

*The Balanced Breed*

October 2008

# SALERS

Official publication of the Salers Association of Canada



The 35th Anniversary of the Salers Breed in Canada

*We've Come A Long Way Baby!*



# Don't miss our fall line up....

## FarmFair Sale

November 6th - Edmonton, AB - 2PM

Protege X TOP Pld Eaton

MDR Pld Blackrose 2U



Upgrade X Black Stetson

MDR Pld Blackcat 23T



Bred AI: JOC Polled Protege

### Mader Ranches 20th Annual Bull Power & Select Female Sale February 20th, 2008 1PM - Olds, Alberta

Mader Pld Blk Bomber 1R



WRN Blk Pld Upgrade 30L



### Watch for progeny from these sires

Randy & Ronda Mader  
403.337.2928

Box 183 Carstairs, AB T0M 0N0  
E-mail: [rrmader@xplornet.com](mailto:rrmader@xplornet.com)

Ryley & Jill Mader  
403.337.4014

**MADER**  
*Ranches*

Red & Black Simm, Simm X AN, Salers

The Balanced, Maternal Breed...

# Salers Magazine



## Contents:

- President's Message..... 4
- From the Office.....4
- Congratulations from around the world.....5-8
- Salers Association of Canada Members ..... 14-15
- 2008 Heifer Winner .....17
- Salers History in Canada .....21
- 2008 Mexico Winners .....26



L-R: Brian Jones, Chad Mader, Werner Grundke, Wayne Sereda, Travis Depalme missing: Gerald McGee

## On the cover...

Reynolds-Alberta Museum, a collection of antique modes of transportation, was the site of the 35th Anniversary AGM & Conference in June. Like transportation, the Salers breed has seen some changes.

Canadian Publications Mail Agreement #1678434

## PROVINCIAL ASSOCIATIONS

### Salers Association of Canada 2008/09 Board of Directors

#### President:

Chad Mader .....OF PETERBOROUGH, ONTARIO  
**PHONE: 705-657-1692**

#### Vice President:

Travis Depalme.....OF RED DEER, ALBERTA  
**PHONE: 403-342-1547**

#### Treasurer:

Brian Jones .....OF OKOTOKS, ALBERTA  
**PHONE: 403-938-6367**

#### Directors:

Gerald McGee.....OF RICHMOND, QC  
**PHONE: 819-826-2918**

Wayne Sereda.....OF BIG VALLEY, ALBERTA  
**PHONE: 403-876-2241**

Werner Grundke .....OF ALBERTA BEACH, ALBERTA  
**PHONE: 780-924-2464**

### SALERS ASSOCIATION OF CANADA

#### Physical Location:

Suite 1, 517 – 10 Avenue S

Phone: 403-337-5851

#### Mailing Address:

P.O. Box 879

Fax: 403-337-3143

Carstairs, AB

TOM ONO



email: [salers@telusplanet.net](mailto:salers@telusplanet.net)

website: [salerscanada.com](http://salerscanada.com)

#### SASKATCHEWAN SALERS ASSOCIATION

c/o Garfield Williams  
Box 33, Borden SK, S0K 0N0  
**PHONE: 306-997-4909**  
**FAX: 306-997-2242**

#### SALERS ONTARIO

c/o Nancy Stratton  
Rte 3, 32539 Durham Rd "B"  
Priceville, Ont. N0C 1K0  
**PHONE: 519-924-2741**

#### MARITIME SALERS ASSOCIATION

c/o Steve Parrish  
Waterville, RR #1  
Kings County, NS B0P 1V0  
**PHONE: 902-538-9174**

#### ALBERTA SALERS ASSOCIATION

c/o Brian Jones  
P.O. Box 879, Carstairs, AB T0M 0N0  
403-938-6367 (Ph) Brian Jones,  
Southern Alberta  
780-398-2494 (Ph) Carol Eigner,  
Northern Alberta

#### MANITOBA SALERS ASSOCIATION

c/o Ken Sweetland  
Box 84  
Lundar, MB R0C 1Y0  
**PHONE: 204-762-5512**  
**FAX: 204-762-5113**

#### QUEBEC SALERS ASSOCIATION

c/o Christine McGee  
432 Chemin Principale  
Kingsbury, QC J0B 1X0  
**PHONE: 819-826-2581**

#### (Gerald McGee) QUEBEC LIAISON

RR #3  
Richmond, QC J0B 2H0  
**PHONE: 819-826-2918**

# Windrush Hill Salers Ltd.

Black and Red  
Registered Purebred Salers

## Our Sires



Mr Polled Herc 65H



PGJ Mack 5M



SC Polled Legacy 23L

## Our Program and Goals

### Bad News

Like everything, cattle get older. Our Herd Sire, SC LEGACY 23L has reached the end of his productive life. Legacy's progeny was amongst the largest volume-sellers in the breed in 2007 such was the demand for his pedigree. While his bloodlines will be available there will be no more direct offspring, because there is no more semen in storage.

### More Bad News

Our other herd sire, PGJ Mack 5M, has also reached the end of his great productive life. When we bought his sire, Mr. Polled Herc 65M, little did we know of the greatness he possessed and would reproduce. Mack and his siblings have all exceeded all our expectations. A Calgary Stampede Grand Champion, his offspring are all stamped "Champion" on their own.

You can't confuse a MACK offspring.

### The Good News

We, alone, will have a handful of LEGACY sons and a few daughters available for purchase. This is your last opportunity to invest in your future and have the benefit of this legendary bull in your program. A very stylist bull he has sired many show champions. Don't wait and miss out.

We, alone, have a good selection of MACK sons and daughters available as well as semen on Mack and Herc. If you want muscled, large volume, fleshy, easy keeping cattle this bloodline should be your choice. MACK, similar to his sire, worked on cows or heifers as an easy calving bull. MACK has been used in purebred operations and extensively in crossbreeding programs and his consistency is proven. Our gentle giant, 2500 lbs this spring despite his small frame, has a disposition, as do his offspring, second to none.

Call and visit early and make your selection. We will be happy to make arrangements to winter and have ready "to go" when you need your purchase in the spring. Mostly polled, some red but predominately black these will be "front pasture" cattle. All bulls will be semen tested and guaranteed breeding bulls. These calves are offered by private treaty. All priced identically and first come first served. You pick out the BEST available. All papered and transferable.

*Welcome Harley Tateson and family from Scandia, Alberta on joining our association. Harley's father was instrumental in introducing SALERS to Canada and their expertise and experience with these cattle will generate nothing but positives for the breed. Harley has bought many animals from us over the past 8 consecutive years and we thank him for his confidence in our bloodlines.*

***In 2008 as Windrush celebrates its 20th year as a SALERS member and a producer of the best breed of cattle, SALERS, we congratulate and wish the Salers Association of Canada all the best with its 35th anniversary activities. We look forward to a long and profitable future for all our members and industry friends. Thank you for your support***

*Located 18 kilometers south west of Okotoks, less than 40 kilometers south of Calgary.*

Visitors always welcome

**Brian and Pat Jones**

**Box 520, Okotoks, Alberta T1S 1A7**

**(403) 938-6367**

**email: windrush\_hill@hotmail.com**



# Opportunity Knocks

due to the time demands of our Landscape Supply Business and a loss of grass

**GIT Performance Cattle is having a Major Herd Reduction.**

We are selling over half of our Purebred Herd  
Come to Edmonton Farm Fair to see our sale offering  
**November 6, 2008**



*Pax Java 10L*

2005

2006

2007

2008

*Dam to:*



GIT Red Corvette 11R



GIT Satin Black 8S



GIT Temptation 16T



GIT Under Cover 4U  
*debut Farmfair 08*

## GIT Strawberry Twizzler

Sire: GIT Red Corvette 11R

MGS: AP Polled Stetson

*She's a Stout One*

*Aces Wild Sale - November 7, 2008*

1 Prospect Steer

1 Prospect Heifer

## Open House

**November 22, 2008  
at the ranch**

14 Bred Purebreds to be sold by Dutch Auction.  
One Commercial Prospect Heifer will be given away  
to a Junior that views our cattle on or before  
November 22, 2008.



Congratulations: Taylor Isley w/Sparkles won Reserve Grand Champion at 4-H on Parade  
*out of 141 steers*

Matthew Yakemchuk won Reserve Club Champion with Clifford (from GIT)

**Thank you to our 2008 buyers: M X Ranch, John Bland, Max Tateson**



The ISLEYS  
Gerry & Sonya  
Taylor, Riley, Cody  
email: gitbeef@aol.com  
Toll free:  
1-866-233-2504



## President's Message



Fellow Breeders,

I'm almost afraid to say it, but it

appears that there may be light at the end of the tunnel for this industry after all! The value of our dollar appears to be stabilizing, our cattle exports are increasing, and there is some optimism as we approach the fall calf run. There is no doubt, however, that we still have a long way to go, both as an industry and as the Salers breed. I look forward to the 35th Anniversary celebrations in Edmonton, as it should be a great opportunity for breeders to share thoughts on how we can move our breed ahead. Whether you are an exhibitor, a volunteer, or just a spectator, I encourage everyone who can to attend to see the cattle

and meet with your Salers colleagues. I would also like to remind you that your Board of Directors is always happy to hear from members with questions, concerns, ideas, or suggestions, and that you do not have to be a board member to be involved with breed activities and committees. We are always happy to hear from members that want to help. Let's get this breed the place it deserves in the future of the beef industry.

Sincerely,  
Chad Mader

## From the Office



Roy Prevost presented an interactive session on branding, promotion and marketing Salers in today's world. Roy is a much-requested motivational speaker from Oakray Marketing Services in Burnaby BC. Don Wudel is an Alberta cowboy poet and humorist; he presented his very entertaining views on 'the Lighter Side of Farming' and had everyone in stitches during the evening.

I've been researching past issues of Salers Country and Salers magazine for articles in this issue and I've come to appreciate, even more than I did before, this breed and the wonderful people who continue to come forward to work for the betterment of the breed itself and the Association. Not surprisingly, the names who appear most often throughout the years belong to the group of people who have gotten behind the 35th Anniversary in a big way. Without them, this celebration would not have gotten off the ground – now we need everyone else to come out and make it a huge success.

We owe a debt of gratitude to a group of cattlemen who, over 35 years ago saw the potential benefits of introducing the Salers breed to the Canadian beef industry. Their foresight, courage, patience and willingness to commit their time, energy and a considerable monetary investment has enabled Salers breeders today to celebrate the 35th Anniversary of Salers cattle in Canada and of the founding of the Association.

Much of the effort behind the celebrations taking place in Edmonton at Farmfair International on Nov. 6 & 7 is being provided by a handful of Alberta members who have really gotten into the spirit of hosting the 35th. The Alberta Salers Association held their AGM jointly with the SAC Convention early in June, at the Reynolds-Alberta Museum in Wetaskiwin. It was a cool rainy weekend but the attendees were supportive, engaged in discussions during both meetings, and thoroughly enjoyed the speakers at a wonderful evening banquet.

