

## In This Issue



- Canada Day
- Neogen Loose Hair Charges
- Neogen New Address
- CLA Staff Back in Office
- Digital Beef Did You Know
- DNA on Herdsires
- Virtual CJLA Impact Show
- 2020 Limousin Champions of the World
- CWA Cancelled
- RAWF Cancelled
- ILC Postponed
- CBIC Online
- CCIA Summer Tag Promotion



**YOU GET TO BE THE JUDGE WITH...**

**JUNE 27- JULY 1**

**PEOPLE'S CHOICE**

VOTING OPENS JUNE 27  
VOTING CLOSES JULY 1

ENTRIES WILL BE POSTED ON THE CJLA FACEBOOK PAGE

THE ENTRY WITH THE MOST LIKES WILL BE THE 2020 VIRTUAL IMPACT PEOPLE'S CHOICE

**CJLA**  
CANADIAN JUNIOR LIMOUSIN ASSOCIATION





# Upcoming Events

[Alberta Limousin Association Annual General Meeting & Field Day](#)  
Cancelled

[Canadian Junior Limousin VIRTUAL Impact Show](#) June 27-June 30  
People's Choice Voting on Facebook July 1  
Winners Announced July 3

[Canadian Junior Limousin Association Impact Show](#)  
Postponed 2021

[International Limousin Congress \(ILC\)](#)  
Postponed September 2021

[Canadian Beef Industry Conference](#)  
Online

Canadian Limousin Association  
Annual General Meeting  
TBD



**Loose Hair Charges**

When submitting DNA samples be sure to use a hair card, tissue sampling unit (TSU), or a blood card to avoid the \$4/sample loose hair charge effective June 1, 2020.

Neogen® Canada • 4244 – 10230 Jasper Avenue, Edmonton, AB  
Canada T5J 4P6 • 780.492.2538 • Genomics.Neogen.com •  
NeogenCanada@neogen.com

## Neogen Canada New Address

Please take note of the new address when mailing DNA samples  
7323 Roper Road NW Edmonton, AB T6E 0W4

Please contact the CLA office for a DNA submission form prior to mailing the sample to the lab.

## Thank you for your patience

We would like to thank our members for their patience as CLA staff worked from home offices for the past 2 months. As of June 1st Registry Staff are now back in the Calgary office and happy to assist you during our regular office hours:

**Monday to Thursday 8:30 am to 4:30 pm MDT**

## DIGITAL BEEF DID YOU KNOW?

Animals that have been sold can be transferred online in Digital Beef. The process is simple and multiple animals can be transferred at a time.

If you have received a physical paper for the animal it must be mailed into the registry office for the transfer to be completed.

In the case of the sale of an animal or an interest in the animal for breeding purposes, the seller shall complete the application for transfer and forward the application for transfer and the certificate of registration to the Association within 90 days of the date of the sale.

The seller shall provide the purchaser with the transferred Certificate of Registration evidencing the purchaser's ownership of the animal, within 180 days of the sale of the animal

For assistance in using the CLA DigitalBeef registry, visit the DigitalBeef page on [www.limousin.com](http://www.limousin.com).

**Before You Turn That Bull Out for Breeding...**

*pull hair!*

Remember that all bulls must be sired verified before you can register calves out of them, therefore, it is extremely important that you remember to pull tail hair on all herd sires before turning them out for breeding, unless you are certain they already have genotype on file with the CLA.

For those of you selling bulls, it has proven to be useful practice for breeders to pull tail hair on all bulls they are selling and keep it in separate well labelled envelopes. You could just save the day when a buyer finds themselves in a pickle and is trying to register calves out of a bull that is gone and they neglected to sire verify.

## Visit the CCA Website for Canadian Cattle Industry COVID-19 Resources



## 2020 "Limousin - Champion of the World" Entries

Due to most shows around the world being cancelled, we will be accepting entries from now until 1 October 2020 for the competition.

Please email bull and female entries to [pjbudler@gmail.com](mailto:pjbudler@gmail.com)

1. Picture of animal taken in 2020 (No editing or manipulation of animal itself)
2. Name of animal
3. Owner information
4. Country

- Open to registered Fullblood and Purebred Limousin cattle.

- The 4 official judges will select country representatives in October.

- The official judges are:

Juan Balfour (Argentina)

AJ du Toit (South Africa)

Olivier Rambert (France)

Ryley & Jill Mader (Canada)

- Any National/Premier show that does take place in 2020 will be used to qualify animals.

- The Mexico Qualifiers will be the National Show Champions.

