

Annual Report 2004 • Canadian Angus Association

purity • brand identity • commercial outreach • breed improvement • member tools • regional activities • tributes

positioning angus

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PRESIDENT'S MESSAGE • LARRY TONER

It has been a true privilege to serve as Canadian Angus President for the past year as we enter our year of celebration recognizing the 100 years of existence of the Canadian Aberdeen Angus Association. Although we have endured our first decline in activity in ten years, we are very confident about the future and believe 2004 will be the exception that verifies the rule; the Angus breed is continuing to grow.

Visits to both American association annual meetings were very educational events. Their electoral process is much more in-depth than ours, but ours lets everyone vote. They place more emphasis on attendance at the AGM if you wish to influence policy and direction for the breed, or even elect your representatives to the board. We do have many friends in both associations and I hope you will meet some of them at our AGM.

We are still learning the new governance that we are using to better define our goals for the Association and our relationship with our CEO.

Clarity of communication is the key. We are not totally happy with our "Ends" as of yet but once we get it right I am sure the procedure will work well. Confidence in your CEO is an indispensable ingredient of the mix and the ability to say exactly what we mean so he will interpret it to our satisfaction is the challenge. Dyce Bolduc, Keith Kaufmann and I have had a two-day school on Policy Governance so Dyce will be well equipped to handle the next year.

As most of you know, last September the selection committee chaired by John Lee recommended to the board that the Alberta bid be accepted as host venue for the 2009 World Angus Forum. Work has begun on this massive undertaking and our first official invitation to the world was carried by John to the World Forum 2005, Cape Town. The video produced by Spruce Meadows took the meeting by storm in South Africa and we do anticipate a good turnout of delegates and visitors as a result of that effort.



There will be plenty of work to go round so let your Canadian director know if you wish to volunteer and he or she will see that your name is recorded and some duties will follow.

For me, the whole experience in South Africa defies description. Cape Town is about the busiest city I have ever seen in terms of construction with cranes working all over town, building waterfront hotels and the like. Brick homes use smaller cranes. The shipyards are full of container ships being loaded and offloaded with cranes. Very very busy.

AS I SEE IT, THE CHALLENGE THAT WE FACE IN CANADA IS THAT WE MUST CONTINUE TO SELECT AND IDENTIFY CATTLE THAT CARRY ECONOMIC MERIT FOR THE BEEF INDUSTRY RIGHT FROM THE COW-CALF PRODUCER THROUGH THE FEEDLOT TO THE PACKER AND THE CONSUMER.

Within walking distance almost is some of the most dire poverty I have ever seen. The "Townships" go on for miles, and there is 40% unemployment in Cape Town. One of the goals of the South African government is to have power in 90% of the homes by 2010. We do have it pretty good in Canada.

There seems to be large market potential in South Africa for our cattle. ET and AI are commonplace and many of their pedigrees were very recognizable. Angus bulls account for about 10% of the bull trade with native cattle taking up the bulk of the trade. Their native breeds are well suited to the environment and one of the challenges faced by Angus in South Africa is demonstrating the ability to perform in the hotter environment. There is a lot of potential for Angus expansion in that area and we have some very capable people working on our breed there.

As I see it, the challenge that we face in Canada is that we must continue to select and identify cattle that carry economic merit for the beef industry right from the cow-calf producer through the feedlot to the packer and the consumer. Tough selection will see our breed continue to move forward, but we must continue to select. It's not all that long ago when Angus bulls may well have only accounted for 10% of the bull trade in Canada. It is our responsibility to those breeders, many of whom will be with us at the Centennial Kickoff in Brandon, who kept the breed alive in some very discouraging times to keep the bar high enough that we won't be knocked off. We have the best set of tools ever, we have the leading breed of cattle; use the tools to keep our breed in the lead.

The bronze
commissioned to
commemorate the
100th anniversary of
the Canadian Aberdeen
Angus Association.

FINANCIAL STATEMENTS OF CANADIAN ABERDEEN ANGUS ASSOCIATION

Year ended December 31, 2004



Auditor's Report

To the Members of the Canadian Aberdeen Angus Association

We have audited the balance sheet of the Canadian Aberdeen Angus Association as at December 31, 2004 and the statements of operations, changes in net assets and cash flows for the year then ended. These financial statements are the responsibility of the Association's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of the Association as at December 31, 2004 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

Chartered Accountants

Calgary, Canada
February 10, 2005

CANADIAN ABERDEEN ANGUS ASSOCIATION


Balance Sheet

December 31, 2004, with comparative figures for 2003

	2004	2003
Assets		
Current assets:		
Cash	\$ 204,619	\$ 106,953
Accounts receivable	55,207	93,754
Prepaid expenses	15,326	36,496
	<u>275,152</u>	<u>237,203</u>
Investments:		
Unrestricted	745,511	654,329
Future development fund (note 3)	233,675	200,749
	<u>979,186</u>	<u>855,078</u>
Property and equipment (note 4)	102,369	92,605
	<u>\$ 1,356,707</u>	<u>\$ 1,184,886</u>
Liabilities and Net Assets		
Current liabilities:		
Accounts payable and accrued liabilities	\$ 283,606	\$ 214,673
Member accounts	65,850	64,747
	<u>349,456</u>	<u>279,420</u>
Net assets:		
Invested in property and equipment	102,369	92,605
Internally-restricted (note 3)	233,675	200,749
Unrestricted	671,207	612,112
	<u>1,007,251</u>	<u>905,466</u>
Commitments (note 5)		
	<u>\$ 1,356,707</u>	<u>\$ 1,184,886</u>

See accompanying notes to financial statements.

On behalf of the Board:

 President

 Chief Executive Officer

CANADIAN ABERDEEN ANGUS ASSOCIATION

Statement of Operations

Year ended December 31, 2004, with comparative figures for 2003

	2004	2003
Revenue:		
Registrations	\$ 1,097,542	\$ 1,192,604
CACP tag program	387,845	425,373
Transfers	288,247	308,053
Memberships	126,264	125,931
DNA and bloodtyping	123,322	139,663
Performance weights	81,176	91,104
Grants	77,897	11,265
Other	21,800	24,106
Licensing revenue	-	39,704
	2,204,093	2,357,803
Expenses:		
Wages and employee benefits	581,458	577,974
CACP tag program	327,454	348,684
Office, rent and other expenses	245,137	251,758
Advertising and promotion	149,560	194,983
Provincial activity grants	139,582	160,522
Directors and committees	100,033	94,247
DNA and bloodtyping	99,571	111,975
Subscriptions and memberships	89,796	92,153
Travel	79,559	75,646
Export promotion	57,460	15,542
Field service	50,503	65,619
Professional fees	47,573	61,793
Registry	39,390	50,016
Junior activity grants	31,213	31,223
Bank charges	23,167	23,717
Genetic evaluations	17,460	25,807
Depreciation and amortization	50,083	45,445
	2,128,999	2,227,104
Excess of revenue over expenses before the undernoted items	75,094	130,699
Other income (expense):		
Interest income	19,052	30,077
Gain (loss) on disposal of investments	5,453	(11,961)
Gain on disposal of property and equipment	2,186	98
Write-down of investments	-	(46,475)
	26,691	(28,261)
Excess of revenue over expenses	\$ 101,785	\$ 102,438

See accompanying notes to financial statements.

CANADIAN ABERDEEN ANGUS ASSOCIATION

Statement of Changes in Net Assets

Year ended December 31, 2004, with comparative figures for 2003

	Invested in property and equipment	Internally restricted	Unrestricted	2004 Total	2003 Total
Balance, beginning of year	\$ 92,605	\$ 200,749	\$ 612,112	\$ 905,466	\$ 803,028
Excess of revenue over expenses	(50,083)	-	151,868	101,785	102,438
Investment in property and equipment	59,847	-	(59,847)	-	-
Internal transfer (note 3)	-	32,926	(32,926)	-	-
Balance, end of year	\$ 102,369	\$ 233,675	\$ 671,207	\$ 1,007,251	\$ 905,466

See accompanying notes to financial statements.

CANADIAN ABERDEEN ANGUS ASSOCIATION

Statement of Cash Flows

Year ended December 31, 2004, with comparative figures for 2003

	2004	2003
Cash provided by (used in):		
Operations:		
Excess of revenue over expenses	\$ 101,785	\$ 102,438
Items not involving cash:		
Depreciation and amortization	50,083	45,445
Loss (gain) on disposal of investments	(5,453)	11,961
Gain on disposal of property and equipment	(2,186)	(98)
Write-down of investments	-	46,475
	144,229	206,221
Changes in non-cash operating working capital accounts:		
Accounts receivable	38,547	4,838
Prepaid expenses	21,170	71,120
Accounts payable and accrued liabilities	68,933	82,151
Member accounts	1,103	875
	273,982	365,205
Investing:		
Purchase of investments	(631,512)	(936,284)
Proceeds on sale of investments	512,857	499,977
Purchase of property and equipment	(67,007)	(27,413)
Proceeds from disposal of property and equipment	9,346	500
	(176,316)	(463,220)
Increase (decrease) in cash	97,666	(98,015)
Cash, beginning of year	106,953	204,968
Cash, end of year	\$ 204,619	\$ 106,953

See accompanying notes to financial statements.

