

April 18, 2020

Dear Ontario Shorthorn Association Members;

During this unprecedented time, the Ontario Shorthorn Association along with a number of other breed associations are putting the health and safety of our membership above all else, and postponing/cancelling this year's Annual General Meeting, depending on how the next few months play out. This information package is intended to provide the membership with the material that would have been presented at the AGM to ensure that everyone remains informed.

First off, I would like to thank the Board members for their contributions during the past year. The Board was instrumental in organizing the Junior show during the summer as well as the OSA Fall Classic Sale. This year we also put in to place a Junior Association to ensure that the younger membership are directly involved in the future of our breed. I would also like to make a special note to thank Bob Riviere, who has acted as our Treasurer for the past 3 years, and particularly this year, during a very difficult personal time.

AGM business that requires approval and motions will be dealt with at a later date. This package includes information to ensure the membership is up to date on OSA activities that occurred in 2019, including financial and committee reports. Information is also provided on upcoming plans and activities for 2020.

The Association's current secretary, Doug Brown, has been instrumental in the success of this Board, and he is looking to step down from this position as of September 1, 2020. If you are interested in helping the Association and being a part of positive change please let us know as soon as possible.

As an Association, we have continued to move forward with filling Board positions for members who have completed their terms. In our earlier correspondence regarding the AGM, the membership was asked to submit nominations for new Board members by March 29th. The 2020 Ontario Shorthorn Association Board will consist of:

- President: Blair Williamson
- Vice President: David Banbury
- Past President: Jamie Blenkiron
- Secretary: Doug Brown (pending)
- Treasurer: Shannon Giffen

Board members: Nicole Smith, Sue Giffen, Ralph Cooke, Frank Byrne, Maurice Verstraete, Gary Evans, plus one vacant position.

This is definitely a challenging time as a province and for our country like we have never experienced before. We appreciate your patience as we work through this situation. If you have any questions or concerns please contact Blair Williamson at (519) 808 - 0516.

I have enjoyed my time as a Board member and as President of the Ontario Shorthorn Association. I appreciate the support the membership has given me as we try and move this breed forward.

Sincerely,

James Blenkiron

ONTARIO SHORTHORN ASSOCIATION

MISSION STATEMENT

**To provide service to our members and to promote
Shorthorn cattle.**

VISION STATEMENT

**To have Shorthorn genetics viewed as a viable and
profitable option for both Purebred and Commercial cattle
breeders in Ontario.**

STRATEGIES

**Communication with our fellow purebred and commercial cattle
breeders**

**Promotion of our breed through advertising and other information
sharing resources**

Provide marketing opportunities for our breeders

Recognizing our breeder achievements

Continue to promote and grow our Junior Program

ONTARIO SHORTHORN ASSOCIATION

INFORMATION PACKAGE

April 18, 2020

Previous Minutes: The minutes from the AGM held in London in April 2019 were mailed to each OSA member shortly after the meeting. They are also posted on the OSA website at ontarioshortorns.com. If you did not receive a copy of the minutes and require a hard copy, please contact Doug Brown at (905) 431 - 8496.

Financial Report (attached) (Bob Riviere)

The OSA Financial Report for 2019 shows a near balanced budget on the year, with only a small deficit of \$ 152.17. While the total amounts for the Revenue and Expenses reflect an accurate report, some of the amounts within these budget lines record "net" amounts and not a detailed breakdown of revenues and expenditures. We are taken measures to provide a more detailed record of revenue of expenses for each budget line going forward.

Overall, the Financial Report indicates that the OSA possessed total assets of \$12,075.27 at year end, including a bank balance of \$ 2,920.91 and GIC investments of \$9,154.36.

Please Note: Shannon Giffen assumed the role of OSA Treasurer, effective January 2020.

Fundraising Report 2019 (Sue Giffen)

A raffle was held at The Royal Winter Fair as our fundraiser for 2019. We raffled a blower, a set of clippers and a \$100 RK Gift Certificate. We sold 247 tickets and our net profit was \$645.83.

The blower was won by Shannon Giffen, the clippers were won by Sami Lundy and the RK Gift Certificate was won by Andrew DenHaan. Thank you to Paul Ormiston for drawing our winning tickets.

Our Winners with their prizes are pictured below.



Our Fundraising initiative for 2020 will be a freezer beef raffle. We have received a very generous donation of 3 – 30 pound boxes of frozen beef, each valued at \$345. The OSA extends a huge THANK YOU to **Banbury Grasslands** (www.banburygrasslands.ca).



Raffle tickets will be available for sale at our points shows, RAWF, Fall Classic Sale and at any other event where possible. The draw will take place at the Fall Classic Sale. If you are interested in selling tickets to assist with our association's fundraising efforts, please contact Sue Giffen at 705-790-5224

Tickets will be sold for \$10. Our expected profit is \$3300.