The Australian National Show & Sale Champions will be automatic qualifiers.

- The 5th edition of the "Limousin - Champion of the World" competition takes place from 6-20 December 2020

**PEEWEE**  **impact**  
**COLOURING**  
**CONTEST!**

**FREE TO ENTER!**

OPEN TO CJLA PEEWEE MEMBERS  
8 YEARS OF AGE AND UNDER

SIMPLY PRINT OFF THE COLOURING  
SHEET THEN EMAIL YOUR  
MASTERPIECE TO [CJLA@LIMOUSIN.COM](mailto:CJLA@LIMOUSIN.COM)  
TO BE ENTERED INTO A DRAW TO WIN A  
PRIZE!

  Canadian Junior  
Limousin  
Association  [CDNJuniorLimo](https://twitter.com/CDNJuniorLimo)





**NEWS RELEASE  
FOR IMMEDIATE RELEASE**

**June 17, 2020**

### **Canadian Western Agribition postpones 50th show until 2021**

Regina, Saskatchewan - Canadian Western Agribition (CWA) announced today that in response to restrictions and recommendations surrounding COVID-19, CWA's 50<sup>th</sup> show will be postponed until 2021.

"This was a difficult decision to make, but the health and safety of our exhibitors, sponsors, volunteers, partners, and guests is priority," says CWA President Chris Lees. "We owe it to everyone connected to Agribition to make the best decisions we can, even when they're the hardest ones to make."

CWA's 50<sup>th</sup> show that was scheduled to take place on November 30 to December 5, 2020, will now take place November 22 to 27, 2021.

"Agribition has never missed show in 49 years so this is tough," says CWA CEO Chris Lane. "But we have already started making sure that CWA's year-round work continues and we showcase Canadian agriculture to the community and to the world."

CWA will work to create new digital experiences for exhibitors, international buyers, and students. Work on mentorship, international market development, education, and scholarships will also continue through 2020.

"There's so much about Agribition that supports the industry outside of the event itself. We have an opportunity to build on that and make sure it's as strong as it can be," says Lane.

Planning for Agribition's 50<sup>th</sup> show in 2021 will continue with announcements on new programs, entertainment, and events to come.

"CWA's Board of Directors and Staff are committed to making the 50<sup>th</sup> show the absolute best it can be. That work hasn't stopped yet and it won't stop now," says Lees.

CWA's Annual General Meeting will take place via webcast and conference call on June 25, 2020. Details can be found online at [www.agribition.com](http://www.agribition.com).

**For more information or interview requests, please contact:**

Karlee Vorrieter, Marketing and Communications Associate

**P:** 306.924.9781 **C:** 306.537.4590 **E:** [kvorrieter@agribition.com](mailto:kvorrieter@agribition.com)

Canadian Western Agribition (CWA), located in Regina, Saskatchewan, is the best beef show on the continent and the largest livestock show in Canada. The show is anchored by beef cattle and features horses, bison, sheep, alpacas, an extensive agribusiness trade show and professional rodeo. CWA continues to promote the expansion, development and interest in agriculture.



**FOR IMMEDIATE RELEASE**

### **Cancellation of the 2020 Royal Agricultural Winter Fair**

June 24, 2020 [Toronto, ON] – Due to our ongoing concern regarding the COVID-19 pandemic, the excitement of The Royal will have to wait for another year. The Royal's Board of Directors today made the heart-wrenching but unanimous decision to cancel the 2020 Royal Agricultural Winter Fair, originally scheduled for November 6<sup>th</sup> to 15<sup>th</sup> at Exhibition Place, Toronto. This treasured annual tradition will return better than ever in 2021.

"Over the past several months, we've all experienced an unprecedented disruption to our daily lives and are redefining how we live, work and play. Ultimately, our decision is grounded in our commitment to help ensure the health and well-being of our community at large," stated Charlie Johnstone, Chief Executive Officer at The Royal. "Our primary responsibility remains rooted in serving our community and protecting the integrity and welfare of all. We understand and appreciate the time, effort and financial commitment required to compete and exhibit at The Royal and did not make this decision without very careful consideration."

The Royal Agricultural Winter Fair is the largest combined indoor agricultural fair and international equestrian competition in the world. Each fall, The Royal brings together hundreds of competitors, thousands of animals and hundreds of thousands of guests to celebrate the best in agriculture, local food, and equestrian competition. During its storied history, The Royal has been cancelled on only one other occasion, during World War II. At that time, the stalls within the historic Royal Horse Palace were transformed into Army Barracks to house soldiers preparing to be deployed to join our Canadian and Allied troops fighting in Europe. Today, The Royal once again stands in support of its community, first and foremost.

