse va participer dans les expos juste qu'à la fin de la saison (incl. Sussex, NB et Victoriaville). Une gros merci a tous qui a supporter Mme. Mason et cette cause importante. Aussi, un gros merci a Mark & Darlene, pour leur idée creative de promoter la race Salers.

Tous les éleveurs Québécois sont encourager de faire un tour de L'expo Boeuf a Victoriaville cette année. Viens nous supporter, Apprecier un journée de Salers, et parle avec notre Secrétaire Nationale, Kathy Adams qui fait la voyage ici d'Alberta.

Avec tous les expos dans la région, L'Association Salers du Québec souhaite a toutes leurs éleveurs "une bonne concours!" On espérons de vous voir sur la Chemins des Expos, pour d'être même a Regina, Saskatchewan pour Agribition et la compétition & vente Nationale de Salers.

## Ontario

*Dale Butler, President*

While things are pretty quiet here in Ontario, we have some news that Salers breeders are alive and well – still doing what they do best, raising great Salers cattle. A few members are spreading their wings and travelling to learn more about Salers in the world, or are diversifying their operations.

Craig and June Switzer of Switzerland Salers near Hillsburgh ON, thought the ISF Tour & Conference was too good an opportunity to pass up. They were able to arrange time away from home to participate in the complete itinerary, and were very glad they did. June reports that they had an excellent trip, very much enjoyed meeting and talking to everyone at the conference in Edinburgh, and that they formed some solid friendships on the bus. "Networks of people who share a common interest and come from all over, are not only invaluable in the purebred business but truly enrich your lives," says June. Being interviewed on Scottish television about her Scottish roots, was a new and fun experience for June. Scotland was celebrating "Homecoming" during the Highland Show and people from around the world were tracing their family histories back to Scotland.

Chad Mader and his family, Crossroads Salers of Peterborough ON, have decided to market their own Salers beef directly to consumers; so far they have taken on the challenge by offering cooked samples at local trade shows which feature Fine Foods and Beverages. The acceptance has been phenomenal and they often run out of samples by mid-afternoon. Customers can then order beef packages according to their needs. "By doing the value added work ourselves and marketing directly to the customer, we can already see a greater return for our product," says Chad. He admits it isn't easy to get started and it is a fair amount of work, but the Maders are convinced that they've chosen a good path to follow. For more info contact Chad at (705)657-1692.

## Manitoba

*Ken Sweetland, President*

As things improve in the industry, so does the Salers business in Manitoba. Some breeders are reporting renewed interest from past customers as well as interest from cattlemen who have never used Salers in the past.

We hope that our advertising effort in Cattle Country magazine (the Official publication of the Manitoba Cattle Producers Association) has expedited this. We wish to acknowledge assistance from Salers Association of Canada for their commitment towards this promotion and also to the individual Manitoba breeders who monetarily support the collective ad campaign. Also, with Kathy's help, we've handed out a few breed information packages and promotional DVDs to new potential customers; this seems to be generating some additional interest in Salers females. We greatly appreciate Kathy's dedication, patience and her ready willingness to help out in whatever way she can.

The Salers bulls on test over this past winter at the Douglas Test Station near Brandon have posted some impressive results: ADG 4.11, compared to the Station average for all breeds 3.88. (Salers tied with the Charolais breed to top the station results.) WDA for Salers 3.53 and station average was 3.45. A few Manitoba bulls have been Igenity profiled and will add to the breed statistics that are being tabulated at the National level. Our "Thanks" go to the SAC National Board for supporting this new opportunity and to Brian Jones, who spear-headed this initiative.

Congratulations to SAC and the Alberta Salers Association on a very successful 35th Anniversary celebration and Show/Sale. It was a great experience to share in the celebration with breeders from across Canada at Farm Fair last November; we wish to express our appreciation to Werner and Debbie Grundke for their efforts towards the 35th activities in Edmonton.