CANADIAN ABERDEEN ANGUS ASSOCIATION

Notes to Financial Statements

Year ended December 31, 2004

1. General:

The Canadian Aberdeen Angus Association (the "Association") is a not-for-profit organization incorporated under the Animal Pedigree Act.

The purpose of the Association is to support the development of the Angus breed through programs and strategies that emphasize the superior characteristics of the Angus breed and maintain high genetic merit and the purity of the breed.

The Association is also a not-for-profit organization under the Income Tax Act and accordingly is exempt from income taxes, provided certain requirements are met.

2. Significant accounting policies:

(a) Investments:

Investments are stated at the lower of cost and quoted market value, measured on a portfolio basis. They are disclosed separately from current assets to reflect the Association's intention to hold them at least throughout the following year as a reserve for unforeseen circumstances.

(b) Property and equipment:

Property and equipment are stated at cost and depreciation and amortization is provided for on a straight-line basis over their estimated useful lives, being five years.

(c) Member accounts:

Member accounts represent cash receipts received during the current year in payment of membership fees applicable to the following year and for services not yet provided.

(d) Revenue recognition:

The Association recognizes revenue for registration at the time of the registration as this is the point in time where the service is performed. Membership revenue is recognized over the period to which the membership applies. Tag revenue is recognized at the time payment is received which closely corresponds to the time of delivery. Grant revenue is recognized at the time it is received. Other services revenue is recognized at the time the service is performed.

(e) Use of estimates and assumptions:

The preparation of financial statements in conformity with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and the disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenses during the year.

3. Future development fund:

Effective in 1998 the Association's Board of Directors resolved to restrict, each year, an amount equal to 3% of that year's total revenue, excluding grants. In 2002 this resolution was amended to be an amount equal to 3% of that year's registration revenue until a reserve fund of \$1.5 million was reached. These restricted funds are to be used to build a contingency reserve equal to one year's operating costs to a maximum of \$2.0 million. The internally-restricted amounts are not available for other purposes without the approval of the Board of Directors. During the year \$32,926 was restricted.

4. Property and equipment:

	Cost	Accumulated depreciation	2004 Net book value	2003 Net book value
Computer hardware	\$ 172,179	\$ 152,863	\$ 19,316	\$ 25,857
Computer software	169,154	152,474	16,680	9,742
Furniture and equipment	106,402	91,541	14,861	25,378
Automobile	40,499	8,100	32,399	7,160
Signs	8,600	1,720	6,880	-
Leasehold improvements	61,173	48,940	12,233	24,468
	<u>\$ 558,007</u>	<u>\$ 455,638</u>	<u>\$ 102,369</u>	<u>\$ 92,605</u>

5. Commitments:

The Association is committed under certain leases for office space and equipment, a software licensing and maintenance agreement and a commitment to purchase subscriptions to Angus World Magazine for its members. The aggregate amounts of these commitments over the next five years are as follows:

2005	\$ 223,043
2006	85,608
2007	70,680
2008	70,680
2009	70,680

6. Financial instruments:

At December 31, 2004 the carrying value of all of the Association's accounts receivable, accounts payable and accrued liabilities, and member accounts approximate their fair value. At December 31, 2004 the fair market value of investments was \$1,002,033 (2003 - \$855,078) with a cost of \$979,186 (2003 - \$901,553).

7. Canadian Angus Foundation Inc.:

The Canadian Angus Foundation Inc. is incorporated, as a corporation without share capital, under the Canada Corporations Act. The Foundation operates to receive donations for purposes of funding scholarships and the preservation of Association archives. The Foundation is a registered charity under the Income Tax Act and accordingly is exempt from income taxes, provided certain requirements are met.

The Association exercises control over the Foundation by virtue of its ability to appoint a majority of the voting members of its Board of Directors. The accounts of the Foundation are not consolidated in these financial statements since such accounts are not significant in relation to those of the Association and since financial statements of the Foundation are available to the members of the Association.

8. Comparative figures:

Certain 2003 comparative figures have been reclassified to conform with the financial presentation adopted in the current year.

POSITIONING ANGUS

POSITIONING ANGUS....BREED PURITY

As purebred breeders in Canada, all Canadian Angus Association members have responsibilities under the Animal Pedigree Act. Under this Act, breed associations are charged with maintaining the integrity of pedigree information, the most important task of the Canadian Angus Association.

BREED PURITY IS THE RESPONSIBILITY OF ALL ANGUS BREEDERS, BUT YOU CAN REMAIN CONFIDENT THAT THE INFORMATION YOU PROVIDE TO THE ASSOCIATION IS MAINTAINED IN AN EFFICIENT AND ACCURATE REGISTRY.

A Strong and Active Registry

2004 was a difficult and uncertain year for Angus producers, and the level of registration activity reflected this. Many members delayed submitting their registrations, and by the last quarter of the year, it looked like registry activity would be significantly down from previous years. Yet a strong surge in December took year end numbers to just shy of the 2003 level. In total, registry staff entered pedigree data on 71,985 animals, and registration papers were issued for 49,366 of those. The Angus registry remains the largest in Canada, registering twice the number of calves as the next largest beef breed association.

Protecting Purity

The Association verifies parentage and purity through random spot tests. Every 500th animal recorded on the system is selected and the breeder asked to complete DNA on it and its dam for full parentage verification. In 2004, a member's chance of being picked for a spot test increased when the spot test program was extended to test every 250th animal. These additional tests will further protect the integrity of our herdbook.

In 2004, 101 animals were nominated for spot tests. One pedigree was changed as a result of the test, while six animals failed parentage and remained unresolved by year end. One other concern is the large number of requested spot tests which remained outstanding with no sample submitted at year end.

Most Angus breeders deserve a pat on the back for the quality of the samples they are submitting to the Saskatchewan Research Council lab for DNA testing. Overall, Angus hair samples are in good testing order – clean, well-identified with hair roots intact – and the lab has used Angus hair samples as a model of the right way to submit samples!

Coat Colour Testing

A DNA test for coat colour has been available since 2002, but 2004 uncovered Canada's first known homozygous case of "wild type" Angus. We are used to thinking of Angus as either black (E^o) or red (e), but DNA reveals that there is actually a third variation known by the unfortunate name "wild type"(E⁺), only because it goes back to the ancestral colour type of all cattle. As far as the actual hide colour of a "wild type" goes, it could be black or various shades of red, and the only way to know for sure is through a coat colour test.

It is not a serious problem, but the issue could crop up when two black (E^o) animals have a red calf. Under our current regulations, those animals would be identified in our system as red carriers (E^oe), but it is not right to call them a red carrier if in fact they are "wild type" carriers (E⁺E⁺). This is why the

Association changed its policy on how it describes coat colour on registration forms to use the scientific nomenclature (E⁺E⁺ or e) when it is known.

Genetic Defect Policy

To maintain breed purity it is important to record defects and abnormalities that arise within the population. These records are vital to determine whether abnormalities are a result of genetics, disease, toxins, etc. The occurrence of an abnormality can be damaging to a breeding program, therefore the policy adopted in 2004 attempts to be fair, while protecting breed purity, the common goal that binds all breeders of Angus cattle.

Gold Star Paperwork Program

In 2004, the registry introduced its Gold Star program to recognize those members who completed their paperwork perfectly and didn't require any staff follow-up.

CONGRATULATIONS TO THE FOLLOWING BREEDERS WHO RECEIVED A GOLD STAR FOR THEIR PAPERWORK IN 2004. THE STAFF THANK YOU FOR YOUR EFFORTS!

A & L Robbins Ranching Ltd.

Gordon & Shelley Craig

Ring Creek Farm

Debbie Ecklund

Glen Cunningham

Hutterian Brethern East Raymond

Mr & Mrs Peter Schmaltz

7Z Ranch Ltd.

Sherry Andrew

W.J. Scott

Moose Creek Red Angus

Harold Neustaedter

Red Rock Red Angus

Vanessa Dutton

POSITIONING ANGUS...BRAND IDENTITY

Canadian Angus Certification Program (CACP)

2004 was the year Angus learned the power of branding. The Canadian Cattle Identification Agency announced a move to RFID (Radio Frequency Identification) tags but we had built powerful recognition for Angus into a green dangle tag. While there were benefits to a switch to RFID, Angus would lose that strong visual identity developed with our green tag!

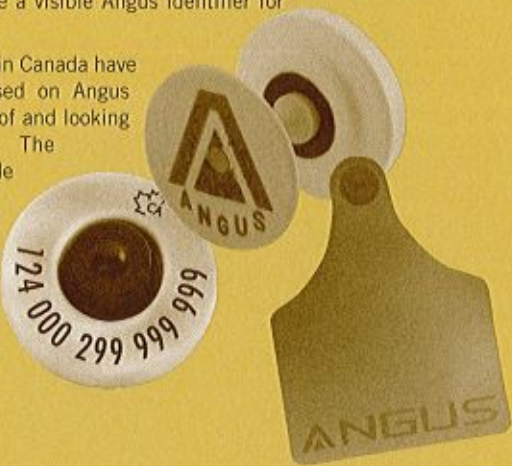
Our priority was not to lose the strong market position that Angus built for itself and there were several things we did to protect our brand identity in the switch to RFID. First was to secure the right to a unique Angus green back on the uniform yellow RFID tags. We then printed this green tag back with the trademarked Angus "A".