I would request that all of you make sure the word gets out to previous members, directors, past-Presidents and Salers royalty (Queens & Princesses) – some of whom have lost touch with the SAC office. Addresses and phone numbers change, youngsters grow up and move away, names change due to marriage.....and before you know it, the link is lost. It's not unrecoverable though, if you know some of these people, have them contact me at the office to update their contact info – and I'll send them an "official" invitation!

We will need a 'head count' for the banquet, so make sure to RSVP me before October 31st with how many of YOUR family will attend. Looking forward to seeing you all in Edmonton in November! Good luck to all Salers exhibitors at livestock shows across Canada this fall – Happy 35th Anniversary!

Kathy Adams  
Secretary/Manager

**SUBSCRIBE TODAY**

**SALERS**  
MAGAZINE

the official publication of the  
Salers Association of Canada.

\$17 per year in Canada

\$21 per year Foreign

(Canadian Funds, GST included)

Please make cheques payable to Salers  
Association of Canada

NAME: .....

ADDRESS: .....

TOWN/CITY: .....

PROV./STATE: .....

POSTAL CODE: .....

PHONE: .....

**SALERS MAGAZINE**

P.O. Box 879,

Carstairs, AB T0M 0N0

Phone: 403-337-5851 Fax:

403-337-3143

email: salers@telusplanet.net

website: salerscanada.com





## Congratulations from the American Salers Association

### *Milestones*

Congratulations to the Canadian Salers Association in celebration of your 35th Anniversary. The American Salers Association (ASA) is pleased to be able to celebrate with you in honor of this great breed of cattle coming to North America. We would like to extend our great appreciation to your membership that played such a pivotal role in bringing Salers genetics to North America. Those breeders had the foresight to recognize what this breed had to offer the beef industry of Canada and all of North America. To many, I'm sure the attributes that this breed offered seemed too great, yet they were true and the breed has made great strides in contributing to the profitability of farms and ranches across the country.

In putting this note together, I pulled out the old history files and made a few phone calls to some of the founding members of the Salers breed. One such member was Pat Effertz from Effertz Key Ranch in Velva, North Dakota. Pat reminisced about the initial Salers cattle. He remembered when Jonas and Big Jim came to Canada in 1975. In visiting with Pat, you could still feel the "Salers Spark" when he talked about those two bulls selling in Canada. He remembered the excitement of sitting on the seats at the sale just like it was yesterday.

Pat also recalled many a late night and into the early morning when both Canadian and American Ranchers spent hours and hours at a cabin in Banff involved in heavy discussions regarding breed exposure, rules and registry. Some of the meetings lasted until 3 o'clock in the morning. The group knew that it would be a difficult task promoting the Salers breed as it was late getting to North America in relationship to other European breeds such as Limousin and Maine Anjou. Cattlemen had already been burned by empty promises. "Salers had to have something better going. Ranchers had already been down the "exotic fever" road." recalls Pat.

Another of the founders in the U.S., Roy Moore, called Pat often telling him of all the great attributes of the Salers cattle. Pat remembers, "I finally believed him and he was right." The momentum was so great that many of our members went to Canada and bought groups of females to bring in and start their own herds. These herds formed the foundation for the breed in the United States.

Current ASA board member, Bob Neben, remembers going to Canada in 1982 and purchasing his first Salers cattle. "We went to the Denver Stock Show in search for a breed of cattle that had small birth weights, livability, fertility, milk, and meat. We were tired

of c-sections, pulling calves, and calves that were slow to get up. What we found was the Salers breed. What impressed us as much as the breed, were the people showing and displaying them. They were a sincere, honest, and down to earth group. Within a month we were on our way to Canada to observe the cattle in ranch conditions. We brought two fullblood bulls back with us. Later that year we returned and bought J'Aime Les Salers (which means "I love Salers" in french) from Stewart Robertson's AC Ranch. Many of our fullblood cows go back to those Canadian genetics."

Many milestones have been passed on the way to this 35th Anniversary. These are just a few of the highlights that are still told to this day of the discovery of Salers. As American Salers producers we value and welcome continued friendships with our fellow Canadian Salers producers. Congratulations, keep working to promote this tremendous breed of cattle!

*Sherry Doubet,  
ASA Executive Vice President*





# Congratulations from the New Zealand Salers Society

## Congratulations - 35 years

The New Zealand Salers Society wishes to congratulate the Canadian Salers Association on attaining 35 years of breeding one of the most exciting and profitable breeds of cattle--SALERS.

Canadian breeders were some of the first to recognize the special traits of this breed and introduce them, not only into Canada from France but also making them available to the rest of the world, including New Zealand. Imports

of semen, embryos and heifers from Canada had a big influence on the breed in NZ as breeders here became interested in the cattle. New Zealand Breeders today enjoy a close association with their Canadian counterparts with reciprocal visits between NZ and Canadian Breeders. Many of us have been welcomed into your homes and onto your farms and ranches to see your magnificent cattle and to discuss the

problems and successes that are common to us both.

We wish your breeders and your Association a successful season with your cattle and look forward to even closer association with you all in the future.

*Myra Severinsen,  
Secretary of NZ Salers Society*





## The Salers breed : 35 years in Canada !

1973 : the first Salers bulls, Vaillant, Imperial and Ivanohé are imported to Canada.

At that time, some breeders have tried something completely crazy, even impossible by crossing the ocean and coming in the center of France only to find a breed still unrecognized : the Salers ! The Canadian Salers Association members have been working for 35 years for the Salers breed's development.

A hard core of breeders have trusted in it, have been involved and have not wavered in their belief and dedication. We think about original breeders like Phil Tetrault, Rudy Enzman, John Moore and Eric Proppe....and others that came later like Ray and Doreen Depalme - they are still enterprising breeders.

Those Canadian Salers breeders had well understood that the Salers breed was indisputably the breed they needed, the breed which would adapt itself the best to the tough winters, the breed which would guarantee easy management and profitability.

The Salers Herd Book and the Salers Evolution Group of France really want to thank all the Canadian Salers breeders for their involvement, determination and vigour which contribute to the international extension of the Salers breed. Their current numbers and energy prove that the choice they made 35 years ago was the right one and is still going to be so. Congratulations and Best Wishes for the future!

*Sophie Bargy,  
UPRA Communications Coordinator*



## La Salers : 35 ans de présence au Canada

1973 : les 1ers taureaux Salers français Vaillant, Imperial et Ivanohé sont importés au Canada.

35 ans que l'Association Salers Canadienne travaille au développement de la race.

A l'époque, certains éleveurs ont tenté l'insensé, voire l'impossible en traversant l'océan et en venant dans le centre de la France pour venir chercher une race encore méconnue : La Salers...

Un noyau dur d'éleveurs y ont cru, se sont investis et n'ont pas lâché prise. Nous pensons à Ray et Doreen Depalme, Phil Tetrault, Rudy Enzman, John Moore et Eric Proppe.... qui continuent à être des éleveurs Salers actifs.

Ces éleveurs canadiens avaient bien compris que la Salers était incontestablement la race qu'il leur fallait, la race qui s'adapterait sans problème aux hivers rigoureux, la race qui leur apporterait facilité de conduite et rentabilité économique.

Le Herd Book Salers et le Groupe Salers Evolution tiennent à remercier tous les éleveurs Salers Canadiens pour leur implication, leur détermination et leur dynamisme qui contribuent au rayonnement mondial de la race. Leur nombre et leur vitalité actuels prouvent que leur choix qui fut le bon il y a de cela 35 ans, est toujours d'actualité...

*Sophie Bargy*





# Congratulations from the Salers Cattle Society of the UK

Congratulations to the Salers Association of Canada from the President, Chairman, Council of Management and members here in the UK on your 35th Salers Association Anniversary.

We here in the UK are in our 28th year and continue to increase our membership and Salers continue to grow in numbers. We have an increasing demand for Salers and Salers cross cattle as more farmers in the UK are seeing the benefits of Salers. Unfortunately many of these cattlemen are purely commercial and do not join our Society, but nevertheless create a market for pedigree and commercial Salers. We continue to push for members to have HI Health status herds and there are several schemes available to members .

The livestock industry seems to have a succession of problems around the world and blue tongue was initially found during pre-movement testing. Restrictions here in the UK have caused considerable difficulties with movement restrictions of cattle and sheep although we have had no outbreak. Vaccination has taken place in England and Wales now vaccine is available. The movement

difficulties arose because vaccine was not available in large quantities but as it became available areas were vaccinated. It seems like only yesterday that we were at the last ISF Convention in France, when we here in the UK agreed to host the 2009 Convention. It is ten years since we last held the ISF Convention in the UK. This time it will be bigger than before with a fifteen day tour of the UK starting in England, into Wales and then to Scotland to the Royal Highland Show. We will start on Saturday 13th June at London, Heathrow, and will finish at the Royal Highland Show, Edinburgh on Saturday 27th. June. Most of the visits are now in place and all Breed Societies will receive booking forms and programme soon. We hope you can join us for the tour and spend some time in England, Wales and Scotland. We have some excellent cattle to show you and many places of interest. If there are any places you would like to see that are not in the final programme this can be arranged through our travel agency. Also if you want to extend your visit before or after the Convention dates this is also possible through our tour agency. The cost of the complete tour will be £1,744

sterling . I think this is good value at £116 per person, per day, per person. This will include all hotels, breakfast, evening meals, coach, entry and guides to place of interest , entry to the Royal Highland Show, Convention Dinner etc.and at least ten midday lunches or barbecues. There will be free time at some locations for example the walled city of Chester where there are a selection of traditional English cafes, restaurants and pubs where members may like to make their own choice. We look forward to welcoming Salers members and friends here in the UK to what I am sure will be a memorable occasion.

Regards,  
John Crowe  
Secretary Salers Cattle Society of the UK

Cattle Society of the UK Ltd.

Telephone : 01948 667223

<http://www.salers-cattle-society.co.uk/>

## Allflex Salers Ear Tags

Dangle Type.

More colors available – numbered or blank.

Maxi size.

Orange, blue, green, red, pink, white or yellow with “SALERS” at bottom edge.

Shipped direct to you & billed through SAC on your member account.



## Alberta Salers Association

### new board

*L-R: Kathy Adams, Sec; Werner Grundke, Pres; Brian Jones, Treas; Sonya Isley, Director; Randy Voss, Vice-Pres; Dianne Andersen, Director*





**Come celebrate 35 years  
of Salers in Canada  
Everyone is invited!**

The Alberta Salers Association is excited to host special *35th Anniversary* events open to all breeders and the public. Come and join the celebrations!