Future plans include getting a few Manitoba Salers (hopefully) out to shows at local fairs within the province this fall and possibly also to the National Show & Sale at Agribition in Regina. Manitoba breeders Ken, Wendy & Janalee Sweetland travelled to Scotland to the International Salers conference this past June and enjoyed the experience very much. It was an excellent opportunity to meet and discuss common issues with fellow Salers breeders from around the world.

Manitoba Salers wishes everyone much success in advancing their breeding programs.

## Saskatchewan

*John Hankins, President*

*Gar Williams, Secretary/Treasurer*

Breeders from Saskatchewan were pleased to be involved in the 35th Anniversary activities in Edmonton last November and offer their Congratulations to everyone involved in an excellent exhibition of the Salers breed.

We are pleased to say that Salers had enough numbers to hold their own breed show at Prince Albert, with very good results. Newcomers to the show ring were enthusiastically supported and the Salers breeders all pitched in to help each other have a successful weekend. Thanks, Everyone! Look for show results in "Around the Rings" – Congratulations to the champions!

2009 is Saskatchewan's turn to host the National Show & Sale (Nov. 26/27), with committee members working hard over the past months to ensure a successful return to the Agribition venue. Show judge and ring



## Provincial Reports

personnel are being finalized and will be announced in the near future, but that info is unavailable at press time. T Bar C Cattle Co has been chosen as the sales management team and have been out doing selections. Consignors have been preparing footnotes, picturing their entries and getting their cattle registrations done in time to be catalogued. Online entries for the show have been available at [www.agribition.com](http://www.agribition.com) since Sept. 15th – contact the show office for a package if you don't have internet!

Saskatchewan Salers look forward to hosting you at the 40th Anniversary Agribition in 2009!

### Alberta

*Werner Grundke, President*

*Brian Jones, Treasurer*

The ASA gladly accepted the hosting duties for the 2008 SAC AGM and we'd like to acknowledge all the support from participating Salers breeders, members past and present, from across Canada. Without you, the events of the 35th Anniversary year would not have been so successful!!!

Following the Edmonton successes and after the Salers Sun Fun group returned from a fabulous time in Puerto Vallarta, the AB Board discussed how to maintain the enthusiasm and forward momentum in the breed.

June 2009 again saw the AB group host their own AGM as well as the national AGM. Sundre AB was chosen as the location with activities booked at a local B&B – a great atmosphere for our meetings. Organizers were

disappointed by low member turnouts but managed to persevere, find enough members to make quorum and carry on with the business at hand.

Brenda Shoepf of BeefLink Weekly spoke on the merits of going back to basics with our breed, building on strengths and creating "market pull". Garth Elgie of Merial spoke about the Igenity panel of trait tests, what's available now, the evolving nature of the technology, how to analyse results and use them in management decisions. Excellent stuff! More members should have been there.

Alberta Juniors are getting more active as they gain confidence and support for their programs; Ellen Hondl has agreed to serve a 2nd year as Ambassador and is doing a terrific job! See the Junior pages in future issues of this magazine for more information on their activities. Juniors from across Canada will be sharing ideas by conference call to begin with and are working to set up a Facebook page or other link from the SAC website. An Alberta junior rep will be going to the Denver Livestock Show in January 2010, will work with an American breeder at the show, and will have the opportunity to meet ASA junior members. Hopefully this will lead to more joint activities, sharing of information, and a better junior Salers program in Canada. Sherry Doubet, ASA Executive VP, has extended an invitation to SAC junior members to attend their Junior Nationals next year. Anyone interested should contact Kathy at the SAC office so that show details can be forwarded as they become available.

A number of AB members are planning to support the Agribition National Show & Sale, by entering the show, consigning to and buying from the sale. We'd like to put out a friendly challenge to other provinces to do the same – Hope to see you all in Regina!

*Thanks to all our customers this past year.  
Your satisfaction is our reward!*



*Scenes and reports always available.*

Many thanks to the UK Salers Society  
for their hospitality.  
We had a great time in Scotland.

