

**ONTARIO SHORTHORN ASSOCIATION**  
**ANNUAL GENERAL MEETING**  
APRIL 17th, 2021  
VIA ZOOM

**Call to order**

Blair Williamson

**Welcome/Introductions**

The meeting was called to order at 7:05pm.

Blair started off by thanking everyone for attending the virtual zoom meeting.

Blair then started introducing the attendees to the OSA Board of Directors for 2020; Blair Williamson (President); David Banbury (Vice President); Jamie Blenkiron (Past President); Ralph Cook; Maurice Verstraete; Sue Giffen; Sam Bushbeck; Gary Evans; and Nicole Smith. Doug Brown (Secretary until September 2020); Kate Meehan (September-Present Secretary).

Blair thanked Doug Brown for all his time as the OSA Secretary, and noted a package was sent to his farm to show the board's gratitude for all his hard work over the years. Doug was appreciative for the recognition.

Blair held a moment of silence for the recent passing of active board member Frank Byrne and all other members and breeders that were lost over the past year.

Since voting had to be performed virtually Blair had participants answer a practice poll question.

**Agenda**

The agenda of the meeting was included via email prior to the commencement of the meeting.

**Motion:** David Banbury moved to approve the agenda for the meeting. **Seconded** by Earl Smith. **Carried.**

**Introduction of Guest Speaker**

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David Banbury introduced Gerald Lindquist as the guest speaker. Gerald served as a Michigan State University (MSU) educator for 36 years and was a Grazing Educator across the state of Michigan for 6 years before his retirement in 2018. David mentioned he has had the opportunity to visit Lake City Research Centre (MSU) multiple times and was always impressed by all the activities going on at the facility. Noting that they are on the front lines for research in terms of grazing and livestock in general.

Gerald shared a power point presentation with attendees to assist his presentation on, “Grazing Multi Species Annual Cover Crop Mixes,” which focused on fall and winter grazing with beef cattle.

He went into detail about the long-term benefits of grazing and how the grazing animal itself is key multi mixes being successful. For example, only allowing the animal to graze the first 1/3 of the multi mixes so that soil protection and regrowth are optimized.

Gerald also provided detail on his own cover crop mixture comprised of radish, turnips oats etc., and the positive effects it had on his herd that year.

He also went into detail about the effects that a cover crop has on next years grain crop, and the many financial benefits/savings laying a cover crop can have for a cattleman.

After the conclusion of Gerald’s presentation, he volunteered to answer questions. A discussion surrounding grass-fed beef was sparked and he provided some insight into how the grass-fed market could still benefit from a cover crop (avoid plant species that produce kernels, research market tolerances). David thanked Gerald for his presentation on behalf of the OSA.

**Minutes**

The previous minutes from the Annual General Meeting (AGM) held on April 13<sup>th</sup>, 2019, in London Ontario were posted on the OSA website shortly after the meeting. No discussion was held.

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**Motion:** David Banbury moved to approve the minutes from the 2019 AGM. **Seconded** by Doug Brown. **Carried.**

### **Financial Report**

Blair provided the Financial Report as part of the AGM package prior to the meeting. Both the 2019, and 2020 financials were to be approved since the association was unable to do so as a group in 2020. The financials were prompted on the virtual presentation for attendees to see as well. An inquiry regarding the Advertising/Promotion financials arose. Blair explained that in 2019, versus 2020, members had the opportunity to pay funds to have their names listed at the bottom of Ontario Beef advertisements (which fueled advertising in Ontario Beef), and one of those advertisements were also included in the expenses for the Fall Classic Sale. While in 2020, the \$50.00 membership fee increase mainly went towards advertising costs in Ontario Beef.

Blair took the formal opportunity to thank Bob Rivere (2019 Financial Report) for his years of service as Treasurer for the OSA. While also thanking the board's present Treasurer Shannon Giffen (2020 Financial Report) for her work since taking over the Treasurer position from Bob.

**Motion:** Sue Giffen moved to approve the 2019 Financial Report. **Seconded** by Gary Evans. **Carried.**

**Motion:** Bob Rivere moved to approve the 2020 Financial Report. **Seconded** by Mike Ormiston. **Carried.**

### **Committee Reports**

**Social Media/Website (Sue Giffen)**

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Sue noted that the OSA had fewer updates and photos on social media due to lack of fairs and shows (COVID-19). While there was a photo contest held on the Facebook page, many bull and females sales were promoted, and the Fall Classic Sale entries were advertised daily counting down close to the sale's date.

She also reported that the OSA Facebook page had gained 218 followers compared to 2019, totaling 1,777 following for the page.