**Farmfair – October 31 to November 8, Edmonton.** As feature breed we will host special events.

**November 6 - 11 a.m. – UFA Show Hall**

Jackpot Pair of Purebred Salers Bull Calves Show  
Salers Cattlemen's Classic  
Salers Sale Cattle Parade  
Lunch

**November 6 - 2 p.m. – UFA Sales Ring**

"Cream of the Crop" Salers Sale

**November 7 - 9 a.m. – UFA Show Hall**

Salers National Show | Salers Big Bull Classic Show

**November 7 – 6:30 p.m. International Room - Salers 35th Anniversary Banquet** with guest speaker Fred Mertz speaking on farm succession and tax planning, Ben Crane, western singer/songwriter and entertainer. Contact Kathy at 403-337-5851 for details.

*This is your opportunity to view and purchase Salers cattle from across Canada and visit with the breeders. Ladies are invited to stop by the Salers booth in Salers alley for a special gift.*

Come and join us in Mexico, December 9 to 16. Contact Kathy at 403-337-5851.

**Alberta**

**WE THANK OUR SPONSORS:**



**Langdon Travel • Morand Industries Ltd. • Alberta Beef Magazine**

**Alberta Salers Association**

*"The Balanced Breed"*

#1, 517 – 10 Ave. S, Box 879, Carstairs, AB T0M 0N0

403-337-5851 info@salerscanada.com

www.salerscanada.com

**Everyone  
is invited!**

**Come celebrate  
Salers 35th  
Anniversary**

# McCoys' "End of the Road"

## Salers Complete Dispersal Sale

**Tuesday, October 28, 2008**

2:00 p.m.

**Olds Auction Mart - Olds, Alberta**

### Offering:

**42 registered Salers bred cows**

2nd to 10th calvers to start calving

Jan. 1, 2009

*Bred to: TOP Pld Black Script - Black Polled Fullblood*

*JAM Mr Pld Spalding - Red Polled Fullblood*

**9 registered Salers bred heifers**

Calving Jan. 1/09

*Bred: JAM Torpedo- Black Polled Purebred Bull*

All calves are eligible to register

**18 bull calves, 21 heifer calves**

*All cows will be preg tested prior to the sale*

### **2 Herd Sires**

**2 year old black Salers bull**

**1 year old red Salers bull**

### **Sale Day Phones:**

Olds Auction Mart 403-556-3655 or  
403-264-3000

Al McCoy cell: 403-507-9262

Miller McCoy cell: 403-556-4431



*"We are selling all the semen out of our tank. Bring your tank - take the semen home. We will be auctioning it off after the sale. A complete list will be available in our catalogue"*

*For catalogues and more information contact:*

### **McCoy Salers**

Miller & Elaine McCoy  
Box 149, Didsbury, AB  
(403) 335-3068  
memdidsbury@shaw.ca

### **JAM Cattle Co.**

Alan, Joyce, Allie and AJ McCoy  
Box 3, Site 14, RR1, Didsbury, AB  
(403) 507-9262  
amccoy@altagenetics.com



# Voss Family Salers

**Top Performing Cattle in the Feedlots and in the Pasture.**

**Cream of the  
Crop Sale  
November 6, 2008**  
On offer: 2 of our  
herd's best  
heifer calves!

**Come and check us out at:**

- Farmfair November 2008 - Edmonton, AB
- Cream of the Crop Sale - Farmfair  
November 6, 2008, Edmonton, AB
- Peace Country Beef Congress  
January 2009 - Grande Prairie, AB
- It's All Good Bull Sale - March 2009  
Beaverlodge, AB

*Please call us for more information on any of these events.*

Randy & Lesli, (Randi-lyn, Corissa & Justine)  
Box 473, Hythe, AB T0H 2C0  
(780) 356-3361 rlsalers@hotmail.com



JBB Mr Mac 23M - Black, Homozygous Polled Purebred

Congratulations and best wishes to the Salers Association and to all Salers breeders, on the 35th Anniversary of the Salers breed in Canada.

# Butler Livestock

1253 Huff's Corners Road  
RR#2, Croton, ON  
N0P 1K0

Dale Butler  
519-692-4145

Jim Butler  
519-692-4151

# Fullblood Salers Herd Dispersal

Continues  
(Private treaty - at the farm)

30 years breeding for:

- ✓ Performance
- ✓ Disposition
- ✓ Structure

- Reds \* Low Birthweight \* Good temperament
- Polled bloodlines
- 2008 Bull Calves \* Good growth & performance

## Beau Valley Cattle Co. Ltd.

Peter and Shirley Zahary  
Box 1, Site 5, RR 1  
Edmonton, AB T6H 4N6

Phone: 780-929-6283  
Fax: 780-980-1083  
email: pszahary@telus.net

Congratulations to Salers Breeders - 35 Years in Canada!



**HBS Miss Pld Samantha 36S**

**Two full sisters sell at the  
35th Anniversary Sale**  
Edmonton, AB, Nov. 6th - 2:00 p.m.

**HBS Miss Pld Tami 64T**  
bred: TOP Pld Blk Sambo 116S -  
a Sky West Pacific 10N son.

**HBS Miss Pld Ursula 86U**

**Sire: Top Pld Legend 97L,**  
son of LWS Blk Pld Moderator 81J  
**Dam: HBS Miss Maggie 11P,**  
daughter of WRN Blk Pld Upgrade 30L

**Thanks to our 2008 buyers:**  
Gary Shaver, Bengough  
Al Myren, Ogema  
Harvey Miller, Ogema

# Harbrad Salers Farm

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



# Anniversary Promo Items

Special Edition 35th Salers Association of Canada belt buckles are available now to pre-order, we hope to have the initial order on hand in Edmonton for those members who have already ordered and paid for these beautiful silver buckles. High quality, resistant to tarnish and able to be polished to renew the luster of new – these buckles are attractive and you will be proud to own and wear one. Series will be numbered and are a limited offer. They will make wonderful gifts! Contact Kathy at 403-337-5851 or

salers@telusplanet.net for prices and more information.

New Salers Golf Shirts will be available in Edmonton – don't be left out – be sure to get yours before the 35th activities are over – prices will be kept close to cost (probably \$25 each). "SALERS 35th – 7000 years of history". Contact Kathy to order yours today!

*"At last, a magazine for those who put off things 'til tomorrow.....Procrastinators' Monthly.....published quarterly"*

Check out the website for the latest sire summary and EPDs


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

OUR GOAL IS TO PROVIDE GENETICS TO MAKE YOUR HERD MORE PROFITABLE...



**SWEETLAND SUPER SIX SALERS**

Ken & Wendy Sweetland & Family  
Box 84  
Lundar, Manitoba R0C 1Y9  
(204) 762-5512



**DYNARICH SALERS**

*Congratulations and Happy 35th to all past, present and future Salers breeders. Best wishes for the next 35 years.*

**Private treaty at the farm**

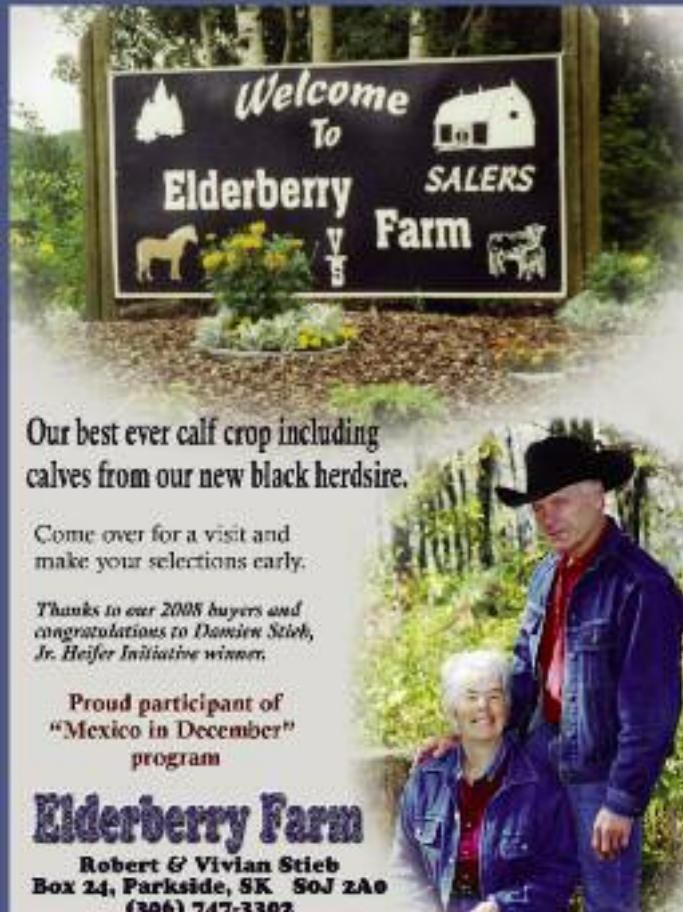
- Purebred Salers and Salers x Angus replacement heifers
- Purebred Salers bred females
- Purebred Yearling Salers bulls - red and black moderate build - big, thick butts

**With Performance & Excellent Disposition**

**Northlands Farm Family 2008**

**Richard & Dianne Andersen**  
P.O. Box 146  
Evansburg, AB T0E 0T0  
Phone/Fax: (780) 727-2919  
dynamich@xplornet.com

**Big Butt Bull Equation:**  
Live Calves  
+ Heavier Weaning Weights  
+ Top Prices  
= More \$\$\$



**Welcome To Elderberry Farm SALERS Farm**

**Our best ever calf crop including calves from our new black herd sire.**

Come over for a visit and make your selections early.