*SkyWestCattle.ca*

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403-342-1547 Cell: 403-872-1549  
Ray and Doreen Depalme 403-347-1526  
[www.skywestcattle.ca](http://www.skywestcattle.ca) [travisd@xplomet.com](mailto:travisd@xplomet.com)

# Around the Rings

## Richmond Fair Results for 2009

Breeders participating this year were Mark Mason, Michael Morin, Jacob Morin, Douglas & Marion Beard, TCJ Salers, and Windbec Salers.

### Bull Calf Champion and Reserve

1. TCJ Mr Wasabi owned by TCJ Salers
2. WDF Mr Waylon owned by Mark Mason

### Grand Champion Bull and Reserve

1. TCJ Mr Wasabi owned by TCJ Salers
2. WDF Mr Waylon owned by Mark Mason

### Heifer Calf Champion and Reserve

1. Windbec Miss Windjammer owned by Windbec Salers
2. Winddancer Miss Wynona owned by Mark Mason

### Grand Champion Jr. Female and Reserve

1. Windbec Miss Windjammer owned by Windbec Salers
2. Winddancer Miss Wynona owned by Mark Mason

### Grand Champion Sr Female and Reserve

1. TCJ Miss Primetime owned by TCJ Salers
2. Marlas Lily owned by Douglas & Marion Beard

### Grand Champion Female and Reserve

1. TCJ Miss Primetime owned by TCJ Salers
2. Marlas Lily owned by Douglas & Marion Beard

**Premier Breeder Banner:** Mark Mason (Winddancer Farm)

**Premier Exhibitor Banner:** Mark Mason (Winddancer Farm)

The year letter for  
2010 is  
**X**

Join us in *Regina* at the *Canadian Western Agribition*  
for the *Salers Show, Sale and the Cattleman's Choice*  
November 26 and 27, 2009.

*Watch for our fundraiser heifer donated by Harbrad Salers - Ogema, Saskatchewan.*



**Saskatchewan Salers Association**

Box 33, Borden, SK S0K 0N0

306-997-4909



# Around the Rings

## Prince Albert Exhibition Salers Show – Friday, July 31/2009

Prince Albert, Saskatchewan

### Gr. Champion Bull and Reserve

1. JHJ Pld Dundee 16U, Dunluce Farms, Tisdale SK
2. Elderberry Red Winchester 32W, Robert & Vivian Stieb, Parkside SK

### Gr.Champion Female and Reserve

1. RKC PLD ZOE 4T, Dunluce Farms, Tisdale SK
2. HMPD Utopia 30U, Dunluce Farms, Tisdale SK

**Premier Breeder:** Dunluce Farms, Tisdale Sk

**Premier Exhibitor:** Dunluce Farms, Tisdale SK

**PA-Exhibition Herdsman Award:**

Dunluce Farms (John Hankins Family), Tisdale SK



Grand Champion Bull - JHJ Pld Dundee 16U.



Grand Champion Female - RKC PLD ZOE 4T



Reserve Champion Bull - Elderberry Red Winchester 32W



Reserve Grand Champion Female - HMPD Utopia 30U

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## '09 Salers Sun Fun Winners

The draws were held August 26th, immediately following an Alberta Salers Board meeting held in the SAC Offices in Carstairs.

Winner of the trip for two to Cuba is Robin Fletcher, a commercial producer from Beaverlodge AB. Robin bought RL URIC 5U, a polled black purebred Salers bull, from Randy & Lesli Voss, Voss Family Salers of Hythe. Randy is currently an Alberta Director, so he was immediately aware of the win and very pleased that one of his buyers' names had been drawn.

Robin bought the bull with his brother and they have decided that their parents, Don & Marie should be the ones going on the trip. The Fletchers are former Life members of SAC, so I'm sure they'll have a wonderful time catching up with the other breeders on the tour!

John Nikkel of CoAlta Salers, Coaldale AB had his name drawn on the Breeders' side and, when contacted, stated that he was going to see if one of his volume buyers would like to take the

trip. If that doesn't work out, John said he'd definitely be on his way to Cuba and maybe his lovely wife, Anne, will be able to join him!