Secondly, and perhaps most importantly, we secured a special Angus breed code, encrypted right into the electronic information of the RFID tag, so that anyone reading the tag electronically would automatically know they were looking at an Angus, even if the tag back itself was not visible.

ANGUS HAS A STRONG BREED IDENTITY, DUE OF COURSE TO ITS STRENGTH AS A MATERNAL BREED THAT MARBLES WELL. CANADIAN ANGUS HAS FURTHER POSITIONED THE ANGUS BRAND, THROUGH ITS UNIQUE TAGGING PROGRAM, AND THE ENCOURAGEMENT OF ANGUS BEEF PROGRAMS.

Finally, we produced a non-barcode Angus tag in our distinctive green, so that producers would be able to have a management tag for their own production information, and also provide a visible Angus identifier for buyers and auction markets.

All the major packing plants in Canada have branded beef programs based on Angus genetics and they are aware of and looking for green-tagged Angus. The encrypted Angus breed code in the RFID tags will become more relevant as these plants upgrade their systems and tag readers. Our CACP program will continue to help them source the Angus they are looking for!



Promoting the Angus Identity

A good chunk of the 2004 advertising and promotion budget was earmarked for communicating these changes to our CACP program as a result of the RFID. It was a long frustrating summer and fall as we waited for final decisions to be made about official colours, approved suppliers and pricing on new RFID tags. Our efforts paid off, as Angus was the first into the marketplace promoting the new tags. Producers hungry for knowledge about the changes responded eagerly by ordering an overwhelming number of the new tags before year end.

Our promotion was rounded out by ads that focused on the strengths of Angus in a difficult and uncertain marketplace and the value of using purebred Angus bulls.



POSITIONING ANGUS...COMMERCIAL OUTREACH

CACP Fall Feeder Calf Sales

2004 saw the largest ever listing of CACP fall feeder calf sales in all regions across Canada. Even more significantly the number of Angus-tagged cattle in those sales was also up.

Our auction market partners did a terrific job in 2004, gathering Angus-influence cattle for the sales, and sales results were also exceptionally good, considering the industry situation. Angus were in demand, especially for branded beef programs, and in some cases it was strictly the Angus-tagged animals that buyers were looking for.

Partnering For Success

Over the past few years, a lot of effort has been devoted to building up relationships with the commercial industry. Attending events such as the Livestock Markets Association of Canada national conference and various auctioneer championships gives Angus credibility with those industry partners.

Working with provincial associations to share booth space at major bull congresses and cattle conferences is a cost-effective way to reach commercial producers. Many thanks to the provincial associations and clubs going the extra mile to be visible in their support for the commercial industry. To highlight just a few: For the past few years, the Southern Alberta Angus Club has declared an Angus week and supported a variety of activities at auction markets in their area. The commercial breakfast at Agribition fed 750 commercial producers this year; thanks to the Saskatchewan Angus breeders who get up early to make this event a success. Even something as simple as providing coffee, as BC and Manitoba Angus did at their fall feeder sales, helps position Angus as the breed that cares about its customers.

POSITIONING ANGUS IN THE
COMMERCIAL SECTOR IS ALL ABOUT
ADDING VALUE FOR CUSTOMERS,
AND THE EFFORTS OF THE CANADIAN
ANGUS ASSOCIATION ENHANCE THE
EFFORTS OF INDIVIDUAL BREEDERS
WHO CARE FOR THEIR CUSTOMERS.

POSITIONING ANGUS....BREED IMPROVEMENT

Performance Program and Genetic Evaluations Working

In 2004 the number of herds enrolled in the performance program actually fell, as some herds were removed from the program for non-compliance with full herd data requirements. Those still enrolled benefit from the submission of their weights to joint genetic evaluations with both the American Angus Association and the Red Angus Association of America.

Ultrasound Growing

More breeders are coming on board and using CUP (Centralized Ultrasound Processing) ultrasound. CUP results, unlike chuteside scanning, are included in the genetic evaluations and result in carcass EPDs. In 2004, 2200 animals from 49 herds were scanned using the CUP method and the results included in the production of carcass EPDs.

Carcass Data Retrieval

In 2004, the Association participated in a pilot project with Cargill to attempt to develop a procedure to retrieve carcass data from the CACP Angus tags. The trial suggests that there are a number of kinks to work out before this becomes a reality, but it remains a goal and a way to add even more value back to the Angus tags.

THE CANADIAN ANGUS
ASSOCIATION PROVIDES
PRODUCERS WITH THE
NECESSARY TOOLS TO
CONDUCT EFFECTIVE
EVALUATIONS AND THOSE
WHO CHOOSE TO USE THEM
HELP POSITION ANGUS ON
PERFORMANCE.

CUP ULTRASOUND PROCESSING

	HEAD	BREEDERS
2002	1000	19
2003	1636	42
2004	2200	49

POSITIONING ANGUS...MEMBER TOOLS

One thing that was clear from the 2004 member survey was that a lot of members are unaware of the tools available to them. It is not enough just to make the tools available; we must help breeders understand how the tools work, and how they can benefit from using them.

A major bylaw overhaul and a rewrite of the handbook for 2005 are just the first steps in a new, comprehensive program of member education that will help members make the most of all the tools.

The success of a New Breeder Clinic sponsored by the Ontario Angus Association confirms that one on one is still the preferred way to educate breeders. The cost of holding one every year in every region make this prohibitive, but the Association will conduct Breeder Clinics at every annual meeting, and take advantage of other opportunities as well.

Online Herdbook

The online herdbook is still the most-used feature of the Canadian Angus Association website. Peak hits occur in the spring bull buying season, with another boost during female sales in the fall, proving that buyers go to the herdbook to find information for their buying decisions.

A NUMBER OF TOOLS ARE MADE AVAILABLE TO HELP INDIVIDUAL BREEDERS POSITION THEIR OWN ANGUS OPERATIONS; IT IS UP TO BREEDERS TO USE THOSE THAT BEST FIT INTO THEIR OWN PROGRAMS AND MANAGEMENT PRACTICES.

Online Data Submission

About 400 breeders are signed up and regularly using the Association's online registration and weight entry. New for 2004, these users no longer received printed copies of herd inventories, weaning and yearling reports, 205-d and 365-d worksheets or calf, dam and sire EPD reports. Instead they receive e-mail notification that those reports are available on-line, where they can be downloaded and printed at the convenience of the breeder.

Elite Cows of the Maternal Breed

2004 was only the second year for the publication of a Canadian Elite Cow Report but breeders have quickly accepted this reference tool as a way to identify those animals that exhibit the maternal traits for which Angus are justly famous.

Elite Cows can be searched for in the online herdbook. The Elite Cow Report identifies superior cows in the Angus breed, while the Elite Cow Sire List includes bulls that sired five or more Elite Cows within the current listing. Early puberty, breeding and early calving, followed by regularity of calving and above-average performance of the offspring are emphasized. A cow must have a minimum of three calves to determine her regularity of calving and ability to consistently produce calves with a superior weaning weight year after year.

Angus Marketplace

One tool that individual Angus breeders can use to position themselves is the Angus Marketplace. Offered free to members for the first year, Angus Marketplace web-cards give members a searchable presence in a Canadian Angus promotional database. An average 850 unique visitors used the site each month in 2004.



www.angusmarket.com

Online Sale Catalogues

Another under-utilized tool is the online sales catalogue. The catalogue is integrated with the online herdbook, so that someone encountering the animal in the herdbook would be notified that it is for sale, and given a link to the catalogue, where photos and brief descriptions of the animal can be included with the sale date information. The online sales catalogue is an excellent addition to printed and electronic sales catalogues.

Gold Show Program

Many members choose to promote their herds, and the breed, through various exhibitions and shows. The Gold Show Program is designed to recognize that effort by providing grants to the provinces hosting the shows, and recognition to the top animals exhibited in those shows. After soliciting feedback on the program, some enhancements were made in 2004, including additional points for animals that came out on top at the larger shows. More enhancements are planned and it is hoped that a major sponsorship might also enrich the Gold Show Program.

REGIONAL ASSOCIATION REPORTS

BRITISH COLUMBIA ANGUS • ELIZABETH PETO, PRESIDENT

The BC Angus Association had a successful year. A lot of effort was expended helping Juniors host Showdown 2004 in Salmon Arm in July. BC breeders prepared breakfasts for this great group of young people during the show. There was no BC Junior Show in 2004 as the young people were all involved in Showdown. The winner of our second BC Junior scholarship was Michelle Crosby of Vanderhoof.



The bull sale season was slower than other years but a number of private sales and the association sale went ahead and all in all, more and more Angus bulls were put out to service commercial cows in

BC. Tag sales are up and buyers continue to ask for tagging information. At the displays buyers are encouraged to get tags and breeders reminded to transfer the bulls! Representatives were on hand to man a booth at the Cattlemen convention in Prince George. The BC Association also sponsored coffee at all six of the 2004 feeder sales and had representatives in attendance. At Williams Lake the sales were advertised as British influence sales to encourage more ranchers to bring their "baldie" calves and other cross calves on the same day. The increased numbers proved an added attraction.

At our annual meeting in October the resignation of Diana Grimshire our secretary was accepted. Diana now works full time in Merritt. It was decided to operate with volunteers for the time being and many breeders have stepped up to the plate and the Association owes them a huge thank you.