*Thanks to our 2008 buyers and congratulations to Damien Stieb, Jr. Heifer Initiative winner.*

Proud participant of "Mexico in December" program

**Elderberry Farm**  
Robert & Vivian Stieb  
Box 24, Parkside, SK S0J 2A0  
(306) 747-3302

# 2008 Salers Association Of Canada Members

## Annual:

10073	HUGH & MEGAN ATKIN, LaGlace AB	(780) 568-4925	HMPD
10114	GRUNDKE FAMILY FARM, W. Grundke, Alberta Beach AB	(780) 924-2464	GFF
2422	MICHEAL BUTLER, Croton ON	(519) 692-4151	MLB
8304	LOST LAKE SALERS, S. DANGERFIELD, Vauxhall AB	(403) 654-2825	LLS
8484	HARLEY TATESON, Scandia AB	(403) 362-5411	HT
8796	ELDERBERRY FARM, R & V STIEB, Parkside SK	(306) 747-3302	EFS
9240	R & L VOSS, VOSS FAMILY SALERS, Hythe AB	(780) 356-3361	RL
9283	TOM EYRE, Winnipegosis MB		
9472	MICHAELMORIN, PINE GROVE SALERS, St Felix de Kingsey QC	(819) 848-2627	JKJM
9484	DENIS MAHEUX, Saint Martin QC	(418) 382-5551	DENI
9491	MICHEL DUCLOS, SALERS DU TEMIS, Latulipe QC	(819) 747-2406	DUC
9570	DONALD BEARD, DJB SALERS, Richmond QC	(819) 826-5736	DJB
9587	COREY MORIN, Canton Melbourne QC	(819) 346-6767	CWM
9589	A & A STIEB, MYSTIQUE POINT SALERS, Parkside SK	(306) 747-4396	MPS
9741	FERME HONDO ENR, R. CUSTEAU, St Francois Brompton QC	(819) 845-2591	RAY
9817	CROSSROADS CATTLE CO., C & B MADER, Peterborough	(705) 657-1692	XR
9842	DAVID WRIGHT, ALL WRIGHT FARMS, Carberry MB	(204) 466-2684	AW
9976	WAYNE SEREDA, SEREDA FARMS, Big Valley AB	(403) 876-2241	SF

## Junior:

10009	STEVEN SCHMIDT, Wetaskiwin AB		ST
10012	ELLEN HONDL, Bowden AB		BEST
10056	CRAIG GORDNER, Mitchell ON		
10059	MADISON SEREDA, Big Valley AB		SF
10060	CHARLENE SEREDA, Big Valley AB		SF
10221	KODY TATESON, TATESON RANCHING CO, Scandia AB		TRC
8293	KIDS KATTLE KO, Krista/Kari/Kyle SINCLAIR, Empress AB		KIK
8527	BROOKE SWITZER, Hillsburgh ON		
9087	KARL GRUNDKE, Alberta Beach AB		
9102	CODY BUTLER, Croton ON		CBL
9103	DWIGHT BUTLER, Croton ON		DDB
9169	MICHAEL A. TOPP, Athabasca AB		MRT
9473	JACOB MORIN, St Felix de Kingsey QC		JKJM
9536	MARTY BUTLER, Croton ON		MBL
9577	KACIE MASON, St Felix de Kingsey QC		KCM
9578	CODY MASON, St Felix de Kingsey QC		
9678	CORISSA VOSS, Hythe AB		
9679	RANDI-LYN VOSS, Hythe AB		RDV
9843	ADAM WRIGHT, Carberry MB		
9844	MITCH WRIGHT, Carberry MB		
9846	VANESSA MERTZ, Calgary AB		VAM
9847	AMANDA MERTZ, Calgary AB		VAM

## Lifetime:

1028	SHADY RIDGE STOCK FARM, R. DEPALME, Red Deer AB	(403) 347-1526	SR
1032	NEW HORIZON SALERS, W. SNIDER, Lacombe AB	(403) 885-4183	WR
1059	Mr&Mrs. DAVID PEASE, GLEN OSPREY FARMS, Shelburne ON	(519) 925-6412	EDP
1072	HEIBERG FARMS, L & B HEIBERG, Kingman AB	(780) 662-2538	HFA
1076	WINDBEC SALERS, GERALD MCGEE, Richmond QC	(819) 826-2918	JMT
1087	RANDY MADER, MADER RANCHES INC, Carstairs AB	(403) 337-2928	MDR
1088	MILLER & ELAINE MCCOY, Didsbury AB	(403) 335-3068	MEM
1089	MYLES MORRELL, NBI SALERS, Morrell Siding NB	(506) 273-6709	NBI
1092	PETER ZAHACY, BEAU VALLEY CATTLE, Edmonton AB	(780) 929-6283	PDD
1096	DYNARICH SALERS, R & D ANDERSEN, Evansburg AB	(780) 727-2919	RDA





# (Renewed As Of September 11)

1116	RICHARD & GILL GRUDESKI, GRUDESKI SALERS, Vista MB	(204) 859-2899	RGS
1117	RUSTVILLA FARM, S. ABERNETHY, Beeton ON	(905) 729-2773	AJA
1119	LEO & DENISE TOUCHETTE, Clive AB	(780) 784-3849	LD
1208	SKY WEST LAND & CATTLE, T. DEPALME, Red Deer AB	(403) 342-1547	SW
1252	JUNE & CRAIG SWITZER, SWITZERLAND SALERS, Hillsburgh	(519) 855-4201	SWI
1276	DUNLUCE FARM, JOHN HANKINS, Tisdale SK	(306) 873-2231	JHJ
1341	OLSON'S SALERS, PETER OLSON, Rapid City MB	(204) 826-2643	PBO
1385	DOUGLAS TUFTS, Madoc ON	(613) 473-5559	DWT
1464	HAROLD PARRISH, Kings County NS	(902) 538-9174	HLP
1556	SPRUCE GROVE SALERS, JOHN KEEPER, Yorkton SK	(306) 782-9554	JSK
1667	SPRING COULEE SALERS, REG BALDWIN, Didsbury AB	(403) 337-2975	SC
1743	D & M BEARD, MARLAS SALERS, St Felix de Kingsey QC	(819) 848-2932	DGB
1985	DALE BUTLER, Croton ON	(519) 692-4145	DBL
2076	JAMES BUTLER, Croton ON	(519) 692-4151	JBB
2559	WOLF LAKE SALERS, P BALLA & M FORSYTH, Iron River AB	(780) 826-5501	PB
2704	BRAD DUNN, HARBRAD SALERS FARM, Ogema SK	(306) 459-2523	HBS
2765	THREE STAR SALERS, B. LA CLARE, Edam SK	(306) 397-2293	TSS
2807	MIKE HILDEBRAND, Carstairs AB	(403) 337-3014	MT
2980	CHRIS and/or PAT MCQUAID, Mt Stewart PE	(902) 892-3755	CPM
3115	LYN & LINDA LAUBER, YANKEE VALLEY SALERS, Airdrie AB	(403) 948-4678	LLL
3153	D GRANT FARMS LTD, DON GRANT, Bowden AB	(403) 556-2695	TOP
3159	WERNER or DEBORAH GRUNDKE, Alberta Beach AB	(780) 924-2464	WDG
3229	WINDRUSH HILL SALERS, PAT JONES, Okotoks AB	(403) 938-6367	PGJ
3239	MARVYN or SHARRON BROWN, Howick QC	(450) 825-0760	CVS
3373	SWEETLAND SUPER SIX SALERS, K & W SWEETLAND, Lundar	(204) 762-5512	SLS
3448	STANLEY WESOLOWSKI, SWS SALERS, Rose Valley SK	(306) 322-4419	AMNM
4595	SANDY LAKE SALERS, R & W MADER, Lakehurst ON	(705) 657-1290	MSLS
4676	CO-ALTA SALERS, JOHN NIKKEL, Coaldale AB	(403) 345-4963	JNS
5121	GAR WILLIAMS, AGW SALERS, Borden SK	(306) 997-4909	AGW
5485	FOOTPRINT FARMS, BILL FOOT, Esther AB	(403) 664-2261	FPF
5632	DUSTY ROAD RANCH SALERS, J & S SINCLAIR, Empress AB	(403) 565-2855	DRRS
5816	PW STOCK FARM, PETER WATKINS, Calgary AB	(403) 201-8952	PW
6204	R & E GORDNER, RUSSLAINE FARMS, Mitchell ON	(519) 348-9049	RSL
6606	ROBERT VERMETTE, V R SALERS, Racine QC	(450) 532-2395	VRS
6783	NORTHFORK SALERS, M & K TOPP, Athabasca AB	(780) 675-7153	MRT
7227	OUTBACK RANCH LAND & CATTLE, E. HUNTER, Simonds NB	(506) 375-8459	OBR
7338	ARTHUR & BETTY FREY, Drayton Valley AB	(780) 542-5782	ABF
7978	JOHN & DARLA COLLINS, JOC SALERS, Kenaston SK	(306) 252-2008	JOC
8242	WIND DANCER FARMS, M. MASON, St Felix de Kingsey QC	(819) 848-2659	WDF
8427	CLEOPATRA SALERS, V & S EFFA, Springside SK	(306) 782-5636	VSE
8440	MILLSTREAM SALERS, B & L WALKER, Millstream NB	(506) 433-1018	BEW
8556	KATHY ADAMS, OL' BOOT RANCH, Carstairs AB	(403) 337-2348	LOK
8732	TCJ SALERS, MCGEE FAMILY, Richmond QC	(819) 826-2918	TCJ
8926	LES PRES SUR LE LAC, J. DAVIDSON, Georgeville QC	(819) 847-1889	PGD
8963	GARY & COLLEEN ELLIS, SUGAR MAPLE FARM, Madoc ON	(613) 473-3837	GNC
9076	FERME LA MARIAKECHE, M. DANCAUSE, St Paul de la Croix QC	(418) 898-5372	JVC
9131	DIANNE ANDERSEN, Evansburg AB	(780) 727-2919	DLA
9325	A & D MUELLER, TWENTY OAK FARMS, Stevensville ON	(905) 382-3415	TOF
9348	BRIAN JONES, Okotoks AB	(403) 938-6367	AFF
9391	DANIEL LACROIX, Nantes QC	(819) 583-4062	DLC
9417	R VEILLETTE & B PLANTE, CLARI FERME senc, Macamic QC	(819) 333-1211	STF
9488	ALAIN BELHUMEUR, BELLE RANCH, St Cuthbert QC	(450) 836-3839	BELL
9562	R & N GOUGH, BY THE SEA SALERS, Delta BC	(604) 594-7156	FJ
9592	DOMAINE LES BROME, LEON COURVILLE, Bromont QC	(450) 243-0266	JLC
9821	GIT SALERS, GERRY & SONYA ISLEY, Langdon AB	(403) 936-5393	GIT

## Performance Information Extremely Important

According to geneticists in 1980, gathering performance information is extremely important to seedstock producers because:

Calving interval (fertility).....	is 10 percent heritable
Birth weight.....	is 40 percent heritable
Weaning weight.....	is 30 percent heritable
Cow maternal ability.....	is 40 percent heritable
Feedlot gain.....	is 45 percent heritable
Pasture gain.....	is 30 percent heritable
Efficiency of gain.....	is 40 percent heritable
Final feedlot weight.....	is 60 percent heritable
Weaning conformation score.....	is 25 percent heritable
Slaughter conformation score.....	is 40 percent heritable
Carcass grade.....	is 40 percent heritable
Ribeye area.....	is 70 percent heritable
Tenderness.....	is 60 percent heritable
Fat thickness.....	is 45 percent heritable
Retail product, percent yield.....	is 30 percent heritable
Retail product, pounds.....	is 65 percent heritable
Susceptibility to cancer eye.....	is 30 percent heritable

## Can You Help Us?

The SAC and AB Boards request your assistance in contacting past SALERS members, Presidents, Directors, Queens and Princesses who may not have their addresses or phone numbers on record at the SAC office. There are a number of people who have been instrumental to the breed's history in the past 35 years, but I can find no record of current contact information for some of them.