The winners have now all been contacted and travel details are being worked out. A few new travelers will be joining the tour group this year, in addition to the winners. Randy & Ronda Mader, who've been involved from the beginning of this program but haven't been able to work it into their schedule, will be taking part in the fun.

Before we know it, the Salers group will be leaving for their week in the sun; departure date is December 10th, from Edmonton. Thanks to everyone who has participated by nominating their buyers and special appreciation goes to our loyal sponsors: Morand Industries Ltd., Fred Mertz Professional Corporation, and The Myers Group, Wellington West Capital Inc. Welcome to a new sponsor this year, RBC Commercial Financial Services, Alberta south west, Lethbridge main.



*Don & Marie Fletcher*



*Robin Fletcher*

*Proudly supporting the National Show & Sale at Agribition*



**JAM Ms Pld U-Tube 01U** - purchased from the Cream of the Crop sale.  
New genetics for our herd.



**HBS Miss Pld Ultima 88U**  
Selling at CWA bred to TOP Pld Blk Sambo 110S.

*She Sells*

### **Also Consigning to Agribition**

**2 red polled heifers:** HBS 25W - full sister to the 2008 Cream of the Crop consignments - sired by TOP Pld Legend 97L  
HBS 24W - heifer calf - sired by HBS Mr. Pld Rob 20R

*A special thanks to  
Brian Jones for the  
Alberta Salers tour.*

# Harbrad Salers Farm

**Brad Dunn • Box 26, Ogema, SK S0C 1Y0  
306-459-2523 306-459-7612 (cell)**





## Sale Results

### It's All Good Bull Sale Beaverlodge, AB March 14, 2009

Selling Salers, Angus & Simmental bulls  
Salers had highest overall sale average at \$3037

### Sky West / Grant Farms 7th Annual Bull Sale Innisfail, AB March 19, 2009

Sale Gross \$66,650  
Sale Average \$2470

High Sellers:

Lot 4 - \$3200 - SW TOMY GUN 71T, buyer: Thomson Ranches, Lundbreck AB

Lot 18 - \$3200 - TOP PLD TITAN 213T, buyer Sande Cattle Co, Bowden AB

Lot 23 - \$3200 - TOP BLK PLD UNIVERSE 47U, buyer Outback Ranch Land & Cattle, Simonds NB

### New Trend Salers Olds, AB March 19, 2009

Sale Gross \$107,900  
Sale Average \$2632

High Sellers:

Lot 22 - \$4500 - SC PLD STERLING 48U

Lot 20 - \$4400 - SC PLD JET LAG 36U

### Maritime Beef Test Station Nappan, NB April 4, 2009

Salers Bull Sale Average \$2000

High Selling Salers Bull \$2100

Salers Open Heifer Average \$1050

### St. Martin Test Station Sale, Beauce, Qc February/Fevrier 2009

With 9 bulls in the sale / Avec 9 taureau en participation  
High Seller/Meilleur Vendeur Marien Dancause, St. Paul de la Croix, QC - \$3,300

Average Selling price/Moyen Prix \$2,200

14 Bulls start Sept. 21st for next test / 14 taureau commence un nouveau test le 21 Septembre Sale/Vente February/Fevrier 2010

### Mader Ranches 20th Anniversary Bull Power Sale Guest Consigner: Diamond T Cattle Co. (Angus) February 20th, 2009 - Olds Cow Palace Olds, AB

Black Simmental Average	\$3345
Red Simmental Average	\$3212
Salers Average	\$3048
Angus Average	\$2622
65 Bulls Averaged	\$3110
10 Heifers Averaged	\$1500
Sale Gross	\$202,150

High Selling Salers

Lot 42 MADER P BLACKGOLD 42U \$3600

S: Mader Pld Black Lotto 649E, Purchased by: Bar X Ranch

Volume Buyers:

- Carmella Cattle Co., Vanderhoof, BC

- Anchor Bar Livestock, Hughenden, AB

- Bar X Ranch, Kirriemuir, AB

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PUREBRED SALERS

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*Thanks to our 2009 buyers.*

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## Our Work

The Canadian Beef Breeds Council (CBBC) represents, supports and promotes the Canadian purebred beef cattle industry.