The Thanksgiving Holiday Sale was held again this year in Armstrong and it attracted a large crowd for dinner and then the sale. Although the sale average was down it was a good sale and interest was high. The Northern Sale was held in conjunction with the Hereford breeders and once again it was a popular event. The annual meeting was held at the same time as the sale in Prince George.

We said good bye to Robert McHaffie in August and in his memory, we have asked that the Junior Ambassador Award be named after Robert who was instrumental in starting the Canadian Junior Angus Association.

2005 is the 50th Year for the BC Angus Association and we will plan special celebrations at our annual meeting in the fall.

ALBERTA ANGUS • CECILIE FLEMING, PRESIDENT

We are all very grateful to our Angus forefathers for their vision and foresight to foster such a tremendous breed. It is very gratifying to be a part of a momentous centennial event.

The Alberta Angus Association would like to pay tribute to all the Past Presidents to the CAA from Alberta and to all the CAA directors from Alberta who have give of their time to keep our breed in the forefront.

The Alberta Angus Association would like to introduce you to our very worthy 2004 award winners:

- Honorary Presidents: Dave & Gail Wildman - Towaw Angus of Sangudo
- Commercial Breeders of the Year - Ken Keldson of Mayerthorpe
- Purebred Breeders of the Year - Prime Time Cattle Co. - Bev, Jason & Kayla Kelly of Innisfail

Over the past year a major goal of the AAA has been to increase membership. For 2004 we were over 300 members. While this is an increase over past years, it is still not adequate in comparison to the number of Angus breeders in Alberta. Therefore increasing our membership will continue to be a major goal for the future.

The AAA believes promotion is critical. Our directors and our booth attended a large number of bull congresses, pen shows, trade shows, cattle conferences and breed shows throughout our province keeping Angus in the forefront. We can never become complacent, we must keep forging ahead.

The market trends and the acceptance of Angus and Angus-influence livestock were very rewarding in Alberta. Our "Fall Feeders Sales" were strong; the feeders and packers were active supporters of "Angus Genetics" and the "Commercial Sector" wholeheartedly supported our purebred sales. With that said it is our responsibility as purebred breeders to be extra critical in our culling. In tight economic times it is tempting to sell everything on four legs as seedstock. We know that will cause our breed to suffer, therefore cull and only sell genetics that will improve our breed and the herd of the commercial producer.

The AAA is a huge supporter of juniors and 4H in Alberta. In 2004 the AAA awarded 1404 "Angus Promotion T-Shirts" to 4H members in Alberta who exhibited Angus or Angus-influence projects. This is a market share we are extremely proud of. The AAA supported a number of junior programs where Angus cattle and exhibitors dominated. Our Alberta Junior Angus Association did a bang-up job with their new venture of being the hosts of the Canadian National Junior Angus Heifer Show. They invite all alumni to the 30th Anniversary Show in Olds in 2005.

It is indeed our pleasure to invite all Angus breeders and Angus enthusiasts from across our great nation to the 2009 World Angus Forum to be held July 2009 in Alberta. The host venue will be Spruce Meadows on the outskirts of Calgary; this majestic facility was originally a feedlot and we are going back to its roots. This event is an exceptional opportunity to "Showcase Canadian Angus to the World".

Thank you to all our Angus pioneers for their determination and to our present Angus breeders for their dedication. Our breed is really about "a passion for a product that works"!

SASKATCHEWAN ANGUS • CORINNE GIBSON, PRESIDENT

Saskatchewan Angus breeders are rolling with the punches and I am proud to say thriving. The spring 2004 bull sales went well, showing a strong demand for Angus genetics. The Canadian Angus Association notified us in late 2004 that we qualify for a fourth director with the association. This appointment is proof that the Angus breed is growing in Saskatchewan.

The Saskatchewan Angus Gold and Junior show was held in Lloydminster in August. The show was well attended with a range of Saskatchewan and Alberta participants. The success of this event is credited to the dedication of the organizing committee who facilitated such added attractions as a pen show and jackpot bull and heifer shows. During the show we were proud to present the Saskatchewan Heritage Awards to three deserving Angus breeders: Peggy Grant of Early Sunset Ranch, Edam; George Naechtengale of Don Wood Angus, North Battleford; and Doug and Kathy Toner of Toner Angus Farms, Kelfield. It was also at this time that the 2004 Purebred Breeder of the Year award was presented to Justamere Farms of Lloydminster. The 2004 Commercial Producer of the Year award was presented to Ambros Farm of Kerrobert at our 2004 annual meeting.

The Saskatchewan Angus Association is proud to support our very active junior association. A junior director is appointed to the main board of directors each year. We feel that by supporting youth in Angus we are helping to insure the future of our breed.

Our commercial cattle committee spent a lot of time organizing coffee and donuts at fall feeder calf sales. We tried to have a director personally attend as many sales as possible throughout the province. It was great to see the demand for the top end Angus feeder calves, especially those wearing their fashionable green tags. We also continue to support the commercial shows and sales at Saskatoon Fall Fair and Canadian Western Agribition.

The Angus Edge, our provincial newsletter has grown into a magazine that we are very proud of. The Angus Edge is an effective, affordable way for Saskatchewan Angus members and other breeders to promote their programs and gain valuable industry information. The Edge also allows our association to keep our members informed about upcoming Angus events. Please call the Saskatchewan Angus office if you would like to receive a copy.

The Saskatchewan Angus Association prepared a bid to host the 2009 World Angus Forum. We knew we were the underdogs going into the process and were disappointed, but not surprised, when the committee announced that the Forum will be held at Spruce Meadows near Calgary AB. We look forward to working together to make this event as unforgettable as possible.

The fall show season went well with the Lloydminster and Saskatoon shows reporting good Angus numbers at their shows. Canadian Western Agribition saw another jump in Angus entries with over 700 head. This led to an impressive display of superior Angus genetics. The Masterpiece sale offered close to 100 lots of Angus excellence and sold to the strong average of \$3892. Pick Your Angus was again a well attended event with

the \$10,000 chosen animal coming from the DKF Red Angus herd at Gladmar. We are currently gearing up for the 2005 National show that will be held at Agribition November 21-26.

Our 2005 annual meeting was held in Saskatoon in January. We had a really good crowd with lively discussion. We thank Doug Fee and Larry Toner for filling us in on Canadian Association news. We presented the 2005 Commercial Producer of the Year award to the Thompson Family of Tee Two Ranch at Kelliher. The Purebred Breeder of the Year award went to a very deserving Young Dale Angus of Carievale. You can read more about both of these programs in the Angus Edge. Our honorary Saskatchewan President for 2005 is Irene Olynyk of Goodeve and our honorary Canadian President is John and Marg Willmont of Pense.

In closing I would like to thank the Saskatchewan Angus directors for their dedication and enthusiasm. A gigantic thank you goes to our general manager Belinda Wagner and her right hand gal Teresa Sutter. They are the driving force behind our association and we respect their dedication. I look forward to visiting with many of you at the annual meeting in Brandon, MB.

MANITOBA ANGUS • ARLENE KIRKPATRICK, SECRETARY

The Manitoba Angus Association has enjoyed another busy and successful year. There has been a steady number of fall feeder sales featuring Angus-influenced calves. The MAA sponsored coffee and a consignors door prize at most of these sales. The Angus calves that have been on offer have met a very strong demand with higher prices being paid for calves showing Angus influence.

The Livestock Expo "Gold" Show saw a good number of Angus cattle exhibited. The MAA would like to thank Doug Fee, CEO of the CAA and CAA President Larry Toner for attending. The quality of cattle was top notch as indicated by results in the All Breed Jackpot shows. In the "Little Lady Classic", an all breeds heifer calf class, Youngdale Pollyanna 22P exhibited by Youngdale Angus of Carievale SK was named Grand Champion over 40 calves shown. In the All Breeds Bull Jackpot SCC 802 Pointer 1P exhibited by Stewart Cattle Co. of Russell was Grand Champion and Red McRae's Keystone 1P exhibited by MarMac Farms of Brandon was Reserve Champion. To top off the three-day event the Angus breed won the Supreme Breed Extravaganza with Grand Champion Female Greenbush Ballot 10M and her son SCC 802 Pointer 1P at side, exhibited by Stewart Cattle Co. and the Grand Champion Bull, Red Bar M Phoenix 25M exhibited by Bar M Stock Farms, Roland, Leaning Spruce Stock Farm, Wawanesa and Dwight Loree, Calgary.

The Keystone Klassic was held in early December. There was another strong offering of Manitoba Angus genetics. The sale was very well attended and averages remained steady.

The annual meeting was held on January 8th, 2005 at Brandon. Thanks to Larry Toner, CAA President and Maureen Armitage, from the CAA office for attending and answering many questions from the breeders.

The Manitoba Angus Booth traveled to as many of the beef seminars as possible throughout the province, during the month of January. Due to budget restraints no one was hired to handle this job and the MAA would like to thank volunteer Michael Canning for taking the booth with him. There is a constant demand for the Manitoba Angus Herd Map which was recently updated.

The newsletter mailing list continues to grow. Promotion has been mainly via radio and the Manitoba Cattle Producers newspaper for the main sales as well as for general promotion of Angus cattle. The promotion of the Angus centennial has been incorporated into many of our ads. The MAA website continues to be a good form of promotion, with many enquiries coming via email.