I would appreciate you contacting any of the early Association members and breeders that you may still be in contact with – invite them to attend the 35th activities AND then please let me know how to send an “official” invitation to them. I’m sure you’ll agree that it would be GREAT to see as many past and present Salers people out to these events as possible.

Thanks – Kathy

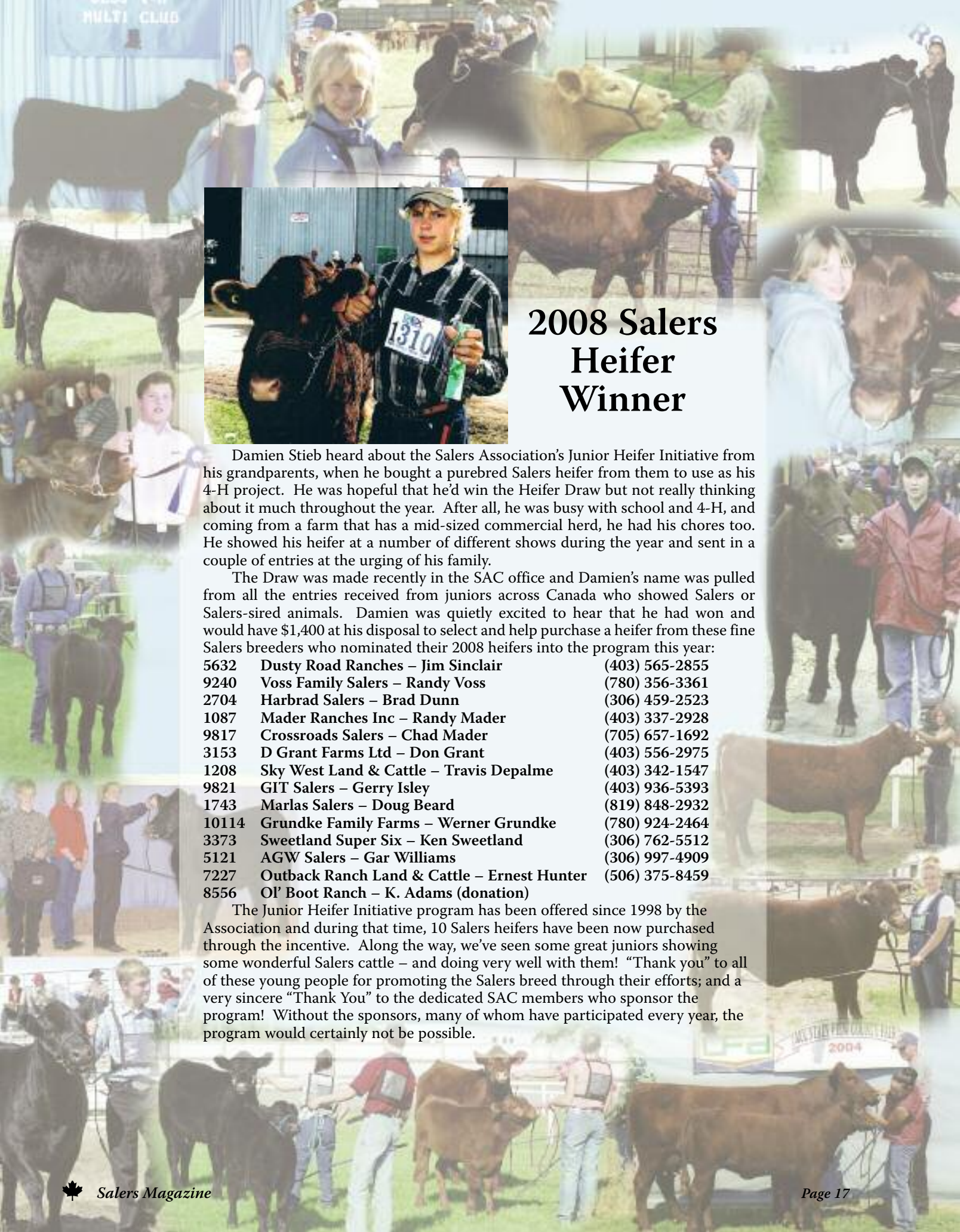
**Grundke Family Salers**  
Since 1926

*Bulls and Females  
for sale at the farm  
Visitors always Welcome*

Congratulations to the  
SALERS ASSOCIATION of CANADA  
35 YEARS in CANADA !!

**Werner, Debbie & Karl**  
780-924-2464 or grundke@xplomet.com





## 2008 Salers Heifer Winner

Damien Stieb heard about the Salers Association's Junior Heifer Initiative from his grandparents, when he bought a purebred Salers heifer from them to use as his 4-H project. He was hopeful that he'd win the Heifer Draw but not really thinking about it much throughout the year. After all, he was busy with school and 4-H, and coming from a farm that has a mid-sized commercial herd, he had his chores too. He showed his heifer at a number of different shows during the year and sent in a couple of entries at the urging of his family.

The Draw was made recently in the SAC office and Damien's name was pulled from all the entries received from juniors across Canada who showed Salers or Salers-sired animals. Damien was quietly excited to hear that he had won and would have \$1,400 at his disposal to select and help purchase a heifer from these fine Salers breeders who nominated their 2008 heifers into the program this year:

- |       |   |                |
|-------|---|----------------|
| 5632  | Dusty Road Ranches – Jim Sinclair           | (403) 565-2855 |
| 9240  | Voss Family Salers – Randy Voss             | (780) 356-3361 |
| 2704  | Harbrad Salers – Brad Dunn                  | (306) 459-2523 |
| 1087  | Mader Ranches Inc – Randy Mader             | (403) 337-2928 |
| 9817  | Crossroads Salers – Chad Mader              | (705) 657-1692 |
| 3153  | D Grant Farms Ltd – Don Grant               | (403) 556-2975 |
| 1208  | Sky West Land & Cattle – Travis Depalme     | (403) 342-1547 |
| 9821  | GIT Salers – Gerry Isley                    | (403) 936-5393 |
| 1743  | Marlas Salers – Doug Beard                  | (819) 848-2932 |
| 10114 | Grundke Family Farms – Werner Grundke       | (780) 924-2464 |
| 3373  | Sweetland Super Six – Ken Sweetland         | (306) 762-5512 |
| 5121  | AGW Salers – Gar Williams                   | (306) 997-4909 |
| 7227  | Outback Ranch Land & Cattle – Ernest Hunter | (506) 375-8459 |
| 8556  | Ol' Boot Ranch – K. Adams (donation)        |                |

The Junior Heifer Initiative program has been offered since 1998 by the Association and during that time, 10 Salers heifers have been now purchased through the incentive. Along the way, we've seen some great juniors showing some wonderful Salers cattle – and doing very well with them! "Thank you" to all of these young people for promoting the Salers breed through their efforts; and a very sincere "Thank You" to the dedicated SAC members who sponsor the program! Without the sponsors, many of whom have participated every year, the program would certainly not be possible.

# Mastering the ranges

## Salers-cross solves steep land limits

Reprinted from "The Land" the leading weekly publication in NSW Australia

By Amy Lewer

Selection for excellent foraging ability is making previously inaccessible grazing country productive for Hanging Rock district grazer, Jim Robinson.

For the past 20 years, Mr. Robinson has found by crossbreeding his Angus with Salers, he has created a profitable way to utilise the partially inaccessible areas on his property.

Mr Robinson's 3238-hectare aggregation, including "Nundle Downs" and "Head of the Peel," runs 1300 Angus and Angus-cross breeders with 63 purebred Salers and Salers/Angus Rangemaster bulls.

"I needed to put in place a breeding program where I would be able to produce cattle with little calving difficulties simply because the country is steep and rugged and Salers were my first choice," Mr Robinson said.

His initial Salers purchases certainly produced the low birth weight calves he desired, in fact only one heifer from the large herd died in the first year.

"I've heard stories up here where people are losing up to 20 heifers or calves out of just 60 simply because they're using the wrong bulls - we don't have paddocks suitable for constant surveillance so this is a high priority," he said.

In the past seven years Mr. Robinson has been purchasing Salers and Salers/Angus Rangemaster bulls from Ron and Wendy Coomber, Cairo Salers stud, now at Moree, for growth and temperament.

"We yard the cattle every three months on horseback and treat them for pulpy kidney and I wasn't game to go into the yards with the (previous) bulls and decided to source quieter, bigger sires from elsewhere," he said.

As well as breeding Salers, the Coomers produce Rangemasters, which is their registered trademark used to develop black Salers/Angus.

Mr Robinson said he was thrilled

*Mr. Robinson is pictured with his wife, Sue, and a line of their Angus-cross cows.*



## Cattle-wise at Hanging Rock

With no cropping land or desire to pay for grain, Hanging Rock's Jim Robinson relies on his strong breeding program and farming methods to gain profitable returns.

More than 1000 weaners are sold each year straight from his adjoining 3238 - hectare properties, "Nundle Downs" and "Head of the Peel", to buyers in the Liverpool Plains and Northern Tableland regions.

"If you can get a buyer to purchase the cattle on-farm you save the commission and transport cost of selling to a saleyard and sometimes gain a better price," Mr. Robinson said

His cattle's reputation has enabled him to sell a large proportion of his

Salers/Angus weaners on-farm for \$500 to lotfeeders for finishing, a practice he's overwhelmed with.

"I wean most of the calves into yards at between six and nine months with hay and then after 10 days I'm usually left with none - they've become high in demand," he said.

The calves are about 300 kilograms when weaned and lot feeders keep the cattle until almost 12 months or 550 kg.

"I can't see how people can spend massive amounts on their breeding cows and bulls, then spend bucketloads on grain, transport and commission, to only make small amounts for their offspring - it's absurd," he said.

with both types, but the latter had been popular at sales because the weaners were all black in colour.

"Nobody had ever asked what they are, there's a salad bowl of cattle breeds up here, but I've found the black crossbred bulls fantastic over the Angus cows and the calves are highly marketable," he said.

In just seven years Mr. Robinson has purchased a staggering 86 Salers and Salers-cross bulls exclusively from the Coomers with plans to increase his herd to 1500 by January next year.

"I need an abundance of sires out here, I run the bulls with the cows nearly all year and if a proportion goes into an isolated pocket of land, at least one bull can still get to them," he said.

The property is almost 100 per cent improved pasture and Mr. Robinson believes in spelling part of the country

each year and letting it go to seed before he puts the cattle back on for grazing.

"You've got to be careful out here with bloat and pulpy kidney, the cattle can't have too much rich grass, so I shut up half the farm and then shut the other half when the first part is ready - that way they're not walking too much and the country doesn't get tired," he said.