Our members include national breed associations that represent producers of purebred breeding stock. Associate CBBC members are exporters and sector service providers.

Our goal is to expand domestic and global markets, including the U.S., for purebred beef cattle genetics and related technologies based on standards for high quality and product safety.

### Our mandate includes:

- Animal health policy
- Trade access and market development
- Genetic improvement
- Research and development
- Education and extension

### Our services include:

- CBBC Long Term International Strategy (LTIS)
- Protocol Negotiations
- Government & Industry Relations
- Marketing & Sector Relevance
- Animal Identification
- Animal Health & Welfare
- Genetic Evaluation
- Sector Compensation
- Global Intelligence

### A current special project:

#### The Purebred Risk Assessment Project

The Purebred Risk Assessment (PBRA) Project is an initiative of the CBBC designed to identify and address various producer business risks associated with the producing and marketing of purebred beef genetics. The PBRA project is primarily funded by Agriculture and Agri-Food Canada under the Growing Forward initiative's Private Sector Risk Management Partnerships (PSRMP).

[www.canadianbeefbreeds.com](http://www.canadianbeefbreeds.com)

# New business tools for Canada's purebred beef cattle producers

New business tools for purebred beef cattle producers are now available on CD or may be downloaded from the CBBC website. The tools have been developed as part of the current phase of the Purebred Risk Assessment (PBRA) project that is exploring ways to mitigate risk—and enhance access to capital for purebred producers.

A group of 70 producers from across Canada, representing 10 purebred breeds, were invited to participate and share their insights and feedback with CBBC through on-line questionnaires that examined producers' experiences regarding accessing capital, purebred cost of production, product pricing, purebred sales and insurance. Armed with a confirmed understanding of producers' challenges, risks and needs, CBBC explored options for new and enhanced purebred-specific products to aid in risk mitigation in these key risk areas—with industry stakeholders, including debt and equity lenders and insurance brokers.

These first innovative tools are complemented by on-line resources and support provided by CBBC in partnership with breed associations.

### Purebred Producer Cost of Production (COP), Product Pricing and Benchmarking Workbook

A key to long-term profitability in the cattle business is to understand and manage production costs. There is no greater risk to a producer than a lack of profitability; banks demand it and families need it.

This unique COP workbook is tailored specifically to purebred beef cattle producers. It is an interactive tool providing key cost analysis and benchmarking functions. It can help producers manage production costs, make the most of available farm and family resources

and ensure the long-term profitability of their purebred cattle operation. The information tracked and evaluated through this tool allows producers to make informed decisions, evaluate the return on investment and profitability of each aspect of their purebred cattle programs, and plan for the future.

Useful cost of production summaries are included, together with sales break-even analysis and benchmarking tools to help producers compare production costs and selling prices. Producers are asked to submit aspects of their data to a database so the Council may generate national benchmarks for the purebred sector. Producers' individual information will always remain confidential. Eighty per cent of the producers surveyed by CBBC say they are willing to share information in order to have national purebred benchmarking available. CBBC is requesting producers complete and submit the workbook with data beginning 2008.

### Purebred Sales Reporting Workbook

The Purebred Sales Reporting Workbook provides a tracking tool for producers to record their annual cattle sales. CBBC is developing a database to capture this information from producers—in order to establish a national sales reporting tool to help confirm and validate the inherent higher value of purebred cattle.