Manitoba's Junior Angus Association held a very successful 5th Annual Summer Show last July with a large number of cattle and participants. Matt VanSteeleandt was this year's scholarship recipient.

The MAA continues to support 4H with over 350 tokens given members showing an Angus or Angus-influence animal. Angus is the #1 choice in tough times.

There will be several test station sales and private bull sales held throughout the province this spring and the indication from the early ones is the prices will be good despite the ongoing border closure.

The Manitoba Angus Association is very grateful to all the people who help make the Angus breed in Manitoba a success. Their efforts to take the time out of their busy lives, to work at the display booth, help at the shows and assist with the day to day business of the association are very much appreciated. A special thank you to all of those who have helped to host the 2005 AGM in Brandon.

ONTARIO ANGUS • GEORGE GAUTHIER, SECRETARY

Greetings from Ontario!

Another year has come and gone with the borders still closed at the writing of this report but enthusiasm for Angus genetics has remained strong in Ontario. Hopefully by the time this report goes to print, we have seen the end to border closures and trade has resumed with our partners to the south.

The Ontario Angus Association continued to expand its activities here in Ontario with our Angus booth logging miles from Ottawa in March to the Royal in Toronto in November. The shows included the Ottawa Valley Farm Show, Ontario Beef Congress, the Outdoor Farm Show, the International Plowing Match, a British Breeds Beef Display in Rockton, the North American Beef Congress in London and the Royal in Toronto.

Two new activities this year were the North American Beef Congress and the Breeders Clinic. Both these events were well received and as indications are now, there are listed as "must see events in 2005".

The Breeders Clinic, hosted by Dave Hasson and the Gold-Bar crew, was well attended and a lot of positive feedback was received. Maureen Armitage from the Canadian office was in attendance and offered her expertise to the event. Topics ranged from animal conformation to advertising, tattooing, showing, fitting and registrations. The positive feedback has encouraged Ontario to make it a recurring event for 2005.

The North American Beef Congress, held in London a week prior to the Royal, drew exhibitors from across Canada. This created a new opportunity for exhibitors to travel the distance and take in two shows. The Royal in 2004 was a National Show and exhibitors came from all across Canada for the show.

The spring of 2004 brought about sadness and sorrow with the sudden passing of Jeff "Butch" Bailey. He was a strong promoter and supporter of Angus cattle across Canada. He will be dearly missed by his friends and peers.

This year, we look forward to continued growth in the Angus breed in Ontario, and hope that trade with the United States resumes with the vigor that was seen in the past.

QUÉBEC ANGUS • TRUDY BEATON, SECRETARY

The Québec Angus Association has experienced another very successful year. The popularity of the Angus breed in the province is evident as remarkable increases were seen in transfers, registrations and memberships in 2004.

Angus bulls continue to be in high demand at the test station sales across the province. Angus-influence calves are also becoming increasingly sought-after, both at the specialized feeder sales and private sales.

Our Angus breeders once again brought many quality animals out to the show ring in 2004. The Angus breed came out on top, winning various interbreed championships across the province. The Québec juniors were represented by their director, Ryan Currie, at Showdown in BC in July. Many of them participated in the provincial junior show at Expo-Boeuf on Thanksgiving weekend.

In celebration of their 50 years breeding Angus cattle, the Laberge family of Manasan Farm hosted our annual picnic in September. Congratulations to them and we thank them for their warm hospitality. The Québec Angus Female sale in October was well attended and offered over 70 lots for sale.

The Québec Angus booth travelled to various beef days throughout the province and gets many visitors as interest in the breed continues to grow.

The Association would like to thank all those who make the organization not only possible, but also a success, even during these more difficult times. Let's continue to be the # 1 breed in 2005!

MARITIME ANGUS • BETTY LOU SCOTT, SECRETARY

2004 in the cattle industry – how do you summarize the year? Maritime Angus breeders, who have seen discouraging years in the past, soldiered on in 2004, despite the BSE foolishness. As a sign of our optimism for the future, we managed to get a Maritime Junior Association up and running. To date, there are only a small number of active members, but they have put in a bid to host Showdown 2006 and our senior Association is encouraged by their efforts.

The executive of our Association this year included Bill Scott (NS) as President, Gary Hudson (NB) as Vice-President and Betty Lou Scott as Secretary-Treasurer. In our good old Maritime tradition of rotating activities around the provinces, Nova Scotia hosted the annual Junior Heifer Show and Field Day at the Greeno family farm in Lorneville. The gods smiled upon us and we had one of the very few sunny days all spring on June 5th when Canadian President Larry Toner judged the sixteen heifers in our Junior Show.

A week later the Scotts and our Maritime Director, Buddy Loane, were on their way to Grande Prairie for a "one of a kind" Canadian Angus AGM. The Maritimes were well represented in Grande Prairie as Hilda (Dixon) Colodey and Mack Dixon of Bannockburn Valley Farm in Clyde River, PEI joined the Loanes and Scotts in Alberta when the Dixon family became one of our first 50-Year Award winners. Our second 50-Year Award family, the Temple Stewart family of Hampshire, PEI, were awarded their plaque during the Angus Futurity reception held during our Old Home Week Angus Show in August.

We had successful Angus shows in each of the Maritime provinces with 50 head showing in Charlottetown and 35 in Halifax – our two Gold Shows for the region. Our CACP Angus Sale in October was down in numbers and price, but unlike some of the other purebred breeds, we did continue our sale tradition.

Our annual meeting in November saw Gary Hudson move up to the President spot and Ronnie Ford of PEI moved into the Vice-President's role. Two names were brought forward for our upcoming director election: Buddy Loane, the incumbent, and Eric Dixon, both of PEI. We hope to have a large delegation of Maritimers in Brandon in July. About ten adults and several juniors have made plans for the Winnipeg excursion already.

Our Angus pride swelled when one of our junior members, and an active participant in Angus activities for several years, Catherine Colodey, won the National 4H Young Speakers competition at the Royal Winter Fair in Toronto in November.

As we enter 2005 we can only hope that some semblance of sanity will prevail on the international scene and we can return to better times in the cattle industry.

CANADIAN RED ANGUS PROMOTION SOCIETY

• LYNNETTE HOCHSTEIN, SECRETARY

The year 2004 has been a tough one for everyone in the agriculture industry. It was also a challenging time for the Board of Directors of the Canadian Red Angus Promotion Society. Making cuts and changes to develop a balanced budget and the decision to move the annual meeting to coincide with Red Round Up were met with lots of discussion, but the Board worked together and were united in the decisions made. We concentrated on the positive and focused on the society's goals to promote the RED ANGUS breed throughout Canada.

The membership of the society continues to be a key to the Red Angus breed's success. Beyond the direct means of the "Society" there are breeders that promote above and beyond their farm gate, and those who are represented on local 4H, agriculture societies, exhibition boards or at the local co-operatives. A presence in these organizations shows we as breeders care about agriculture, the community and the lifestyle it promotes.

The Society continues to sponsor various purebred events and has increased visibility in the commercial sector, firstly by making Red Angus Influence Awards to the

WE CONCENTRATED ON THE POSITIVE AND FOCUSED ON THE SOCIETY'S GOALS TO PROMOTE THE RED ANGUS BREED THROUGHOUT CANADA.

highest placing pens of Red Angus-influenced cattle at many commercial pen shows across the country. Secondly, our annual award to a Commercial Breeder of the Year is always well received and supported. This year we were pleased to present the award to Kevin & Shelly Grundberg & family from Camrose AB.

Earlier in the year L4 Ranches, Standard AB were named our Purebred Breeder of the Year and they also received their award at Red RoundUp.

Moving our annual general meeting to coincide with Red RoundUp proved successful with nearly four times as many breeders represented at the meetings. Red RoundUp in itself proved successful maintaining a healthy sale average for the 90+ lots sold. Fundraising efforts at Red RoundUp were very well supported with the donation heifer (donated by L4 Ranches) raising over \$14,000 and the semen auction raised over \$40,000. These funds, along with annual memberships represent the operating budget for the year.

The Board of Directors and Provincial Representatives to the Society deserve our gratitude for the countless volunteer hours and their dedication to the Society – all because they believe in the Red Angus breed.

CANADIAN JUNIOR ANGUS ASSOCIATION •

• MICHELE SAMBROOK, PRESIDENT

The Canadian Junior Angus Association has had a great year. The board has been working hard to keep old programs going and come up with new ideas.

The CJAA has continued with their scholarship program, which includes two \$1000 scholarships. In 2004, the scholarships were won by Amanda Zaretzki of Armstrong BC and Nicole Gabert of Fort Saskatchewan AB. The deadline for applications is June 15 each year and all juniors are encouraged to apply. The Summer Jobs program is also still in effect, with one placement last summer.

The Junior Angus Ambassador for 2004 was Alecia Karapita of Kamloops BC. A new Ambassador program has been developed. It is being headed up by the Canadian Angus Foundation. This is a very exciting change for the CJAA. The new program includes trips to major Angus functions around the country, as well as an international trip. This is a great opportunity for all juniors.

In 2004 we also continued our exchange with the American Junior Red Angus Association. Amanda Zaretzki, Brittany Savage and Michele Sambrook were selected to attend the JRA Red Round-up in California. Andrew Richardson also attended the event, driving all the way to California. Courtney Bowden from Wisconsin and Jared Namken from South Dakota came back to Canada to attend Showdown 2004.