Although the Hanging Rock and Nundle regions experience cold winters, Mr. Robinson hasn't lost any cows or calves and believes the Salers influence in the cows and calves has helped them adapt to adverse weather condition.

"They've got an enviable reputation right across the world, in hot climates and the snow of Canada - I've also found I'm weaning calves at 300 kilograms off just pasture which is another bonus," he said.





**2008 Beef Improvement Federation**  
Annual Research Symposium & Annual Meeting

June 30 – July 3, 2008  
Calgary, Alberta, Canada

Hosted by **Canadian Beef Breeds Council**



Comments by Bruce Holmquist, as carried in *Simmental Country*, printed with permission.

IF THERE WAS ONE KEY POINT at this year's BIF meetings in Calgary, it was that DNA based selection technology will be transformational to our industry. DNA technology is going to have an impact; whether it is low cost sire or parent verification that empowers the commercial industry, identification of genes for hard to measure traits (such as dry matter intake or longevity), examination of new traits such as health (animal) and healthfulness (people), or improving the accuracy of EPD traits on young animals. It also has the potential to impact management, for example, in feedlot screening and in targeting specific branded programs.

It's important to note that, as with any new technology, some caution is in order in applying it to industry and that DNA technology does not replace the standard features of an animal breeding program, at least at this point. Breeders will still have to collect weights, ultrasound scans and record other data such as temperament and calving ease. The recommendation from BIF is that DNA results be incorporated into and presented as part of an EPD; the potential benefit is to dramatically increase accuracy on non-parent animals, thereby reducing risk and increasing the pace of selection. Results could be presented for many more traits – which will present challenges for many producers as they work to interpret and integrate these values into their selection programs.

ANOTHER KEY POINT rising from the meetings, is the importance of selection for traits that will have direct profitability impact in the commercial industry. It will be important that breeders use selection index technology as well; this technology defines a structure and outlines the tradeoffs in a consistent manner, allowing for rapid sorting through reams of criteria. This is identical to the approach when a breeder uses their "eye", but it introduces a level of consistency to help achieve overall goals.

The potential for cooperation and its' importance between organizations and

between levels of the production chain was emphasized repeatedly in both scientific and producer presentations. In the industry of the future, seedstock suppliers and their customers will be working together rather than simply selling or buying bulls.

ONE JOINT EFFORT FOCUS, is Whole Genome\* Scanning or WGS, this involves running a DNA sample through a SNP\*\* chip that can identify 50,000 or more SNPs. This means that one animal, in addition to its traditional performance measures, will also have 50,000 individual pieces of information on its DNA structure and each of these pieces of information may be associated with a particular trait of interest. This has several implications, including issues with data handling and storage, interpretation of the information, reporting and implementation of the results.

PERHAPS THE MOST EXCITING developments are those that are cost effective for the commercial industry. This includes models for low cost sire verification (and/or parentage) and use of DNA in management; this has the potential to dramatically increase information available for management and genetic evaluation. For example, commercial producers can now run multi-sire pastures with divergent sire lines and keep only those replacements sired by maternal lines; or they may readily determine the breeding effectiveness of specific sires, or which sires are producing calves that net the most money through the production chain. This relatively simple tool provides an avenue for commercial producers to more accurately match genetics to their production and marketing scenario. Further, the technology has the potential to increase the amount of data available for genetic evaluation. This can be seen as a threat (the seedstock user knows more than the seedstock supplier) or as an incredible opportunity for collaboration (the seedstock supplier can leverage more data and improve their selection process).

IT WILL BE INCREASINGLY CHALLENGING, to keep abreast of the technology, since it is developing at a pace far in excess of any selection tools we have seen before. Already there is mention of 100,000 and 1,000,000 SNP chips. The USDA MARC

noted in one presentation that they have collected more genotypes in the last 18 months, than in the previous 15 years.

Listening to the presentations and talking in the hallways leads one to the conclusion that we have just scratched the surface of what DNA technology can do. This creates very real opportunity and some potential threats to our traditional manner of doing business. Canada currently has quite a good infrastructure to apply these technologies in industry, for example, we have a backbone structure for national identification across which the technology can be linked through the chain.

IT IS IMPORTANT TO MAINTAIN a healthy skepticism regarding technologies and the value they provide. In the case of DNA technologies it is fair to say that the technology is very good, the challenge remains in the deployment and application in industry. One very subtle example is the difference between a test that provides information on a trait and one that results in additive genetic change (eg. long term increase in breeding value for weaning weight).

PRODUCERS AT ALL LEVELS will have to seek out relationships that help them to stay abreast of the technological advances and employ the right technology in their operations to add value. The challenge is not whether to use the technology or not, it is how and in what form to use it to add value for everyone.

\* Gene – both a unit of inheritance and an encoded message for the creation of a functional unit in a cell (usually a protein). Genome – refers both to the full set of genes carried by a single organism and to that carried by that organism's species. The precise ordering of As, Ts, Cs and Gs in organisms' genomes is the foundation of life's diversity.

\*\* SNP – a single nucleotide polymorphism – pronounced snip – is a DNA sequence variation occurring when a single nucleotide – A, T, C, or G – in the genome (or other shared sequence) differs between members of a species (or between paired chromosomes in an individual). The differences are referred to as alleles.

# What I Can Do To Promote the Salers Breed in 2008

By Ellen Hondl  
Alberta Junior Salers Ambassador for 2008



Ellen showing at the Olds Junior Salers show in 2007.

My name is Ellen and I am 17 years old. My family runs a commercial herd and we have always believed in the positive effect of Salers bulls on our cows. In 2005 I went to Farmfair in Edmonton to help a friend with his purebreds. I realized that this was something that I really liked and wanted to pursue. It was a turning point for me. When I was to turn 16, my parents wanted to gift me something special. Although a car would have been awesome, I asked instead for a purebred Salers heifer. In March I purchased not one, but two heifers. I bred them to CMS Phoenix 10P. In the fall I purchased a bred heifer and two heifer calves. This past winter (2007), I became the proud owner of three baby Salers and in March, my very own herd sire. It has been exciting for me these past years to purchase and breed my own cattle.

I chose the Salers breed for many reasons. They are the oldest and most genetically pure breed of all the European breeds which makes them excellent candidates for cross-breeding. Salers cattle can be traced back 7000 years to drawings in caves. Females are known for their high, well placed udder that gives rich and abundant milk. Their 200 day weaning weights are the highest in the industry compared to other breeds. Montana State University (USA) found that a Salers pelvic area is 15 cm greater than Herefords, and 10 cm greater than Angus cattle. They're excellent mothers, who never seem to stop breeding. They mature fast, breed quickly, calve easily, and rebreed again in record time. They're known for their high fertility. The bulls are vigorous and have a lot of stamina. I've seen them prove themselves many times. I like the solid colours and the moderate birth

weights. The calves are typically long and narrow with small heads that make calving a pleasure. Almost as soon as they're born, they're up and milking. They grow quickly and fill out well. Salers carcasses yield good marbling and minimum back fat. Because they are a smaller breed (average mature cows weigh 1300-1600lbs and mature bulls weigh 2300-2600lbs), it is possible to run more cattle and sell more high quality calves in the fall. Salers have had a few changes; there are now black and polled cattle available with increasing docility.

I truly believe in the quality and performance of Salers cattle and believe that I could do an excellent job promoting 'The Balanced Breed' for the coming year. I have an up and coming website to further expose our industry's best kept secret, and a four province reach (British Columbia, Alberta, Saskatchewan, and Manitoba) that expands to England to help me promote the breed.

In the late 1980's European exotic breeds became very popular. Since then however interest in Salers is no longer as prominent. We are the 11th breed out of 133 breeds in Canada. At this point, other breeds are taking credit for our cattle as hybrids because of our low profile. I would like the Salers breed to become more widely known and start receiving credit for the animals raised. I'd also like to see the Salers market become more developed and increase industry awareness. Hopefully we can at some point even increase our herd numbers because demand is so high.

Although I'm new to this corner of the beef industry, I have already begun my contribution towards increasing awareness and dispelling disposition concerns. I look forward to the

opportunity of being awarded Salers Ambassador that I might meet new people within the industry while I develop my herd. In the past two years I have met many people who have offered their friendship and guidance, and I hope to spend the next year meeting even more people as their ambassador. Thank-you very much for taking time out of your busy day to read my entry.

## Yesterday

By Ellen Hondl  
Written following the 2005 BSE case

I like to take walks through  
yesterday,  
When the springs were muddy,  
And the rains came often  
I like to remember days less  
troubled,  
Days when we laughed and played  
with hardly a care,  
I like to take walks through  
yesterday,  
When crops were green and lush,  
When the barley matured tall and  
yellow in October sunlight,  
When the wheat fields became a  
majestic gold,  
The days we played in big piles of  
leaves,  
The days when we didn't have Mad  
Cow Disease  
I like to take walks through  
yesterday  
When the pastures were green and  
full of water,  
When the snows were deep,  
And the days full of sunshine,  
I like to take walks through  
yesterday...  
...when things were simple.



# Calendar Of Events – Salers History In Canada



1972

Adrienne De Moustier of Quebec imported the first Salers animal into Canada, VAILLANT -1-. The breed was brought to Canada because of its track record in France of producing a growthy calf per cow per year.



1973

In the spring, a Calgary based group called T.E.M.P. caught wind of stories about an outstanding exotic breed – Salers.

*Vaillant - first bull imported to Canada.*

They decided to gamble and purchased VAILLANT -1- from Mr. Moustier while still in quarantine, for \$60,000; the men responsible were Phil Tetrault, Rudy Enzmann, John Moore and Eric Proppe. At this time, a group called Ten Star Breeders bought a commercial herd and used VAILLANT on them. Also in the spring of 1973, several commercial breeders around Carstairs & Didsbury AB were contracted to AI their cows to VAILLANT.

1974

The first Canadian born Salers halfbloods were on the ground. Salers halfblood heifers sold at public auction met with high demand, averaging \$2,824.25 for 79 lots. The Salers Association of Canada and the Alberta Salers Association were inaugurated in late summer. The registry was set up at Canadian National Livestock Records in Ottawa. IMPERIAL -2- arrived in Canada and IVANOHE -3- was imported by E&P Salers Ranches.

1975

IMPERIAL -2- was bought by Pincher Creek Ranches out of quarantine in Quebec. The American and Canadian Associations set up an information display at the National Western Stock Show in Denver in January.

The excitement in the Salers breed was growing rapidly. A grand Ballroom Sale was held at the Calgary Inn in April. The cattle were on display in the Parkade and were brought up to

the sale on the elevator! Bred and open halfblood females were on offer; the prices were unbelievable, one halfblood heifer sold for \$17,000!

In September, a breeder tour was organized to France.