Traditional financial institutions providing loans, and other lenders such as equity capital investors, require third party verification if they are to recognize the true market value of purebred cattle. Currently, all cattle in Canada are generally assessed at commercial values only. On behalf of the sector, CBBC will post national sales information to its website to help



substantiate purebred cattle values with lenders, insurance companies and government programs. CBBC is encouraging producers to complete and submit their 2008 sales information as soon as possible. Then, starting in 2009 producers will be asked to submit sales reports semi-annually. Producers' individual information will always remain confidential.

Versions 1 of the tools are anchored in Excel, user friendly, and funded by Agriculture and Agri-Food Canada under the Growing Forward initiative's Private Sector Risk Management Partnerships (PSRMP). Subsequent versions updated with feedback from producers will be posted on the CBBC website.

CBBC has begun the development of an information Portal to enhance the capture, utilization, and sharing of purebred beef cattle genetic, production, and sales information.

CBBC has engaged with FoodLogIQ for the development of a web-based value-chain system. The Portal will be developed and implemented through partnerships with industry and government initiatives in order to link to, and collaborate with, other data sources within the beef value chain including the pilot Canadian Beef Advantage (CBA) project that is seeking to collect packer and feedlot data.

Purebred beef cattle information and values as they relate to individual live animals, carcasses, production groups, genetics, genomics, research, product branding programs, and sales will be captured among other information, and utilized by individual producers to enhance production, increase sales, and improve business practices. The data will support CBBC and breed associations' strategic marketing and enhance

purebred sector benchmarking. Significant aspects of the data will be available to wider stakeholders and the Portal structure, via the CBBC website, will enhance and streamline purebred producers' access to extensive industry-wide information and reports.

"We are pleased to move forward with this exciting initiative which will provide sustainable value to enhance the purebred sector", says CBBC 1st Vice President and PBRA Project Chairman, Allan Marshall. "The ability to capture data from various sources including the direct input of the purebred producer is a significant step within the value chain initiative."

The Portal initiative is an outcome of the Purebred Risk Assessment (PBRA) project and identified as an important link in supporting efforts to mitigate risk in the purebred sector and enhance producers' business success and sector viability. This aspect of the PBRA project is funded through the Canadian Cattlemen Market Development Council (CCMDC).

The Portal, via the CBBC website, is anticipated to be active late 2009.

## Message from CBBC

*On behalf of the CBBC Board of Directors, I am pleased to update you that the Council has recently completed our Long Term International Strategy (LTIS) for 2009/10—for funding consideration through the Canadian Cattlemen Market Development Council (CCMDC) and Legacy. Our thanks to member organizations for providing detailed proposed global marketing activities for this period. Following the Council's review and compilation of these components, together with our overarching market intelligence and access knowledge we have developed a comprehensive, strategic plan that we believe is well-positioned to support excellent purebred genetics export results in the 09/10 period.*

*Our funding application is part of our ongoing collaborative approach with the Canadian Beef Export Federation (CBEF) and Beef Information Centre (BIC). This year our aligned efforts will be supported by the mutual use of the Canadian Beef Advantage Brand (CBA) and you will see and hear more about this value proposition for food safety and quality in the coming months. Part of our commitment under this funding includes engaging Breed Associations and their producer-members in the utilization of this brand to leverage our positioning - and to enhance marketing strategies throughout Canada's beef value chain.*

*Don Mackenzie*

*President, CBBC Board of Directors*

Visit the CBBC website for additional business tools and resources for purebred producers, including:

- Before Meeting with your Lender – *check list*
- Financial Self-Assessment and Quick Calculator
- List of lenders and online catalogue of loan products
- Investment Capital and Equity Finance – *overview*

Watch the website for updates on insurance products and services, once available.

