

# **ANNUAL GENERAL MEETING**

## **Ontario Shorthorn Association**

**April 14, 2018**

Holiday Inn Waterfront, Peterborough, ON

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### **Welcome and Introductions – Doug Brown**

Meeting was called to order at 1:05 pm. Doug Brown, President, provided welcoming remarks, and thanked the attendees for fighting the inclement weather we had hoped to avoid. Doug introduced the OSA Board members, noting that Roy Chamberlain, Jamie Blenkiron, Blair Williamson, John Mason and our Canadian Shorthorn Association representative Dale Asser were absent.

Doug went on to explain that 2017 was a busy year. Doug outlined points to later be discussed, including the Point Show program, the Field Day at Hill Haven Farm, our Fall Classic sale at Carson's Auction in Listowel, and highlights from the Royal Agricultural Winter Fair.

The results from the survey completed at the 2017 AGM were posted on the OSA website. Results indicated high interest in more educational events for Juniors and discussions on Expected Progeny Differences (EPD's). Educational aspects were brought forth at the field day including a photography session from Patrick Brown-Anderson and learning about why it's important to be able to provide reasons when judging from Shannon Giffen. EPDs were also identified as an area of interest in the survey, and a speaker was scheduled to speak on this later in the day.

Over the past year the Canadian Shorthorn Association made the switch from the Canadian Livestock Records Corporation to the Digital Beef Registration program. This is now the site where you will register animals and find information ranging from current EPDs to transferring ownership.

Doug thanked the Board of Directors as he has now completed his term as President. He went on to give a quick introduction of all the Board members – present and absent – and what their roles are on the Board.

### **Approval of Agenda**

The Agenda was circulated. Doug outlined the schedule for the day. No additional items were added.

Steve Bartlett moved to accept the agenda. Seconded by Earl Smith. Carried.

### **Approval of Minutes from 2017 AGM**

Copies of the 2017 AGM minutes had been posted on the OSA website since January and emailed to all breeders early in the year. Additional copies were available for attendees upon their arrival. No errors or omissions were noted.

Earl Smith moved to accept the minutes. Seconded by Mike Ormiston. Carried.

## **Business arising from Minutes**

No business arising from the minutes was identified.

## **Treasurer's Report - Bob Riviere**

Bob provided an overview of the Ontario Shorthorn Association and the Ontario Junior Shorthorn Association Financial Statements as of December 31, 2017. The OSA has total cash on hand of \$15,874.26 which includes the current bank balance of \$7,074.63 and GIC investments of \$8,799.63. The Association operated at a loss this year largely in part due to the higher 2017 AGM expenses and additional advertising costs. Although the Association does receive an ad grant from the Canadian Shorthorn Association, and some money from breeders is provided to partially support the ads, the Association also subsidized a portion of the print ads. The fall sale only achieved a small profit this year, as costs for advertising, on-line bidding, and the venue have increased. The OSA currently has just under \$300 in outstanding receivables.

The OJSA Financial Statements shows total cash on hand of \$ 11,323.97 which includes the current bank balance of \$3,954.72 and GIC investments of \$7,369.25. Last year some money was incorrectly deposited into the OSA account as opposed to the OJSA account. This has since been remedied.

## **Fall Classic Sale Report - Blair Williamson, presented by Sue Giffen**

The Association's "Fall Classic Sale" was held at Carson's Auction Sales in Listowel on Saturday, October 21st, 2017. We shared the venue with the Speckle Park Association Sale to bring down some of our costs associated with the event. The turnout was smaller, and the opportunity to view the sale on-line and the nice weather may have contributed to the reduced attendance.

There were 41 lots sold, averaging \$2,109. High selling bred female was Glenrothes Rosewood 2D which sold for \$4,050 to Jeff Edwards in Clayton, ON. High selling open female was RVCC Jane 17E which sold for \$3,400 to JASF Shorthorns in Quebec.

The sale was broadcast online using liveauctions.tv. There were 20 bidders registered online and over 100 logged in to watch the sale. In total, there were 6 lots that were bid for online and 2 lots were sold via Live Auctions.