"During these uncertain times, we're heartened by the resilience of farmers, the ingenuity of entrepreneurs, and the abundance of care shown towards family, friends and animals," concluded Johnstone. "As we lead up to our 100<sup>th</sup> Anniversary celebrations in 2022, we take comfort knowing that the 2021 Royal Agricultural Winter Fair will be, as always, an outstanding experience for all those who compete, exhibit and attend."

In addition to The Royal's Agricultural Food Competitions, which will still take place in 2020, virtual programming designed to engage, educate and motivate is currently being explored for this Fall. More details regarding this exciting initiative will be released soon. In the meantime, all Canadians are encouraged to continue supporting Canadian farmers, producers and local retailers.



CANADIAN WESTERN AGRIBITION  
BOX 3535 REGINA, SK, CANADA S4P 3J8

P: 306.565.0565  
F: 306.757.9963

AGRIBITION.COM



Together we will get through this, and “Bring the Country to the City” next November 5th to 14th, 2021.

To view a video message from The Royal, please click here.

<https://the-royal-agricultural-winter-fair.prezly.com/cancellation-of-the-2020-royal-agricultural-winter-fair>

#### About The Royal Agricultural Winter Fair

Since 1922, The Royal Agricultural Winter Fair (“The Royal”) has celebrated excellence in agriculture, food and equine sport. Every year in November, more than 300,000 guests visit The Royal, which is the world’s largest combined indoor agricultural and equestrian show. Held at Exhibition Place in Toronto, The Royal showcases Canada’s leaders in agricultural, food, and equine excellence.

[www.royalfair.org](http://www.royalfair.org)

@royalfair on Facebook

@THERAWF on Twitter

@theroyalfair on Instagram

@royalhorseshow on Youtube

For more information, or to request an interview with Charlie Johnstone, please contact:

Ali Azzopardi, Craft Public Relations

Email: [ali@craftpublicrelations.com](mailto:ali@craftpublicrelations.com) | 416-606-5060



**To our beef industry family: As 2020 unfolds and we enter unknown territory our event has had to adapt with it. 2020 CBIC will now be offered as a free virtual conference and we are postponing our full event to Aug 17-19th, 2021 in Penticton BC! It was a difficult decision but we are excited to connect, learn and support each other in a new way! To stay up to date and for full details you can visit our website at [www.canadianbeefindustryconference.com](http://www.canadianbeefindustryconference.com)**

An advertisement for Allflex and ComfortEar tags. The background is a close-up of a cow's head with a pink tag in its ear. The text is white and bold. It says "Did you know?" at the top, followed by "Limousin branded Allflex and ComfortEar® tags are ONLY available at tags.canadaid.ca". Below that, it says "or by phone" and "1-877-909-2333". At the bottom, it says "FREE SHIPPING ON ORDERS OF \$500 OR MORE" and "RUSH DELIVERY AVAILABLE".



**CCIA**

canadaid.ca  
CANADIAN  
CATTLE  
IDENTIFICATION  
AGENCY

## Summer Breed Tag Promotion

June 21 to September 18, 2020

### ALLFLEX



#### ELIGIBILITY

Any breed tags purchased between June 21st and September 18th are automatically entered into a monthly draw.

Allflex Angus, Gelbvieh, Hereford, Limousin, Simmental; Datamars ComfortEar® Angus, Gelbvieh, Limousin, Simmental, Shorthorn and Datamars Zeetags for Hereford are eligible.

Orders must be approved by the respective breed association.

#### HOW THE DRAW WORKS

Draw entries are earned at the rate of one (1) entry for the purchase of packs of 20 or 25, and six (6) draw entries for each pack of 100 tags.

The name of the purchaser will be entered in the draw.

Draws to be videoed and posted on Facebook with permission from the winner.

#### HOW TO PURCHASE

Purchases can be made by phoning **1-877-909-2333** or directly from CCIA's webstore at **tags.canadaid.ca**

CCIA's "New Webstore Account" incentives still applies.

#### DRAW DATES AND PRIZES

Monthly draws will include CCIA Gift cards, BBQ tool sets, and lots of cool swag!

**The Grand Prizes of Allflex and Datamars Readers will be drawn September 21st.**

**Thank you to Allflex and Datamars for their donations to this promotion.**

### DATAMARS



**tags.canadaid.ca | 1-877-909-2333**