Point Show Report 2019 (Sue Giffen)

In 2019 we designated 7 shows as our Point Shows to determine the Ontario Show Female, Ontario Show Bull and Ontario Breeders Herd. We tracked 103 females, 31 bulls and 9 breeder's herds. This was a slight decrease over the number of animals and herds participating in the Point Shows in 2018.

The Ontario Show Female was shown at 5 of 7 points shows and finished with 890 points.

The Ontario Show Bull was shown at all 7 points shows and finished with 1250 points.

The Ontario Breeders Herd was shown at 3 of 7 points shows and finished with 350 points.

The OSA would like to congratulate the Points Show winners:

Ontario Show Female: Flightpath Zora Fern 429F, owned by Flightpath Shorthorns of Caledon, ON and exhibited by Emily Makey.



Ontario Show Bull: BBO Flash Mirage, owned and exhibited by Taylor Kristina DeBattista, Willocrest Farms of Caledon, ON.



Ontario Breeder's Herd: exhibited by Byrne Boys Operation of Chatham, ON.



The OSA Show committee would like to thank all of the exhibitors for bring out their animals during the show season. We would also like to thank those attending the shows and recording placings for the committee.

Foundation Awards 2019 (Sue Giffen)

Foundation Awards are awarded breeders with 50 or more registered females in their herd.

The 2019 Foundation Awards will be presented to:

- Crawford Farms with 59 females
- Huron Grove Farm with 58 females
- Hill Haven Shorthorns with 57 females
- Byrne Boys Operation with 51 females

2019 OSA Fall Classic Sale Report (Blair Williamson)

The 2019 OSA Fall Classic Sale was held Saturday, November 16, 2019 at Maple Hill Auctions in Hanover, ON. In early 2019 a focus group was created to review the sale and see what improvements/changes could be made. One of those changes was moving the sale later into the year, which I would say was a success.

Our sale day brought 32 lots of open and bred females, along with an embryo lot. The bidding was active in the stands and on the phone, with many lots selling over the phone. The 19 heifer calves averaged \$2132 and 12 bred heifers averaged \$2642. The high selling female was lot 9 Crawfordn Augusta Pride 01G sold to Mel-Matt Livestock for \$5200. Mel-Matt Livestock was the volume buyer, purchasing four heifer calves to add to their expanding herd. Cattle sold to buyers in Ontario, Quebec and Saskatchewan.

Special thanks to Rex Crawford for working on the block during the sale; Dave Currie and Reed Crawford for taking bids during the sale; Kayla Dempsey for clerking during the sale; and John Mason for helping in the ring.

The 2020 sale is scheduled for Saturday, November 21 at Maple Hill Auctions, Hanover. We hope to see you there!



Crawfdwn Augusta Pride 01G

Advertising & Promotion (David Banbury)

In 2019, the Advertising Committee activities were limited due to lack of funding. We continued support and provide a presentation booth at the Central East Farm Show (Lindsay), Ottawa Valley Farm Show and a Shorthorn sign at the Woodville Sale barn.

In addition to usual promotion for the Fall Classic Sale, the Committee funded a 1/2 page ad in the Ontario Beef magazine. As shown in the Treasurer's Report, we had a carryover charge appearing for advertising placed in 2018.

Plans for 2020

With additional funds allocated from the new member levy, the Advertising Committee has an ambitious plan for 2020. We have begun to implement a plan for 5 full page colour ads in Ontario Beef magazine, and we are re-vamping the ads to feature commercial producers using Shorthorn genetics. The February 2020 edition featured a testimonial from Paula and Joel Brodie of Blyth which has been very well received (Thanks Blair!). We plan on providing similar testimonials in the remaining issues, focusing on using Shorthorn bulls, using Shorthorns for direct marketing and an example of a producer purchasing from the Fall Classic sale. If you have suggestions for commercial producers we should contact, please let us know (drbanbury@gmail.com).

Based on discussion and feedback from participating members, the decision was made to discontinue our representation at the Central East Farm Show (Lindsay) and re-direct funds to our print ads and other activities. We will continue support of the Ottawa Valley Farm show in 2020.

The Committee has also budgeted for the creation of an online Ontario Shorthorn Members Directory. This is envisioned to be a FindShorthornsNearMe page on our website. Once constructed we would feature this in our advertising material and since it is directing traffic to our own website, we will be able to monitor usage, searches, and report on activity in the future. Please stay tuned for more information on this later this year.

The Advertising Committee will continue to promote Shorthorns and Shorthorn related events in 2020 using Facebook, email marketing and the OSA website.