Thank you once again to Rex Crawford for working the block and thank you to all consignors for their consignments and cooperation at the sale.

This year(2018) we will be moving to a new location and will have our OSA Fall Classic Sale at Maple Hill Auctions in Hanover on Sunday, October 21st. The Board is looking forward to the new location and hope to see everyone there!

## **Show Committee - Jamie Blenkiron, presented by Sue Giffen**

**Point Shows:** In 2017 we again identified 7 Point Shows across the province. In total there were 106 females exhibited, 33 males and 9 breeders' herds. This increased our females shown over 2016 by 28% and our bull/breeders herd classes increased by 50%.

One Point Show in the East was changed from Renfrew Fair to Carp Fair, and this increased the usual numbers by 5 females and one additional breeders herd.

Attending 6/7 Point Shows and finishing with 980 points, the Ontario Show Female of the year went to RK Rosie 113D exhibited by Maplelm Shorthorns.

Attending 5/7 Point Shows and finishing with 1220 points, the Ontario Show Bull of the year was presented to Height Cattle Company for HEI It's Last Call for the second year in a row.

Only 5 of the shows offer a Breeder's Herd class, and this year the Ontario Breeder's Herd went to Crawford Farms of Glencoe. They exhibited at 2 fairs and received 260 points.

Thank you to everyone for attending and those who helped to record placings and results for the Association. There will be no changes in the fairs at this time; however, the Board is interested in your feedback on this initiative. The following 7 Fall Fair events will continue to be our Points Shows: Orangeville, Lindsay, Markham, Carp, Erin, Brigden and the RAWF.

## **Royal Show – Jamie Blenkiron, presented by Doug Brown**

The Royal entries were up for the third year in a row. In 2017 we had 10 NEW exhibitors which is great for the breed. Entries included;

Heifer Calves (43)	Bull Calves (17)
Yearling Females (29)	Yearling Bulls (5)
Mature Cows (2)	Two Year Old Bulls (2)

To top the show off, the Shorthorn breed made their mark against all other breeds in the Supreme Champion Bull competition. This is where the Champion Bull from each breed competes against one another. Shorthorns reigned Supreme with Hill Haven Firestorm being selected as Supreme Champion! This was a major accomplishment for Hill Haven Farms and was an extremely exciting event for the Shorthorn Breed as a whole.

**Royal Judge:** Doug advised that Jarod Boyert was selected to be nominated to the Royal as the Shorthorn Judge for 2018. However, Jarod has since had a commitment come up and he is no longer available. Lance Leachman, Saskatchewan, was the runner up and will now be judging the show in November.

**Royal Classes:** New for 2018, there will be a Shorthorn Plus class added at the RAWF. This will only be available for heifer calves only in 2018 with hopes of expanding to add a yearling class for 2019. The

continuation and expansion of Shorthorn Plus classes will be depend on whether or not there are sufficient entries. If the Shorthorn Plus Division generates enough interest there is a possibility of adding bull classes in the future as well. These classes will be completely separate from the purebred classes and they are **not** eligible for Purebred Champion Shorthorn Classes. These animals must be registered and must be between 50% and 87.4% in the Canadian Registry. Anything above that and you'll be entered into the purebred show.

Mike Ormiston cautioned that the addition of a Shorthorn Plus Division could become an issue in the future, if we start getting bigger numbers as the barn is already full. Other breeds may not be happy that we're making/taking extra room for animals that are not purebred.

**Junior Beef Heifer Show/Double Stalling:** This year, all heifers that are entered in the National Junior Beef Heifer Show are to be stalled in the 4-H show stalls with their associated clubs. Heifers can be moved to the open show stalls to be fed, washed and blown, but after that must return to the 4-H area of the barn. Only when the heifer show is complete can the animals be moved in the open stalls for the remainder of the show. This is how it was in previous years (with the exception of 2017).

Hydro: The Beef Committee has been working with the Royal Board to find a fix for the hydro shortage in the barns. There is now a plan to add 20 new hydro panels for this November's Fair and they are working on replacing some of the old ones. Any existing panels left will be upgraded to 20 amp.