Showdown 2004 was held in Salmon Arm BC. It was a great success with approximately 75 juniors in attendance from across the country. The juniors participated in many events including marketing, photography, cook-off, scrapbook, grooming, clipping, showmanship, conformation, art, public speaking, judging, literature and graphic design. We are certainly looking forward to Showdown 2005 in Brandon, being held in conjunction with the Canadian Angus Centennial Annual General meeting.

The CJAA did a number of fundraising activities this past year. Last fall, the All AI'd Sale Group donated a heifer to the CJAA. A raffle was held and the draw done at the 2004 All AI'd Sale, with George McQueen of Ontario winning the heifer, Rick Gumnieny of Manitoba winning a trip to Showdown 2005 and Sarah Perriam of New Zealand winning the print. Dwajo Angus of Camp Creek AB donated a heifer for our scholarship program.

She was Dutch auctioned at the Masterpiece Sale at Agribition, with Saskalta Farms of Saskatchewan being the lucky winner. Many thanks to these breeders for their support, and to every-

one who sponsored and/or volunteered their assistance to the Junior Association over the last year. Breeders remain our main resource and even with all the issues the industry is facing support for our programs is strong.

We've had an exciting year and hope the excitement continues into next year. We plan to continue all of our established programs, as well as implementing one or two new ones including a Junior Conference next spring. We are excited to tackle the new year.

CANADIAN ANGUS FOUNDATION

• ELIZABETH PETO, CHAIRMAN

Last year at the annual meeting a presentation was made to encourage the membership to think about a fundraising and promotional arm of the Association. It was decided after much consultation that the means for this existed under the current Canadian Angus Foundation. There was some talk of changing the name but the Foundation is a registered charity name and it seemed appropriate to keep it as is.

The Foundation owes a great thank you to Donna Ross who patiently guided it for the last several years and who was responsible for the inception of several of the programs. Thank you, Donna.

A number of Foundation members met in Grande Prairie to review the essays for the 2004 Donation Heifer program, and the outcome was that two worthy applicants received heifers. Thank you goes to Barry and Marj Young of Young Dale Angus of Carievale SK who stepped up to the plate and donated an heifer to Danny Olynyk of Goodeve SK. This young man is an asset to the breed and the junior association. He did a great deal to fundraise for the juniors going to BC and he will continue to contribute to the breed. The second 2004 heifer was donated by Robert Blair of Stayner ON and it went to Tyler Miller of Elmwood ON. Again this enthusiastic young member will be an asset to the breed for many years. His was a most impressive presentation. All the donors to the Donation Heifer Program are listed on a plaque in the office and receive recognition for their generosity. They also receive a charitable donation receipt. The administration of the program is handled by Maureen Armitage and thank you, Maureen.

The Foundation received donations in memory of Jeff (Butch) Bailey and these were credited towards the Ottawa Valley Angus Scholarship in memoriam of Mary Hudson. It is through generosity and support such as this that the Foundation is able to encourage youngsters. At this point all regions of the country have scholarships available. All the scholarship information has been reviewed and is available on the web.

One of the main focuses of the Foundation this year has been to enhance the Canadian Junior Ambassador program. This contest, open to junior members between 18 and 21, will allow one junior to travel across Canada and abroad to promote Canadian Angus. It is a fantastic opportunity. The five finalists will be attending the annual meeting and the presentation is to be made at that time.

A second part of the Foundation mandate is to work on the archives which is a big job. Some of the work has been started and there are displays at the annual meeting. There are a lot of papers in various basements and it would be great if everyone would clean house and send in copies of their histories and other items of archival significance.

In order to support these programs, the Foundation will be more active in fundraising. The centennial belt buckle is one of the items now available and you will be invited to bid on the Foundation-commissioned paintings. It is not intended that the new promotional items compete with any being developed by provincial associations but rather that they enhance the promotion of Angus in Canada.

Thank you to all who have worked with the Foundation and please consider this an invitation to get involved. Together let us all support and promote the breed.

**THE NEW AMBASSADOR PROGRAM
INCLUDES TRIPS TO MAJOR ANGUS
FUNCTIONS AROUND THE COUNTRY,
AS WELL AS AN INTERNATIONAL
TRIP. THIS IS A GREAT OPPORTUNITY
FOR ALL JUNIORS.**

FINANCIAL STATEMENTS OF CANADIAN ANGUS FOUNDATION INC.

Year ended December 31, 2004



Auditors' Report

To the Directors of the Canadian Angus Foundation Inc.

We have audited the balance sheet of the Canadian Angus Foundation Inc. as at December 31, 2004 and the statements of operations and changes in net assets and cash flows for the year then ended. These financial statements are the responsibility of the Foundation's management. Our responsibility is to express an opinion on these financial statements based on our audit.

Except as explained in the following paragraph, we conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In common with many charitable organizations, the Foundation derives revenue from donations the completeness of which is not susceptible to satisfactory audit verification. Accordingly, our verification of these revenues was limited to the amounts recorded in the accounts of the Foundation and we were not able to determine whether any adjustments might be necessary to donations revenue, excess (deficiency) of revenue over expenses and net assets.

In our opinion, except for the effect of adjustments, if any, which we might have determined to be necessary had we been able to satisfy ourselves concerning the completeness of donations revenue, as referred to in the preceding paragraph, these financial statements present fairly, in all material respects, the financial position of the Foundation as at December 31, 2004 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

Chartered Accountants

Calgary, Canada

February 14, 2005

CANADIAN ANGUS FOUNDATION INC.

Balance Sheet

Year ended December 31, 2004, with comparative figures for 2003

	2004	2003
Assets		
Current assets:		
Cash	\$ 8,773	\$ 8,084
Term deposit	10,000	10,541
Contribution receivable	2,000	-
	<u>\$ 20,773</u>	<u>\$ 18,625</u>
Liabilities and Net Assets		
Current liabilities:		
Deferred contributions (note 3)	\$ 6,250	\$ 4,250
Net assets	14,523	14,375
	<u>\$ 20,773</u>	<u>\$ 18,625</u>

See accompanying notes to financial statements.

On behalf of the Board:

Director

Director

CANADIAN ANGUS FOUNDATION INC.

Statement of Operations and Changes in Net Assets

Year ended December 31, 2004, with comparative figures for 2003

	2004	2003
Revenue:		
Donations and contributions	\$ 7,265	\$ 24,350
Fund-raising	160	240
Interest	107	158
	<u>7,532</u>	<u>24,748</u>
Expenses:		
Heifer Program (note 3)	4,000	4,000
Scholarship support (note 4)	3,265	20,500
Directors meeting expenses	84	1,088
Bank charges	35	35
	<u>7,384</u>	<u>25,623</u>
Excess (deficiency) of revenue over expenses	148	(875)
Net assets, beginning of year	14,375	15,250
Net assets, end of year	\$ 14,523	\$ 14,375

See accompanying notes to financial statements.

CANADIAN ANGUS FOUNDATION INC.

Statement of Cash Flows

Year ended December 31, 2004, with comparative figures for 2003

	2004	2003
Cash provided by (used in):		
Operations:		
Excess (deficiency) of revenues over expenses	\$ 148	\$ (875)
Changes in non-cash operating working capital accounts:		
Contribution receivable	(2,000)	2,000
Deferred contributions	2,000	(2,000)
Accounts payable and accrued liabilities	-	-
	<u>148</u>	<u>(875)</u>
Investing:		
Increase (decrease) in term deposit	541	(158)
Increase (decrease) in cash	689	(1,033)
Cash, beginning of year	8,084	9,117
Cash, end of year	\$ 8,773	\$ 8,084

See accompanying notes to financial statements.

Annual Report 2004 Canadian Angus Association

CANADIAN ANGUS FOUNDATION INC.

Notes to Financial Statements
Year ended December 31, 2004

1. General:

The Foundation is incorporated, as a corporation without share capital, under the Canada Corporations Act. It operates to receive donations for purposes of funding scholarships and the preservation of the archives of the Canadian Aberdeen Angus Association (the "Association"). The Foundation is a registered charity under the Income Tax Act and accordingly is exempt from income taxes, provided certain requirements are met. The Foundation is controlled by the Association by virtue of the Association's ability to appoint a majority of the voting members of the Board of Directors.

2. Significant accounting policies:

- (a) **Deferred contributions:**
Externally-restricted contributions are only recognized as revenue when the funds are spent on the program to which they are restricted.
- (b) **Administrative support services:**
The Foundation relies on the Association for administrative support services for which no charges are made and no amounts are recognized in these financial statements.

3. Deferred contributions:

(a) Heifer Program:

The Heifer Program was established in 1999. The main objective of this program is to encourage young and enthusiastic candidates to start their own herds of Angus cattle. The Foundation purchases heifers for donation to junior candidates using contributions received explicitly for this purpose.

(b) Canadian Junior Angus Association Scholarship Fund:

The Canadian Junior Angus Association Scholarship Fund was established by the Foundation in co-operation with the Canadian Junior Angus Association to provide scholarships to junior candidates. The Foundation grants scholarships using contributions received explicitly for this purpose.