Currently she is in the process of creating posts to introduce board directors. Thus introducing to members who is acting on their behalf on the board/putting a face to board member's names.

Sue informed that the sales page has been very active on the OSA website with both bulls and females for sale. The committee is working towards integrating the "Find a Member," feature from Digital Beef onto the OSA website. In hopes of making, it easier for members to find a breeder closer to their area. The "Marketplace," on Digital Beef is planned to also be a part of this integration on the website.

**Juniors (Samantha Lundy)**

Samantha reiterated it was a very slow and quiet year for the Juniors due to the pandemic in 2020, causing many of their plans for the year to fall through. Originally planning to raise funds at the Ontario Beef Expo via raffle tickets, when cancelled they aimed for the AGM, which also fell through.

She reported the few shows Junior members were able to attend there was no lack of serious effort and quality showcasing the Shorthorn breed.

Samantha announced that restrictions permitted, the Juniors are hopeful for a 2021 Junior show, further details shall be issued.

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On behalf of the Canadian Junior Shorthorn Association (CJSA), she reported that 22 members from Ontario participated in the virtual show. Juniors funded \$4650.00 for the virtual show, which further to her behalf of the CJSA board Samantha was appreciative for all who donated allowing the virtual show to be successful.

**Show Committee (Jamie Blenkiron)**

Jamie communicated that although the Royal Winter Fair (RAWF) was cancelled in 2020 there were some smaller shows that were able to go ahead. His recent meeting with RAWF representatives mentioned that they were planning on putting on some kind of show for 2021, but details of what that will look like is uncertain at this time. On June 31<sup>st</sup> RAWF will be disclosing certainty of the show, but there are a lot of aggravating factors due to the pandemic at this time. Jamie will continue to provide updates regarding RAWF when further details are provided to him.

**Advertising/Promotion (David Banbury)**

David shared a colourful presentation with attendees that showcased all the Ontario Beef advertisements the board was able to create thanks to additional funds allocated from the member levies. The committee's main goal for the advertisements is to display non-members of commercial herds and why they choose to include the Shorthorn Breed in their operations. David went through and gave a summary of each advertisement that was submitted to Ontario Beef. He reported a correlation between the OSA website and months that an Ontario Beef advertisement is released, so far leading to an increase in traffic for such months. Such traffic so far has given the committee confidence that these advertisements are being successful in not only showcasing the shorthorn breed, but also leading to more sales from the classifieds on the OSA website.

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David petitioned members should think about anyone they have sold shorthorns to, fitting the advertisement goals, to reach out to him for future Ontario Beef Advertisements.

**Sale (Blair Williamson)**

Blair provided a report prior to the meeting regarding the Fall Classic Sale held at Maple Hill Auctions November 21<sup>st</sup> 2020. Blair thanked everyone who assisted with the success of the sale and noted the 45 consignments provided a \$2,508 average. He noted that on the day of the sale there was lots of action not only in the stands but also bidding via telephones.

**OSA Awards**

**Foundation Award**

Allotted to breeders with 50 or more registered females.

Recipients:

- Crawford Farms (52)
- Byrne Boys Operation (52)

**Aspiring Breeder Award**

- Sara Height (2019)
- Maurice Verstraete

**Board Elections**

**OSA Director Positions**

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There were three available director positions on the OSA board. The OSA Nomination Committee provided biographies for their five nominations (Jamie Blenkiron, Julian Brown, Frankie Byrne, Nickolas Martin, Nicole Smith) the biographies were made available in the AGM information package. Each nominee also had an opportunity to introduce themselves at the virtual meeting. No further nominations arose from the floor when called by David Banbury three times.

The voting process held over zoom included all nominees' names being listed by survey (Jennifer Kyle from Beef Farmers of Ontario acted as scrutineer to keep voting confidential), members were instructed to only vote for one person when each list was prompted. This process continued three times to fill each available position.

Julian Brown, Frankie Byrne, and Nickolas Martin secured the available director positions.

David thanked everyone who had put their name forward.

**CSA Director Position**

Sue nominated Dale Asser as the OSA representative to the CSA. David called for nominations from the floor three times, with no names being announced, nominations were closed.

Dale Asser was named the OSA representative to the CSA.

**New Business**

No new business was discussed.

**Adjournment**

Blair thanked Jennifer Kyle for her assistance with the AGM, and for allowing the OSA to use BFO's zoom account.

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Carol Verstraete also took an opportunity to thank Blair for all his time and efforts on the board as President.

In Addition, Bob Rivere also commended the OSA board on their efforts putting together the AGM successfully.

**Motion:** Martin Mason made a motion to adjourn the AGM. **Seconded** by Gary Evans.

**Carried.**