Move In/Move Out was a massive improvement over past years. The Shorthorns will be located one breed further into the barns in rotation this year. This should result in the Shorthorns being the second last group to move out on Monday, but these details have not yet been confirmed.

Jamie will be our Barn Boss for 2018.

### **Juniors - Sue Giffen**

**Memberships:** In 2017, we promoted membership in the Ontario Junior Shorthorn Association by providing a free t-shirt with each membership paid prior to a predetermined cut-off date. We had 24 juniors receive shirts and we ended the year with 45 OJSA members.

Registration for 2018 will begin on April 16<sup>th</sup>. An incentive for early registration will be offered again this year. Registration forms will be emailed to last year's members and the updated forms will be posted on the website shortly.

**Field Day:** The Field Day was a great success. The weather was good and there were approximately 80 people in attendance. The agenda included a barbequ and potluck lunch with burgers provided by David Banbury, an instructional/information session on photographing your animal by Patrick Brown-Andison, an instructional/information session for Juniors on judging/reasons by Shannon Giffen, herd tours and a silent auction fundraiser for the OJSA. The silent auction raised \$775.00 to be used towards the Junior National Shorthorn Show in 2018.

There was a Junior Showmanship Show with 19 participants and the show was judged by Kyle Stevenson. The Champion Showman was Maurice Verstraete and Reserve Champion was Sarah Height.

**4-H Awards:** In 2017 we provided embossed wooden picture frames to the 4-H members showing a Shorthorn or Shorthorn influenced project. We gave out a total of 49 awards to 4-H members across the province. The cost for these was included in the budget under OSA Awards.

**National Junior Beef Heifer Show - RAWF:**

The Champion Shorthorn Heifer was Shadybrook Dream Lady 19D, exhibited by Olivia Dempsey.

The Reserve Champion Shorthorn Heifer was Hill Haven Breathless Lola 18D, exhibited by Chris Hargrave.

**OSA Junior Showmanship - RAWF:**

The Junior Show was held on Monday in 2017, rather than immediately following the breed show as in the past. A total of 26 juniors competed in the Junior Showmanship. The numbers are down from 36 participants last year, but this is likely due to the new schedule which has the juniors showing on a separate day from the open show. A couple of the breeds cancelled their Junior Show altogether as they were busy preparing to move out at the same time they were scheduled to show.

The Champion Showperson was Layton Chamberlain and the Reserve Champion Showperson was Austyn Byrne. Jared Ball, Coldwater, was the Judge.

**Canadian Junior National Shorthorn Show:**

The 2017 Canadian Junior National Shorthorn Show was held in Lloydminster, Saskatchewan with a total of 14 exhibitors. Ontario was not represented.

As for this year, planning is well underway for the Junior National Show which will be held at the Stratford Agriplex August 3-5, 2018. The Committee met in Stratford in February to tour the venue. It is an excellent location and facility that will suit our needs perfectly.

We have partnered with two local hotels for our exhibitors accommodation needs and we have limited, unserviced camping available as well. Information regarding the hotels has been posted on the show's Facebook page and several of the rooms at both hotels have already been reserved.

We have selected caterers for meals that we will be providing as part of the registration. Photography services have been booked as well as a sound system. Judges have been confirmed and will be announced following the registration period. And we are currently working with a vendor to provide show shirts for the exhibitors.

The majority of activities have been selected and we are finalizing the details of the classes.

Registration will be offered through AssistExpo as this seems to be the easiest and quickest way to record

everyone. We are finalizing the details and contract with Assist Expo and we will publicize the registration period once it has been confirmed.

There were personalized postcards sent to approximately 130 junior members across Canada promoting the show and directing potential exhibitors to the Facebook page and providing our contact information for any questions they may have. This was done to not only personally invite each junior member, but to try and encourage exhibitors from out of province to attend as well. Print ads have been published in the last 2 editions of the Shorthorn Report.

Our information package is almost complete and it will be emailed to all CSA registered breeders with an email address. It will also be sent to each province's webmaster to be posted on their association website.