## Ongoing work

CBBC continues to engage with Government and industry to enhance programs like AgriStability, Advance Payments, and breeder co-op loans, to improve their fit to the purebred sector. Discussions continue with financial institutions to help drive the development of loan programs specific to the purebred sector. As insurance can be an important tool to mitigate producer perils and risks, ongoing liaison with insurance companies is hoped to result in specific coverage to mitigate purebred operational perils

## CBBC Team

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Byron Templeton 2nd Vice President

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# Announcements



**Miller And Elaine McCoy** of McCoy Salers (Didsbury AB), along with numerous friends and relatives, recently celebrated their 50th Wedding Anniversary with a campout weekend. They were married August 8th/1959 and have been business owners and/or farmers throughout their marriage, becoming Salers members in the early 1980s. Miller served on the Alberta Board and was active in fundraising through the Ways & Means Committee. The McCoy's recently dispersed their Salers herd but may be reconsidering that decision – Elaine needs to keep Miller busy and he can't play hockey ALL the time!

\*\*\*

**Brian And Pat Jones** of Windrush Hill Salers (Okotoks AB) welcome another grandchild to the family. Avery Jonathon Boe Stone was born March 28th, a little brother for Emily and Keelan and 5th grandchild for Brian & Pat. More potential chore help and cattle exhibitors!

\*\*\*

**Craig And June Switzer** of Switzerland Salers (Hillsburgh On) are very happy to announce the birth of a granddaughter – Alyssa Tayler Switzer – born July 28th. Salers members will remember her dad, Kris, from his 4H and cattle showing days.

\*\*\*



**Jeremy Liesemer, Lochend Salers**, married his best friend **Jacqueline Froese** on Saturday, September 19th 2009 in a beautiful ceremony witnessed by many friends and family members. Jeremy has been busy in the oil patch lately but he and Jackie continue to own cattle; they currently reside in Carstairs AB.



**Randy and Ronda Mader** are proud and happy first time grandparents! Daughter and son in law, **Rayel and Craig Walker** had a baby boy, Sloan Dyson, on July 7/09. He weighed 7 lbs 10 ozs.

*Best Wishes And Congratulations To All!!!!*

*Salers Magazine*



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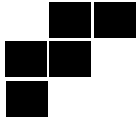
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# Calendar of Events

- Nov. 6-15, 2009** Farmfair International, Edmonton, AB  
**November 26-27** National Salers Show & Sale, Canadian Western Agribition, Regina SK  
**December 1** Deadline for input of performance data: National EPD run  
**December 10-17** Salers Sun Fun trip to Cuba  
**January (early)** Quebec Salers Association AGM, location TBA  
**January 22-23** Canadian Bull Congress, Camrose AB  
**Feb. 19, 2010** Mader Ranches 21st Annual Bull Power & Select Female Sale, Olds, AB - 1 p.m.

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The magazine is included in information packages, handed out at promotional booths at major Fairs and Expositions, is available at select Bull Test Stations, auction markets, at our AGM and during the Salers National Shows and Sales. Magazines are also taken to international trade events for distribution.

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*Rates quoted do not include GST.*

Contact Kathy @ Salers Association (403) 337-5851.

For ad layout and/or creative assistance contact Rhonda Bollum @ (403) 948-4768

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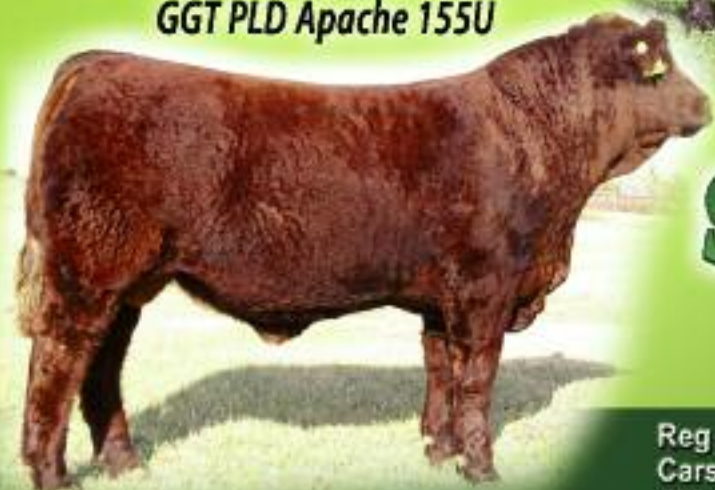


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