October marked the occasion of another Ballroom Sale at the Calgary Inn. VAILLANT was on display in the lobby and then sold at this great sale for \$90,000, and 7,000 vials of VAILLANT semen sold for \$56,000! JONAS -11- was auctioned sight unseen, since he was just coming through quarantine, for \$38,000. There were six fullblood heifers sold at an average of \$27,333.

JONAS and the other animals in this importation had quite a time getting here. They came via Japan and what a trip it was. They encountered a storm in which the ship lost its rudder,



*Rudy Enzman, Ronda Mader (1st Queen), Stu Robertson, Ron Liesemer (1st President) 1975*

they drifted for days and began to run low on feed. The Americans came to the rescue by bringing pelletized feed to get them through until repairs were complete. Fuel was running low but the ship was not allowed to dock due to the fear of disease; finally a tanker ship met them and replenished their fuel supply and they continued on to Japan. After a stay in Japan, the cattle were flown to Texas and then trucked to Canada.

1976

First Salers Bull Test held at Ellerslie AB.

April saw the arrival of the first Canadian born fullblood calf, a male.

Another 75 head of Salers cattle were imported from France, with one of the import females going to New Brunswick. This was a split importation with some cattle coming through Quebec and others coming via Japan, Texas and then Canada. Salers was the second largest European breed to be imported in 1976.

The Salers breed was accepted for a show and sale at Canadian Western Agribition; 52 head were shown and 32 head were sold, average price was \$1,431.

Salers Country magazine was started by Gerald and Deanna Dixon, Dixon Salers at Carstairs AB. Dixon's published the

first two issues and the publication was then taken over by the SAC office.



*Gerald Dixon and his family started the Salers Country publication.*

1977

Salers were exhibited for the first time in Ontario. Sixteen more imports arrived in Canada.

1979

In January, 10 fullblood females and two fullblood bulls were purchased by the Mexican Government from Canadian breeders. This was the first time any females of the exotic breeds had been imported by Mexico.

The first edition of the Salers Herd Book was printed during the summer.

1980

An importation of three bulls and five females arrived in the spring. Organization for another importation began but was cancelled due to an outbreak of Foot & Mouth in Europe.

It was reported that Salers bulls were now working in BC. First 15/16 heifer born in North America honors were shared by Dixon Salers and Black Jack Cattle Company. Both calves were born on the same day.

1981

The Semen Certificate Program was brought forward, accepted and implemented.

A few Alberta Salers breeders hauled cattle to Barrier ON to display at the International Plowing Match.

In the fall, a tour to France was organized.

1982

VAILLANT -1- died during the summer.

December saw the formation of the Saskatchewan/Manitoba Salers Association.



*1st polled fullblood born in North America - heifer - born May 1982*

1983

The entire year was a celebration of the 10th Anniversary of Salers in North America. In April, the Bull Test Sale averaged \$3,977 on 29 lots. In June, despite many hurdles, the first Salers calf was born from an embryo conceived and frozen in Canada then bused to the United States.

An August grand celebration was held in Red Deer to mark the 10th Anniversary; a steer show, percentage show, purebred show, junior show and a sale were held. Twenty-three French visitors attended and 275 head were shown. It was the "largest group of Salers cattle ever assembled for a show and sale in North America".

High seller at this sale was a half interest in a fullblood female - \$37,000; second highest was a fullblood female calf - \$35,000. 38 ¼ lots were sold for an outstanding average of \$7,648!

The National Salers Sale at Agribition averaged \$3,699. High selling fullblood bull - \$15,500 and high selling fullblood female - \$7,600.



*Phil and Norma Tetrault of E & P Ranches hosted fantastic annual Field Days*

E&P Salers Ranches' First Edition Sale in December had 82 lots grossing \$1,259,600 for an average of \$15,361.

It was a fantastic year!!!

1984

Salers steer wins began at Toronto CNE and Vancouver PNE. Two international Salers partnerships were formed: between Many Springs Farms of Canada and Cumbria Cattle Breeders of England; and between Gerry Isley Salers of Canada and Jean (Blondy) Beurenaut of France. Salers Ontario Association was formed.

1985

BC Salers Association and Quebec Salers Association were both formed.

One fullblood bull, one purebred bull, two fullblood females, embryos and semen were exported to Australia. Since then, Australia has been a steady embryo market.

First Salers display held in the Maritimes.

International Salers Federation was formed in August, in the village of Salers in France; Canada was represented and became one of the founding members. Objectives of the ISF are to:





- exchange & publish breed information
- carry out research on the breed
- exchange genetic selection information
- promote & further the expansion of the breed
- protect, through representation, the characteristics of the breed
- organize International Salers functions
- assist in the exchange of breeding stock, semen & embryos
- encourage contact between breeders of different countries



*International Salers Federation (ISF) formed 1985*

1986

Maritimes Salers Association was formed. 13 years after the breed's introduction, Salers now appear in Canadian provinces from coast to coast.

Largest importation to date was released from quarantine at Grosse Ile QC: 101 head in total, with 85 females and 16 bulls. Salers steers win classes at Edmonton Farmfair and Regina Agribition.

1987

Salers Association of Canada's registry officially moves from Canadian National Livestock Records in Ottawa to the Association office in Calgary. A computer system was purchased for the registry and SAC office now has four full-time employees.

A Salers-sired steer wins Calgary Stampede Steer Classic competition. Salers steers also were champions at Brandon AgEx.

1988

A gala July celebration held in Calgary during Stampede time to mark 15th Anniversary. Salers registrations to date were 9,580 head and 13,760 percentage cattle were "recorded" in the Canadian Herd Book. SAC had 300 active members.

1993

20th Anniversary – Celebrations across Canada included a Calgary Stampede Hoof to Hook Steer Show, Junior and Open Shows and Sale as well as ISF meetings and activities. Edmonton Farmfair was the location for the Alberta Convention with a \$10,000 Bull Futurity, pens of bull and heifer calves, bred heifers, an open and a junior show. Lloydminster's Prospect Steer Show, open show and a commercial Salers heifer pen show all led into the Canadian

Convention & the National Salers Sale at Agribition.

1998

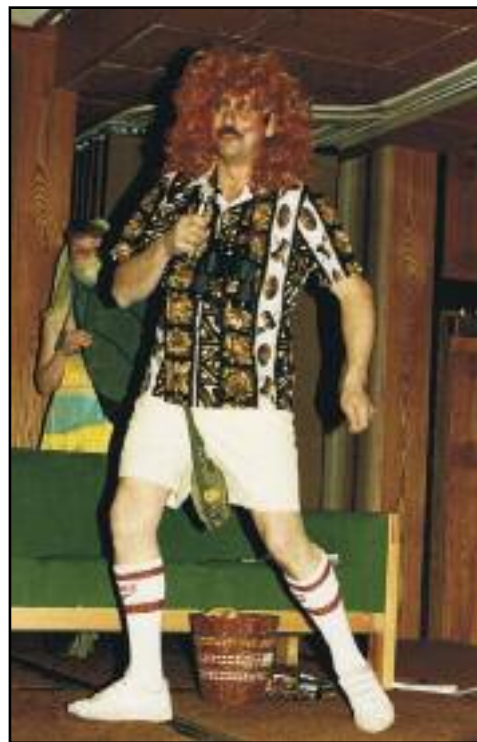
25th Anniversary – Calgary Stampede saw an International Junior Salers show, open Salers show and 25th Anniversary Sale; high seller was MWC GIFT WRAPPED a bred heifer for \$3,800. The week culminated in Canadian AGM & Convention in Red Deer. Farmfair – \$20,000 Salers Spectacular sale and lottery hosted by AB Association. Agribition - \$15,000 Bull Futurity and the National Salers Sale. SAC's Junior Heifer Initiative project incorporated into national breed promotions.

2003

30th Anniversary – Very few cattlemen felt like celebrating, as an Alberta case of BSE was discovered in May 2003 effectively shutting down the Canadian beef industry for the next five years. Anniversary activities were kept to a small scale as membership and registration numbers took a nose dive. National Sale at Agribition averaged \$2300 with SANDY LAKE NOBILITY 4N as high selling heifer calf at \$3400.

2008

35th Anniversary – history being written this year – Be a Part of it All!!



**Do you know this  
rock star?**

# Canadians Host New Zealand Visitors – 2008



Enjoying the Calgary Stampede parade.



Ken Bain and friends Murray & Heather Sheppard, and Colin & Lynn Gibson – all from the south island of New Zealand visited Canada in early July, to take in the Calgary Stampede and all of its internationally renowned activities. Ken, together with his wife Dawn, owns and operates Longview Salers at Millers Flat and got started in Salers when Murray, a cattle agent at the time, introduced him to the attributes of the Salers breed. Ken bought some embryos imported from Canada and has never looked back since then; he's just now calving out to some new French sires with semen that was imported after the 2006 ISF convention in France. The Gibsons are Hereford breeders and, while Ken & Murray were visiting Salers breeders, they toured some of the top Hereford farms near Calgary. Thanks to the following Salers breeders: Richard & Dianne Andersen, Werner & Debbie Grundke, Riley Isley, Brian & Pat Jones, Peter Watkins, Don Grant, Ray & Doreen Depalme, Travis & Dana Depalme and Reg Baldwin. Special "thanks" to Randy & Ronda Mader for hosting a BBQ for the Kiwi group before they continued their journey through BC and then a cruise to Alaska. Ken had never been to Canada before and was amazed by the quality of crops, the country in general and the top-notch Salers cattle herds. Ken is immediate past President of NZ Salers Society.



L to R: Ken Bain, Colin Gibson, Reg Baldwin, Murray Sheppard, Randy Mader





*Bill & Mary Harvie, Randy Mader & Ray Depalme checking out the French Salers website.*

*Bill & Mary Harvie live near Palmerston North, on the north island of New Zealand and operate Nenthorn Poll Salers together with their son John and his wife, Trish. In April 2008, Bill & Mary came to Canada and dropped in to visit Randy & Ronda Mader family near Carstairs for a few days. During their stay, they also visited Ray & Doreen Depalme and Travis, Dana & their two lively boys for a wonderful afternoon. While there, Ray signed onto the French Salers website so everyone could check it out – there's also an English version, so translations are much easier now. Thank you to Sophie Bargy of the French promotion society for all her work on the site! Bill & Mary are frequent travelers and both have participated in many ISF tours; Bill is a past-President of ISF and the New Zealand Salers Society.*



*Pete Watkins cow/calf pairs.*



*Spring coulee cows and calves near Carstairs.*



*Don Grant's version of "all blacks" (New Zealand rugby team)*



# 2008 Mexico Winners

## - Nuevo Vallarta Bound

Earlier this spring, Ellen Hondl (our Alberta Salers Junior Ambassador) of Bowden AB sold a few Salers bulls in the Grant Farms and Sky West Land & Cattle bull sale and then became involved in the Mexico in December program. One of those bulls was sold and transferred to Steve Dangerfield from Vauxhall in southern Alberta, and Ellen entered his name to win an all-inclusive paid trip to Puerto Vallarta in Mexico. Neither one of them thought much more about it.