There have been fundraising events over the last three years (a showbox raffle in 2015, a silent auction at the field days in 2016 and 2017). We have also received a generous donation from Hill Haven Farm. We will be sending out sponsorship letters to all breeders across Canada requesting donations and will be happy to accept any and all donations. There will also be a semen auction, a silent auction and a raffle during the show to raise additional funds.

Our goal is 55 exhibitors representing at least four provinces. Closer to the show we'll be looking for some volunteers once we have more specific details finalized.

In addition to the usual Bred and Owned and Owned classes, there will be Market and Shorthorn Plus divisions available.

### **Advertising & Promotion – David Banbury**

The OSA provided sponsorship for the Shorthorn Division of the London Beef Expo and Youth Forum again this year. The Association also continued to provide hard copy print ads in the Ontario Beef Magazine. The magazine ads are quite expensive, but costs are offset by the inclusion of the contact information of ten breeders in each of the five editions. These breeders are charged a fee to be included in the ad. The Canadian Shorthorn Association also subsidizes OSA ads on a 50-50 basis. The Association created one ad, following the RAWF, featuring the Hill Haven Firestorm bull and promoting the success of Shorthorns in the Masterfeeds Supreme Champion Bull competition.

In addition to sponsorship and hard copy ads, the OSA participated, by providing exhibits at the East Central Farm Show in Lindsay and the Ottawa Valley Farm Show. Both events were held in March. These shows are a great way to reach out to prospective Shorthorns breeders and commercial breeders searching for breeding stock. A Supreme banner was made for Hill Haven Firestorm and displayed, bringing in lots of interest. This was also a good time to promote the Fall Classic Sale. The Shorthorn Directory, various handouts profiling upcoming OSA events, OSA pens and the website were used for promotion at these events.

Email blasts are also sent to about 95 people. This email contains any current or pertinent info for breeders and lets them know about upcoming events.

## **Media- Blair Williamson, presented by Doug Brown**

The OSA continues to use Facebook and the OSA website as their main methods of conveying information to its members and attempts to keep them updated regularly. There are currently 1281 people that "Like" the OSA on Facebook and it's a great, no cost way to reach people. There are often photos and results posted from shows or events.

If you have a photo (past or present) than can be posted on the Facebook page, please message Blair Williamson.

The OSA Facebook page has been used for the promotion of sale lots for the Fall Classic Sale and featured a "Lot of the Day", during the month leading up to the sale. Junior information is often conveyed via our Facebook page as well.

If you haven't liked us on Facebook yet, we encourage you to do so by searching Ontario Shorthorn Association.

## **2017 Fundraising Report – Sue Giffen**

A Heifer Raffle was held at the Fall Classic Sale as the OSA fundraiser for 2017, with ten consignors entering their heifer calves into the draw. Prior to the sale, tickets were provided to OSA board members and consignors that entered their heifer in the draw. Board members and consignors were each asked to sell 30 tickets, meaning a total of 680 tickets were distributed for sale.

Unfortunately, about 135 of those tickets were returned unsold. One of the consignors did not sell any tickets which resulted in that calf being removed from the draw the morning of the sale. This meant that some of the profit from the other ticket sales had to be used to cover the \$3,000 payment to the draw winner. There were an additional 55 tickets sold on sale day.

The winning heifer was Lot 126 BBO Janet's Sunrise 3E, consigned by Byrne Boys. The heifer was won by Joanne Currie and she elected to keep the heifer.

In total there were 596 tickets sold. After payment was made to the consignor and payments made for the expenses of the sale (ticket printing costs and the draw drum rental), a net profit of \$2,818.86 remained.

The Fundraising Plan for 2018 will be a raffle held in the fall so it does not interfere with the fundraising efforts for the Junior National Show in August. We will be selling raffle tickets for a cattle blower (1st prize) and fan (2nd prize). Prizes will be on display and tickets sold at the Fall Classic Sale and the RAWF. The draw will take place at the RAWF. Ticket cost will be \$10 each or 3 for \$20.