3. Deferred contributions (continued):

Deferred contributions are summarized as follows:

	2004	2003
Heifer Program:		
Balance, beginning of year	\$ -	\$ 2,000
Contributions received	6,000	2,000
Donations made	(4,000)	(4,000)
Balance, end of year	2,000	-
Canadian Junior Angus Association Scholarship Fund:		
Balance, beginning of year	4,250	4,250
Scholarships granted	-	-
Balance, end of year	4,250	4,250
	<u>\$ 6,250</u>	<u>\$ 4,250</u>

4. Scholarship support:

Scholarship support is summarized as follows:

	2004	2003
OVA Mary Hudson Memorial Scholarship Fund	\$ 3,265	\$ 20,500

TRIBUTES AND RECOGNITION OF MEMBERS' ACHIEVEMENTS

2005 GOLD SHOW DATES AND LOCATIONS

- JULY 15** CALGARY STAMPEDE
• CALGARY AB
- AUG. 9 – 10** SK ANGUS SUMMER GOLD & JUNIOR SHOW
• WEYBURN SK
- AUG. 20** NECHAKO VALLEY SHOW
• VANDERHOOF BC
- AUG. 20** OLD HOME WEEK PROVINCIAL SHOW
• CHARLOTTETOWN PEI
- SEP. 2** INTERIOR PROVINCIAL EXHIBITION
• ARMSTRONG BC
- SEP. 18** PREVIEW SHOW
• BRAMPTON ON
- OCT. 9** MARITIME FALL FAIR
• HALIFAX NS
- NOV. 3-5** MANITOBA LIVESTOCK EXPO
• BRANDON MB
- NOV 5** ROYAL WINTER FAIR
• TORONTO ON
- NOV. 11** EDMONTON FARM FAIR
• EDMONTON AB
- NOV. 24-25** CANADIAN WESTERN AGRIBITION
• REGINA SK
NATIONAL ANGUS SHOW

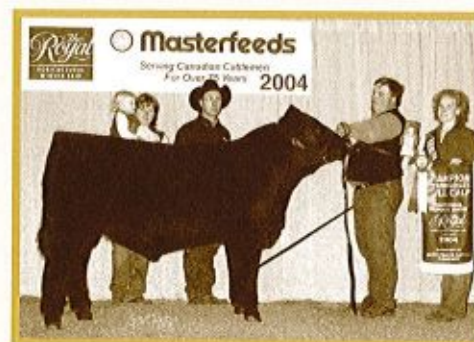
2004 SHOW FEMALE OF THE YEAR

Prime Time's Eileen 29'99 - Prime Time Cattle Co, Innisfail AB



2004 SHOW BULL OF THE YEAR

Just-Rock Solid 621P - Just-Rock Cattle Development, Lloydminster SK & Prime Time Cattle Co, Innisfail AB



2005 PROVINCIAL HONORARY PRESIDENTS

Murray Arnold, Souris MB

Murray Arnold has always enjoyed being a part of the cattle industry. His first 4H project was an Angus animal and that has been his breed of choice ever since. He showed Angus cattle from that first 4H experience until he was 30 years old, building a purebred herd of 50 cows along the way.

Murray was a director of the Manitoba Angus Association for 6 years, serving as president for 2 years in 1978 and 1979. During his term as president Murray was instrumental in getting the first Manitoba sanctioned female sale off the ground at Brandon's Royal Manitoba Winter Fair.

Murray sold his purebred herd to go straight grain farming, then into the PMU industry for 12 years. When he got out of the PMU business he purchased a herd of commercial black Angus influenced cows that he enjoyed for 4 years.

Murray is pleased to be nominated honorary President and wishes the Angus Association well for the next 100 years.

Gary Hudson, McKees Mills NB

Gary's interest in Angus cattle led him to the dispersal sale of David Sobatta's Tay Ridge Angus at Stanley NB in 1981. The first purebred was a black daughter of Red Leachman Yellowstone 1761. It was at this sale that he met Alton Chown of Ambleside Angus and during a visit to his farm, purchased the next purebred heifer, Ambleside Blackcap Bessie. This was the start of "Justa Little Farm". As the name suggests, it is a small farm that was meant to be a hobby after driving a truck all day.

Although not a large farm, additional females were purchased from Ambleside and Ellanvannin Farms in Ontario. Bulls for the most part were purchased from Ambleside which went back to Ellanvannin breeding.

Alton Chown has been a great supporter of juniors by loaning heifers for 4H and junior projects and when the Hudson juniors came on the scene, they were no exception. They have done very well with their heifers and steers throughout their 4H years and now have started their own small herd under "Little Mill Angus". They were especially proud to represent New Brunswick at the Junior Beef Show in Toronto with home-raised heifers. Vanessa also showed a red heifer from Cailsmere Farm.

Justa Little Farm is still as the name implies, but Angus will always be a part of the picture and are the world's best breed.

Frank Strimbold, Topley BC

British Columbia breeders are pleased to nominate Frank Strimbold as their honorary president for this year. Frank is from a pioneer Bulkley Valley family and has been in the Angus business at his Poplar Meadows Ranch in Topley BC for forty years.

Frank has served on the board as director, vice-president and president almost continually for thirty-five years. In a geographically diverse province such as BC, Frank has been an innovative marketer and has sold cattle throughout BC and western Canada as well as into the United States. He also managed to be the association liaison for the central interior area.

Frank and Diane raised their six children in the 4H program. They also supported the BC Junior program as they packed up children and heifers and traveled as far as Vancouver Island to show cattle. Now Frank can be seen at ring side as his daughters and their children show Angus cattle.

Like all busy volunteers Frank's interests extend beyond the Angus business and he has been involved in cross country skiing to the national level, served on regional and district boards and has served as a 4H leader. British Columbia Angus Association can always count on Frank's support.

Gail & David Wildman, Sangudo AB

David and Gail Wildman purchased their first purebred red Angus in 1971 out of Oregon and Washington states. The prefix Towaw, meaning "Welcome" in the Cree language, was registered with the Canadian Angus Association. The ranch originally located at Millarville AB was relocated to Sangudo AB in 1974. In 1995, a company was formed and Towaw Red Angus became Towaw Cattle Co. Ltd., which is run by Dave, Gail, Jay and Kirk.

David and Gail have been active in Angus politics from the beginning. They are founding members of the Canadian Red Angus Promotion Society, with Gail acting as Secretary for the first ten years and Dave as President and board member. David also was on the Alberta Angus Board, the Canadian Angus Board, and is a Past President of the Canadian Angus Association.

The Towaw cowherd is primarily red Angus, but there have always been a few black Angus as well. Over the years, Towaw cattle were promoted through the show ring. All three boys spent a lot of time showing and fitting cattle. The third generation of Wildmans is now members of the Angus Association and is out there promoting their own Angus.

The 25th Annual Towaw Bull Sale was held at the ranch in 2004, and the boys plan to be around for the next 25 years! The original ten cows have grown into a herd of about 300 mother cows, and some of the good cow families today originated with those ten.

Dave and Gail, though still actively involved in managing Towaw, are beginning to hand the reins over to the next generation. Both Jay and Kirk have been involved in Angus and Angus boards, and appear to have inherited the "politics" gene from their dad. It would seem that Towaw will continue to breed and promote Angus cattle for a long time to come.

Marg & John Willmott, Pense SK

Marg and John Willmott established their Angus herd with the purchase of a cow and calf from Wes Ham, Fergus, ON in 1953. John's background was in Shorthorns and Marg's in Angus through her father's herd, Arkindale Farm. John and Marg met at the Royal Winter Fair showing steers in the Queen's Guineas class for 4H members.

They lived on a Century farm at Milton, ON called Wilmo Farm. Sometime later they purchased the Glen Ross herd from Tim Henderson of Guelph, ON and their herd was firmly established.

In August 1973 the family of 7 children, 4 dogs, 11 puppies and the Angus herd moved to Pense, SK and established Wilmo Angus Ranch. They purchased the farm and cattle belonging to Cecil Bell of Bell Angus. At one point the herd numbered 250 head.

In 1965 Marg established Topmast Kennel which is now recognized as one of the top Newfoundland dog kennels in the world. She has shown many champions and sold breeding stock all over the world.

John was President of the Canadian Angus Association twice, in 1969 and in 1985 and was also General Manager from 1987 - 1991. He has served on numerous boards in both Ontario and Saskatchewan and judged every major show in Canada as well as shows in Australia and the United States. Marg has judged both cattle and dog shows in both the US and Canada.

Today the herd is much smaller, numbering about 50 head, and the kennel numbers around 20 at any one time.

John and Marg remain quite active in both cattle and dog circles.

LONG TERM RECOGNITION

IN 1998, THE CANADIAN ABERDEEN ANGUS ASSOCIATION INSTITUTED A LONG-TERM RECOGNITION AWARD TO RECOGNIZE THOSE INDIVIDUALS AND FAMILIES WHO HAVE DEMONSTRATED A LONG-TIME COMMITMENT TO THE ANGUS BREED IN CANADA BY MAINTAINING A CONTINUOUS MEMBERSHIP IN OUR ASSOCIATION FOR AT LEAST 50 YEARS. EIGHTY ANGUS FAMILIES HAVE BEEN HONOURED TO DATE.