Until Ellen was asked to contact her buyer to let him know that he had won! What was Steve's reaction? "It must be a joke - you're kidding me, right?" Langdon Travel and the SAC office confirmed his win, so now Steve is working to get his harvest in and plans made in order to join the Salers group for the week-long holiday. Steve and Judy (his partner) are excited about the trip and both are looking forward to meeting and

visiting with other Salers breeders and supporters.

On the Salers breeders' side of the Draw, Travis Depalme's name was drawn and this has led to some interesting negotiations in the Depalme family. Travis will be taking time off work for the 35th anniversary celebrations during Farmfair and he'll need some time to go to the UK and judge the international Salers show being held in Edinburgh Scotland next June. So, in order to stay on the good side of his "help" - Travis offered the ticket to his dad, Ray Depalme. Ray thought it was a fine idea and now, Doreen (Travis' Mom) is going along to Mexico too!

We're sure everyone will enjoy themselves in Mexico - including our returning sponsors and Salers breeders who wouldn't miss this opportunity for a good time in the sun.

Thanks to our very special Mexico in

December sponsors.....without you, the program wouldn't be possible. Join us in Edmonton for the 35th Anniversary activities, as a number of our sponsors will be present and Fred Mertz is one of our guest speakers at the banquet. Please see their business card ads in this issue for contact information and be sure to support them and their businesses, as they support us.

*Morand Industries Ltd., Larry Morill  
Fred Mertz Professional Corporation  
Myers Group, Wellington West Capital Inc.*

*BMO Ag & AgBusiness, Ross Purdy  
Langdon Travel, Elizabeth Wooley  
Rhonda Bollum, Digital Diva*

## Announcements



Rayel Mader and Craig Walker were united in marriage on May 3rd, 2008 at Carstairs AB. The daughter of Randy and Ronda Mader, Rayel is a former Salers queen, a past Junior member and has always been involved in helping her family show and

promote the Salers breed. The happy couple own a contract welding business and live on their own quarter of hay/cropland west of town, close to Mader Ranches. Craig is also a professional bullfighter and both he and Rayel like to holiday, including camping with their Bichon Shih Tzu dog, "Austin".

\*\*\*

Our sympathies to the Stan Smith family on their loss early in February 2008, of Lois: wife, mother, grandmother and great-grandmother. Lois was an integral part of the Caledon Farm operation at Carstairs and the Salers breed was a big part of her life, as was her family.



"Chad and Courtney Mader welcomed Evan Daniel Mader on April 15, 2008 at 9:14 am in Peterborough, ON. Evan is their first-born, already five months old and grandson of Ray and Wendy Mader of Sandy Lake Salers.

\*\*\*

Ian and Kaela Liesemer proudly announce the birth of their first child, a son born August 27/2008. Donavon Mikal Liesemer is the first grandchild for both sides of the family and especially welcomed by Grandma - SAC Sec/Manager, Kathy Adams."






**Fred Mertz** Professional Corporation

E. Fred Mertz, CGA

Telephone: (403) 277-2605  
 Fax: (403) 277-1399  
 Toll free: 1-877-AGRI-TAX (247-4829)  
 email: mertzpc@telusplanet.net  
 Suite 320 - 1000 Centre St. North  
 Calgary, Alberta T2E 7W6

**THE MYERS GROUP**  
**WELLINGTON WEST**  
*Capital Inc.*

Suite 1100 Bow Valley Square 3  
 255 - 5th Avenue S.  
 Calgary, AB T2P 3G6  
 Main: 403.301.4859  
 Fax: 888.301.4026  
 Toll Free: 888.331.4859  
 www.wellingtonwest.com

**Joan Myers, CIM, FCSI**  
 Senior Vice President, Investment Advisor  
 Direct Line: 403.301.4962  
 E-mail: jmyers@wellwest.ca

**Jeremy Dahms**  
 Investment Advisor  
 Direct Line: 403.301.4897  
 E-mail: jdahms@wellwest.ca

**BMO Bank of Montreal**

**W. Ross Purdy, P. Ag**  
 Senior Manager  
 Agriculture & Agribusiness  
 Prairies

BMO Bank of Montreal  
 4903 Gaetz Avenue  
 Red Deer, Alberta T4N 4A6  
 Tel: (403) 887-1163  
 Fax: (403) 887-1164  
 Cell: (403) 302-3622  
 ross.purdy@bmo.com



**MORAND**  
 INDUSTRIES LTD.  
 Onoway, Alberta

**Larry**

Office (780) 967-2500  
 Cellular (780) 722-9160  
**1-800-582-4037**

- Free Estimates •
- Delivery Available •

Catalogues Brochures Calendars

**Digital Diva**  
 Here We're With Heart Straps  
 Diva Designs

**Rhonda Bolium** email: rhonda@digitaldiva.com  
 (403) 948-4768



**Langdon Travel**  
 Your 1 Stop Travel Agency

**ELIZABETH WOOLEY**  
 Owner/Travel Consultant

Reservations:  
 Phone: 403-936-5217  
 Fax: 403-936-5121

Langdon, Alberta T0J 1X1  
 E-mail: langdontravel@yahoo.com

**CARE FARMS**  
 REGISTERED SALERS  
 Russell & Carol Eigner  
 BOX 209, THORHILD, ALBERTA T0A 3J0  
**(780)398-2494**




**TALL TREE SALERS**

**Tim Thompson**  
**RED - BLACK - HORNED - POLLED**  
 Choiceland, SK Box 69 S0J 0M0  
 Phone: (306) 428-2773



**Heiberg Farms**  
 Fullblood & Purebred  
 Breeding quality Salers breeding stock for over 30 years.

Lyle & Rebecca Heiberg  
 RR#2 Kingman, AB T0B 2M0 (9 miles south of Tofield)  
 Phone: (780) 662-2535



**Sereda Stock Farms**  
 Big Valley AB  
 403-876-2241  
 Purebred Polled Salers  
 The Balanced Breed

## Calendar of Events

Oct 28	McCoys' "End of the Road" Dispersal Sale Olds, AB
Nov. 6-7, 2008	35th Anniversary @ Farmfair, Edmonton, AB
Nov. 6, 11 a.m.	Pair of Salers Bull Calves, Salers Cattlemen's Classic Parade of Salers Sale Animals
Nov. 6, 2 p.m.	Cream of the Crop Sale
Nov. 7, 9 a.m.	Salers National Show, Salers Big Bull Classic (UFA Show Hall)
Nov. 7 - 6:30 p.m.	Salers 35th Anniversary Banquet with speakers & entertainment (Northlands International Room)
Nov. 22, 2008	Open House at GIT Salers, Langdon, AB
Dec. 9 - 16, 2008	Mexico in December
Feb. 20, 2009	Mader Ranches 20th Annual Bull Power & Select Female Sale, Olds, AB

### Ad Index

Alberta Salers Association . . . . .	9
Beau Valley Cattle Co. Ltd. . . . .	12
Butler Livestock . . . . .	11
Care Farms . . . . .	27
Digital Diva . . . . .	27
DynaRich Farms . . . . .	13
Elderberry Farms . . . . .	13
GIT Salers . . . . .	3
Grundke Family Salers . . . . .	16
Harbrad Salers . . . . .	12
Heiberg Farms . . . . .	27
Igenity . . . . .	OBC
JAM Cattle Co. . . . .	10
Mader Ranches Inc. . . . .	IFC
McCoy Salers . . . . .	10
Mexico Sponsors . . . . .	27
Sereda Stock Farms . . . . .	27
SkyWest Land and Cattle . . . . .	IBC
Sweetland Super Six Salers . . . . .	13
Tall Tree Salers . . . . .	27
Voss Family Salers . . . . .	11
Windrush Hill Salers . . . . .	2

## Salers Association of Canada ADVERTISING RATES Salers Magazine

*NO INCREASE IN PRICE FOR 2008!!!*

Salers Magazine is the official Salers breed  
publication in Canada.

Salers Magazine accesses our mailing list of over  
3200 Salers breeders, commercial cattle producers,  
industry contacts and interested parties across  
Canada, the US and internationally.

Salers Magazine is published twice per year and is  
distributed widely in addition to each mailing.

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.

In short, Salers Magazine is excellent value for  
your advertising \$\$\$.

### AD RATES:

Cover positions	\$700
Full page full color	525
1/2 page full color	400
1/4 page full color	300
Business card	220
(runs in both calendar year issues)	
Full page black & white	425
1/2 page black & white	320
1/4 page black & white	240

*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*



*35th Anniversary*



*SW Steady 103S*

Sire : SW Medicine Man 47J

Dam: SW Miss Daybreaker 93H

On this 35th Anniversary of Salers in Canada we would like to introduce to you this very special bull, SW STEADY 103S. He is pictured here just 3 weeks after breeding season with 70 cows. He bred 30 at Voss's this spring as well. He has the best disposition I have worked with, tremendous feet and legs with the ability to cover ground nearly effortlessly. He was developed on forage only until he was 16 months of age when we added supplement to get him ready for our bull sale. He is a major step in our movement towards spring/summer calving and forage raised breeding stock.

***Thank you to all our valued customers for their support over the past 34 years, and continued success to all other Salers breeders on this historic occasion.***

*SkyWestCattle.ca*

Travis, Dana, Reid and Parker Depalme  
RR#4, Red Deer, AB T4B 5E4  
403-342-1547 Cell: 403-872-1549  
[www.skywestcattle.ca](http://www.skywestcattle.ca) [travisd@xplomet.com](mailto:travisd@xplomet.com)

# The profile.

IGENITY® delivers the most comprehensive genetic profile available today. From a single DNA sample, receive inside information on traits affecting quality grade, tenderness, yield grade, BVD-PI, coat color, multisire parentage, within-herd EPD calculations and more.

## Carcass Composition

- Quality Grade
- Yield Grade
- Hot Carcass Weight
- Ribeye Area
- Fat Thickness
- Marbling
- Tenderness

## Coat Color

### Multi-Sire Parentage

### Options:

- BVD Virus
- Horned/Polled  
(breed specific)

## Maternal Traits

- Heifer Pregnancy Rate
- Calving Ease
- Stayability

## Docility



# The power.

Using the power of DNA, the IGENITY profile combines practical information that can be used throughout the production chain to make more confident breeding, management and marketing decisions. Contact an IGENITY representative today to get started with this powerful, practical tool. Or call 1-877-IGENITY.



© IGENITY is a registered trademark of Merial Limited. © 2008 Merial Canada Inc. All rights reserved.



www.igenity.com 1-877-IGENITY