Our expected profit is \$1900.00.

## **Digital Beef – Bob Riviere**

Bob noted that many hours, days and months have been put into getting the Canadian Shorthorn Association switched over to Digital Beef Registration program. Breeders no longer have access to previous information stored with Canadian Livestock Record Corporation (CLRC) and everything that was available in that service is now accessible on the Digital Beef program.

Carolyn Darling was scheduled to come and give us a demonstration on using Digital Beef but was unable to make it due to the weather. Bob gave us a brief outline and encouraged all breeders to register and create a password so they can start becoming familiar with the program on their own.

### **Nominating Committee Report - Steve Bartlett**

Steve announced that there were three Director positions open for 3 year terms. Directors whose terms expired were Blair Williamson, Roy Chamberlain and John Mason. There were three names put forward by the Nominating Committee with biographies on each handed out to all attendees. Nominations were opened to the floor for anyone else interested. There were no additional nominations.

Directors elected are:

- Nicole Smith - three year term
- Frank Byrne - three year term
- Blair Williamson - three year term

Steve asked for nominations for an OSA member to act as the OSA representative on the Canadian Shorthorn Association on a one year term. Doug Brown nominated Dale Asser, seconded by Bob Riviere.

### **Guest Speaker – Billy Elmhirst on EPDs**

Doug reported that in response to the 2017 Membership Survey, we wanted to focus some time and information on Expected Progeny Differences (EPD's). Initially, two videos by Patrick Wall, *Iowa State University* Extension and Outreach Beef Specialist, describing Calving Ease and Growth Trait EPDs. From there, Doug introduced us to Billy Elmhirst, our guest speaker for the day. Billy went over what EPDs mean to him, and which of those values he finds the most important and why. He urges us to remember that the "E" in EPD stands for "Expected" and these numbers are projections, not guarantees. They provide a guide line on what the outcome should be. Billy also emphasized that when reviewing EPD's for animals, you need to know what the breed average is. The 2017 Average Shorthorn EPDs being:

<b>CE</b>	<b>BW</b>	<b>WW</b>	<b>YW</b>	<b>M</b>	<b>TM</b>
<b>+5</b>	<b>+2.0</b>	<b>52</b>	<b>60</b>	<b>17</b>	<b>43</b>

The accuracies on these reports are based on information from thousands of animals. The larger amount of data collected gives a more accurate set of EPDs to work from. With this being said, we need to make sure that we (as a breed) are submitting all of our data. This is the only way our numbers can improve. This doesn't just mean submitting information on our best animals. You need to include the information on animals you may eventually cull or market. If this doesn't happen, we just end up comparing our good animals to our good animals and does not provide a true picture. This will hurt us down the line in relation to both the calves and the cow's EPDs. Bottom line: submit, submit, and submit.

Billy emphasized that as individual breeders, you need to look at what traits are important to you and select your bulls based on those characteristics. The talk was followed by a question and answer period.



## Social Hour & Banquet

**AWARDS** The following award recipients were announced:

**Points Shows:** Awarded to the Shorthorn Breeder exhibiting at designated shows across the province and accumulating the most points based on the "Points System" established by the OSA Show Committee.

2017 Winners: **Ontario Show Female** RK Rosie 113D, exhibited by Maplelm Shorthorns, Listowel, ON  
**Ontario Show Bull** HEI It's Last Call 03D, exhibited by Height Cattle Co., Arthur, ON  
**Ontario Breeder's Herd** Crawfdown Farms, Glencoe, ON

**Foundation Awards:** provided to breeders with 50 plus registered females.

Recipients: **Hill Haven Farm, Dale Asser & Bob Meldrum**  
**Crawfdown Farms, Gord & Sally Crawford**

**Aspiring Breeder Award:** provided to the young breeder who exemplifies the dedication and passion required to develop a flourishing Shorthorn herd and who embraces the goals for the OSA.

Recipient: **Shannon Giffen, Fendale Livestock**

Doug Brown closed the meeting at 5:30 pm and thanked everyone for attending.

Minutes by: Shannon Giffen