IN 2005, WE ARE PLEASED TO RECOGNIZE THE FOLLOWING DEDICATED ANGUS BREEDERS:

- CRESCENT CREEK ANGUS
- HARRON FARMS
- LENLOOK ANGUS
- MCRAE FAMILY (MAR MAC FARMS)
- REICH FAMILY
- RIDEAU ANGUS FARM
- SASKALTA FARMS
- STADLWISER FAMILY
- TAG-A-LONG RED ANGUS

TRIBUTE TO OUTGOING PRESIDENT LARRY TONER

Serving as President of the Canadian Angus Association for the 2004-2005 year has been a thrill of a lifetime for Larry. The uncertainties in the industry this year added to the challenge of being the Canadian Angus Association President, but extraordinary friendships made everything possible.

Larry has spent a lifetime raising, breeding and talking about Angus cattle. He was first introduced to the breed as a young boy by his grandfather and father. The knowledge gained from this experience was passed onto his family. Larry, along with his wife Dawne, of 31 years, raised five children: Jim, Colin, Mark, Leanne and Ryan. Together as a family they attended many Angus shows and sales across western Canada. The family has now expanded with Colin's wife Pat and their son Ross, Leanne's husband Kevin and their sons Marcus and James. Children and grandchildren both provide exquisite models for our future.

I don't think I can remember a time in the history of the Toner family when bulls, heifers and cow pedigrees were not mentioned in conversation around our house at least once a day, usually in connection with an Angus show, cattle sale or 4H event. I remember waiting impatiently at the dinner table for Larry, who was engrossed in some deep philosophical debate on the telephone with another Angus breeder or director. I would plead, "Larry, the food's getting cold," and because there was never any clever way to conclude these involved dialogues, Larry would kindly say, "You bet, talk to you later. Good-bye," and hang up.

Life as Canadian president this year has been a combination of chaotic exhilaration and serious challenges. Somehow, Larry made you feel that at the end of the bedlam, there would always be good times to enjoy. He learned to value the people he encountered this year, to hear and respect their needs.

The lessons as Canadian president were deeply ingrained – patience; self-sacrifice; how to create fun out of frustration, persist with others through all kinds of trials, and ride over the storm, knowing that behind the clouds, the sun was always shining; accepting what is; enjoying the good times, persevering through the bad.

To our future benefit and delight, these are the early lessons of life that laid the foundation for a joyful succession of enduring friendships that will help the Angus industry.

Change! You can count on it! When life brings changes and heartache, it is important to remember that everything you've loved will forever be a part of who you are. Love for family, friends, fellow breeders, and Angus cattle are the light within Larry that can never be put out.

Written by Larry's loving wife,
Dawne

I DON'T THINK I CAN REMEMBER A TIME IN THE HISTORY OF THE TONER FAMILY WHEN BULLS, HEIFERS AND COW PEDIGREES WERE NOT MENTIONED IN CONVERSATION AROUND OUR HOUSE AT LEAST ONCE A DAY, USUALLY IN CONNECTION WITH AN ANGUS SHOW, CATTLE SALE OR 4H EVENT.



PAST PRESIDENTS OF THE CANADIAN ABERDEEN ANGUS ASSOCIATION

1906	Hon. W. Clifford – Manitoba	1969	Donald C. Matthews – Alberta
1907	S. Martin – Manitoba	1970	John C. Willmott – Ontario
1908 - 10	John Tranquair – Saskatchewan	1971	Edward Heil – Saskatchewan
1911 - 20	J.D. McGregor – Manitoba	1972	Norman E. Wade – British Columbia
1921 - 22	James Browne – Saskatchewan	1973	Elmer Greenslade – Manitoba
1923 - 24	John E. Lowe – Ontario	1974	Bruce McGillivray – Ontario
1925 - 26	James Bowman – Ontario	1975	David T. Bradshaw – Alberta
1927	Harry Leader – Manitoba	1976	B.M. "Ben" Blacklock – Saskatchewan
1928 - 29	F.H. Reed – Alberta	1977	Orrin E. Hart – Alberta
1930 - 31	W.J.F. Warren – Saskatchewan	1978	George Earley – Ontario
1932	James Turner – Manitoba	1979	Neill MacGregor – British Columbia
1933	John R. Hume – Manitoba	1980	George M. Perry – Saskatchewan
1934 - 35	S.J. Henderson – Alberta	1981	Langley Musgrave – Manitoba
1936 - 37	W.D. Lyon – Saskatchewan	1982	Lawrence Nason – Nova Scotia
1938 - 39	T. Alex Edwards – Ontario	1983	E. Glenn Good – Alberta
1940 - 41	Roy Ballhorn – Alberta	1984	J.J. Willms – Saskatchewan
1942 - 43	C.R. Wade – Saskatchewan	1985	John C. Willmott – Saskatchewan
1944 - 45	Chas. C. Matthews – Alberta	1986	James P. Peaker – Ontario
1946	Frank G. Todd – Ontario	1987	Donald E. Atkinson – Alberta
1947	A.E. Foster – Manitoba	1988	Larry Walker – Manitoba
1948	T. Alex Edwards – Ontario	1989	Leverett Bradley – New Brunswick
1949 - 50	Harry Morrell – Saskatchewan	1990	Dave Wildman – Alberta
1951 - 52	Roy Ballhorn – Alberta	1991	Mel Sisson – Saskatchewan
1953 - 54	Cowley H. Webster – Manitoba	1992	Bill Jackson – Ontario
1955 - 56	Thos. Henderson – Ontario	1993	Dr. B.Z. "Dale" Alyward – British Columbia
1957	P.R. Pederson – Saskatchewan	1994	Grant Wilson – Manitoba
1958	T.A. Leader – Alberta	1995	Jim Round – Alberta
1959	C.H. Norman Hodson – Manitoba	1996	Gary Harron – Ontario
1960	Malcolm Bailey – Ontario	1997	Lori Goodrich – Alberta
1961 - 62	Wilfred Willoughby – Saskatchewan	1998	Robert McHaffie – British Columbia
1963	W.L. McGillivray – Alberta	1999	Mabel Hamilton – Alberta
1964	Douglas G. Anderson – Manitoba	2000	Barney Creech – Saskatchewan
1965	Alex Lamond – Nova Scotia	2001	Stan Christensen – Quebec
1966	Thos. Jackson – Ontario	2002	Doug Allen – Alberta
1967	Harold Simonson – Alberta	2003	Don Mackenzie – Alberta
1968	C.G. "Chuck" Davis – Saskatchewan		

PERSONNEL

CANADIAN DIRECTORS

BRITISH COLUMBIA

Howard Peto – Term expires 2006

ALBERTA

Don Mackenzie – Term expires 2005
Don Conway – First term expires 2007
Dyce Bolduc – Term expires 2007
John Lee – Term expires 2008
George Buttmer – Term expires 2008
Kirk Wildman – First term expires 2008

SASKATCHEWAN

Keith Kaufmann – Term expires 2005
Larry Toner – Term expires 2006
Barry Young – Term expires 2008
Laird Senft – First term expires 2008
Bob Switzer – First term expires 2008

MANITOBA

Blaine Canning – Term expires 2008

ONTARIO

John Duivenvoorden – Term expires 2007

QUEBEC

Pierre Laberge – First term expires 2006

MARITIMES

Harry (Buddy) Loane – Term expires 2008

ASSOCIATION STAFF

Doug Fee - CEO
Maureen Armitage – Office Manager/Chief Financial Officer
Elizabeth (Libby) Laycraft – Breed Development
Alan Deacon – Breed Development
Brian Good – Commercial Liaison
Sharmayne Byrgesen – Chief Registrar
Heather Rabin – Assistant Registrar
Jennifer May – Assistant Registrar
Megan Cooper – Assistant Registrar
Linda Anne Seville – Secretary/Receptionist

PROVINCIAL REPRESENTATIVES

REGION

British Columbia
Alberta
Saskatchewan
Manitoba
Ontario
Quebec
Maritimes
Red Angus
Promotion Society

PRESIDENT

Elizabeth Peto
Cecillie Fleming
Corinne Gibson
Lois McRae
Brian Jones
Stan Christensen
Gary Hudson

Gerald Walter

SECRETARY

Pam Rasmussen
Val Buttmer
Belinda Wagner
Arlene Kirkpatrick
George Gauthier
Trudy Beaton
Betty Lou Scott

Lynnette Hochstein

IN 1905 A DEDICATED GROUP OF ANGUS BREEDERS MET IN BRANDON, MANITOBA TO FOUND THE CANADIAN ABERDEEN ANGUS ASSOCIATION, AMONG THEM S. MARTIN OF ROUNTHWAITE MB, J. TURNER OF CARROLL MB, FJ COLLYER OF WELWYN SK, AND J. BOWMAN OF GUELPH ON.

TODAY, THE CANADIAN ANGUS ASSOCIATION IS THE LARGEST BEEF BREED ASSOCIATION IN CANADA, WITH OVER 3000 MEMBERS FROM COAST TO COAST.

WE OWE A TREMENDOUS DEBT OF GRATITUDE TO THESE EARLY BREEDERS AND IT IS TO THEM WE DEDICATE THIS REPORT, AND THE LAUNCH OF THE CANADIAN ABERDEEN ANGUS ASSOCIATION CENTENNIAL YEAR.

WE THANK THE BREEDERS OF THE MANITOBA ANGUS ASSOCIATION FOR THEIR SUPERB UNDERTAKING IN WELCOMING US ALL BACK TO THE HOME OF OUR ASSOCIATION FOR OUR ANNUAL MEETING IN BRANDON, MANITOBA IN JULY 2005.



Annual Report 2004 - Canadian Angus Association



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