Royal Agricultural Winter Fair (Jamie Blenkiron)

Shorthorns Exhibited by Year

RAWF - Shorthorn Entries		2017	2018	2019
	Females	63	78	75
	Bulls	21	24	19
	Herds	3	4	4
	TOTAL	84	106	94

Highlights of the 2019 Royal.

- Overall fair attendance: Up 7% over 2018
- AG Entries up 6.5% (open beef up 14%)

- AG Exhibitors up 7%
- 4 National Beef Shows – Charolais, Angus, Simmental, Limousin
- More speakers to improve sound in Semex Ring of Excellence
- Semex added beef to their exhibit and supplied coffee & donuts for Sat & Sun beef weekend
- Auctions: Hosted Charolais Video Sale
- Beef champions parade in coliseum as part of the Royal Horse Show Sunday afternoon program
- Nobleton Feed returned for a second year as Royal feed & bedding supplier
- HS Knill increased sponsorship for Premier Herdsman Awards, presenting in addition to banners, 2 branded coats per winning exhibit
- Exhibitor Parking: New lots and pass allocation process in 2019. Plans for 2020 TBD.
- Safety: Incident/Emergency phone # posted through stalling areas for quick reference; Stall numbering in livestock barns and tie-out for quick incident reporting and locating; electrical panel covers installed to comply to Toronto Hydro requirements

Dignitaries

- Premier Ford and 2 Provincial Ministers attended the Masterfeeds Beef Supreme Championship

Livestream Broadcast:

- Total views up 15% (36,000); Number of countries streaming up 20% (105 viewers)

Animal Activism

- Incident during Sale of Stars and the Black & White Holstein Show Thursday evening well managed and appreciated by exhibitors and spectators; resulted in arrests and 13 month restraining order.

Agriculture Exhibitor Communication

AG Exhibitor Surveys:

- 58% (398) of 686 were completed
- Are you planning on exhibiting in 2020? 90% YES; 10% NO, due to cost
- Exhibiting at The Royal brings me business opportunities during and/or after the fair. Beef: 70% Yes
- How would you rate the footing in the Semex Ring of Excellence? Beef: 90% Excellent/Good
- Move-In Experience: 87% Excellent/Good
- Move-Out Experience: 65% Excellent/Good
- Masterfeeds Beef Supreme Championship 86% Excellent/Good
- Only 18% thought the early closure of the fair had a **negative** impact on the Supreme.

RAWF Plans for 2020

- Policy review: Exhibitor code of conduct and alcohol
- Show schedule review – ongoing; need to accommodate 2 new beef shows and deal with logistical “press points” that are recurring before 2022 and adding Speckle Park Show and Angus Futurity
- Review parking needs for 2020 based on data collected in 2019
- Transition competition book to online Assist Expo system to facilitate instant updates/changes

Ontario Junior Shorthorn Association Report 2019 (Sue Giffen)

The OJSA hosted the first OJSA Invitational Summer Show June 29-30 at Erin Fairgrounds. There were 25 Juniors that took part in showmanship and conformation classes, along with an educational component and games and activities. The Champion Showperson was Maurice Verstraete and the Reserve Champion Showperson was Carson Blenkiron. Please check out the photos on both our website (under Junior Show Results) and the OSA Facebook page for some highlights from the show. It was a great weekend for all of our exhibitors!

We had a total of 29 OJSA members in 2019.





During the show, we had a meeting with all of the Junior members and 5 Ontario Junior Shorthorn Advisers were selected by the members. Our Junior Advisers are: Emily Makey, Carson Blenkiron, Austyn Byrne, Sarah Height and Sami Lundy. The Advisers will be helping to shape the direction of the Junior program in the future. Sarah and Sami will also be the Ontario Junior Advisers to the Canadian Junior Shorthorn Association. The Advisers are pictured below.



Junior Beef Heifer Show at RAWF

The Champion Shorthorn Heifer was Maple Stone Queen, owned and exhibited by Jamey Eby.

The Reserve Champion Shorthorn was Hill Haven Pretty Rose 2G ET, and exhibited by Sami Lundy.

Junior Showmanship Show at RAWF

This show has been renamed the Emerson Clarke Memorial Junior Showmanship Show in honour of the late Mr. Emerson Clarke. This change was spearheaded by Scott Martin and his family. They have generously donated a perpetual trophy for our Junior Show that will be housed at The Royal Agricultural Winter Fair Office. The Grand and Reserve Champion Showmen will also take home trophies donated by the Martin Family of Renegade Livestock.

Don Jack of Coldstream Farms also contributed to the Emerson Clarke Memorial Junior Showmanship Show. Don donated trophies and a cash prize for the top 2 showmen in each of our age divisions.

We are incredibly grateful for these generous donations.

We had 34 juniors participate in the Junior Shorthorn Showmanship classes at The Royal. The judge was John Vancise of Stayner, ON. The Champion Showperson was Jade Noiseux and the Reserve Champion Showperson was Kayla Boot.



Final drive in the ring of the Emerson Clarke Memorial Junior Showmanship Show.

4-H Awards

In 2019 we awarded navy Fleece blankets, embroidered with "Ontario Shorthorn Association" to the 4-H members who successfully completed their year using a Shorthorn or Shorthorn influenced animal for their project. We gave out 58 awards to 4-H members across the province.

Junior Registration 2020

The registration process has changed for Ontario Junior members in 2020. All Junior members must now complete their registration through the Canadian Shorthorn Association in order to participate in both Canadian Junior Shows and provincial events. There will no longer be a separate Ontario membership. In order to participate in any of the OJSA events (including the Junior Invitational Shorthorn Show, breed specific Junior Showmanship at Lindsay and Markham fairs and the Emerson Clarke Memorial Junior Showmanship at the RAWF), the member must hold a current membership with the CJSA. At this time, that membership cost remains at \$25.00.

Junior Invitational Shorthorn Show 2020

Ontario is planning to host a Junior Shorthorn Show this summer. Our preferred dates are July 18 – 19 at the Erin Fair Grounds. We are still in the planning stages at this time and it will be dependent on the status of the Covid-19 pandemic. Our show will include conformation, showmanship and an educational component.

Junior National Shorthorn Show 2020

The 2020 Junior National Show will be held in conjunction with the Manitoba Youth Beef Round Up in Neepawa, MB from August 1 – 3, 2020.

If you are planning to attend the Junior National Show, please message Sue Giffen on the OSA Facebook page.

OJSA Junior Raffle (Maurice Verstraete)

The OJSA will be holding a raffle to raise funds to assist with expenses related to the OJSA Invitational Show at Erin in the summer, and other activities throughout the year. The draw will take place at the Royal. Each ticket purchaser has the option to select a livestock prize or a non-agricultural prize.

First prize is a choice between a \$500 Brussels AgriServices/Cowboy Loft gift certificate or \$500 prepaid Visa card. Second prize is a show supply package donated in part by the Grey Bruce Shorthorn Club (valued at \$250) or an Ultimate Dining Gift Card (valued at \$250).

Tickets are available for purchase for \$5 and can be purchased from any of the Ontario Junior Shorthorn Advisors or from Maurice Verstraete (maurice.verstraete@yahoo.ca).

OSA Executive

Blair Williamson is the incoming President on a 2 year term for the OSA. David Banbury is the newly elected Vice President.

The Board would like to welcome Gary Evans, Triple E Farms as a new director on the Board. Gary will be a valuable contact for the Shorthorn breeders in the eastern part of the province.

We are currently operating with one vacant position on the Board. We would still be interested in speaking with members who might be interesting in this opportunity.

OSA Financial Report

BALANCE SHEET

Assets

	<u>2019</u>	<u>2018</u>
Bank	\$ 2,920.91	\$ 3,182.56
GICs	9,154.36	9,044.88
Total Assets	12,075.27	12,227.44

Equity

Retained Earnings	12,227.44	15,874.26
Current Earnings	-152.17	-3,646.82
Total Equity	12,075.27	12,227.44

INCOME STATEMENT

Revenue

CSA Membership Fees Transfer	3,950.00	4,501.00
Fall Sale Net Income	309.31	1,111.85
Ontario Beef Ads Grant & Member Pymts	1,476.50	2,202.50
OSA AGM Income	-	1,090.00
Raffle	-	2,750.00
Fund Raising Net Income	845.83	-
Shirts/Hoodies/Banners	-	1,400.00
Banner Payments '17, '18, '19, '20	4,275.00	-
Interest	109.90	245.25
Total Income	10,966.54	13,300.60

EXPENSES

OSA AGM Expenses	-	1,500.32
OSA AGM Net Cost	1,099.09	
Apparel Net Cost	7 21.06	-
Shirts/Hoodies/Banners	-	3,907.69
Banner Costs '19	2,841.95	-
4-H Awards/Sponsorship	1,705.40	2,078.16
Raffle Expenses	-	1,203.71
Administration/Web Site	-	2,282.73
Teleconferencing	756.63	-
Web Site	719.00	-
Ads/Promotion	-	4,645.44
Advertising ON Beef Ads	741.28	-
Farm Shows	447.34	-
RAWF Expenses	986.40	555.11
Insurance	729.00	655.61
Sundry Expenses, printing, postage, etc.	371.56	118.65
Total Expenses	11,118.71	16,947.42
Net Deficit	(-152.17)	(- 3,646.82)

RHR-2019