

## MINUTES

### CANADIAN LIVESTOCK RECORDS CORPORATION (CLRC)

#### 2004 ANNUAL GENERAL MEETING

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The ninety-ninth Annual Meeting of Canadian Livestock Records Corporation (formerly Canadian National Live Stock Records) was held at the Executive Royal Inn, Calgary, Alberta, on April 3, 2004.

#### CALL TO ORDER

Chairman Peggy Newman called the meeting to order at 10:00 a.m. following registration and continental breakfast. She welcomed those in attendance to the ninety-ninth annual meeting.

#### IDENTIFICATION OF REPRESENTATIVES AND GUESTS

Mrs. Newman asked those present to introduce themselves. Representatives and guests were present from 20 member associations as follows:

Canadian Blonde d'Aquitaine Ass'n: Sheryl Blackburn (CLRC Director), Natalie Kowerchuk, Myrna Flesch

Canadian Brown Swiss & Braunvieh Ass'n: Ted Kostenuke

Canadian Horse Breeders Ass'n: Gail Mosher

Canadian Dexter Cattle Ass'n: Marion Popkin

Canadian Donkey & Mule Ass'n: Sharon Cooke

Canadian Galloway Ass'n: Bob Airth

Canadian Goat Society: John Henderson, Cindy Frazer

Canadian Guernsey Ass'n: Larry Lybbert, Carol Lybbert

Canadian Highland Cattle Society: Lesley Jackson, Sarah Ellis

Canadian Icelandic Horse Federation: Catherine Seale

Canadian Llama & Alpaca Ass'n: Deryck Jones, Carol Bruin

Canadian Maine-Anjou Ass'n: Keith MacMillan, Heather Hartmann

Canadian Morgan Horse Ass'n: Cecilia Watson, Bob Watson

Canadian Percheron Ass'n: Don Swanston

Peruvian Horse Ass'n of Canada: Lesa Steeves

Canadian Sheep Breeders Ass'n: Peggy Newman (CLRC Director), Jonathan Wort (CLRC Director), Murray Emke, Francis Winger

Canadian Shorthorn Ass'n: Dan Stephenson (CLRC Director), Gene Foat

Canadian Swine Breeders Ass'n: Murray Roeske (CLRC Director), Don Dietrich

Canadian Warmblood Horse Breeders Ass'n: Chris Gould, Ana Bateman

Welsh Pony & Cob Society of Canada: Mary Cork (CLRC Director)

Also present: David Trus (Agriculture & Agri-Food Canada), Dr. Yves Plante and Ursel Hollman (Bova-Can Laboratories), Ron Black (General Manager), Glenn Clark (Systems Manager), Dianne Lance (CLRC registrar), Evelyn Clark.

## **APPROVAL OF AGENDA**

MOTION: Chris Gould/Deryck Jones – That the agenda be approved as presented. Carried.

At this time there was a **MOMENT OF SILENCE** for those breeders who had passed away during the past year.

## **CHAIRMAN'S ADDRESS**

Chairman Newman again welcomed all who were in attendance, noting that she was pleased to see the good turnout. She said that the past year has been a tough one, not just for the cattle industry, but for all species and for agriculture in general. She stated, however, that things will get better, and hopefully soon. Certainly the BSE situation had impacted CLRC, as will be shown in the financial statement. The Board of Directors had anticipated those results, and in response put some projects that had been planned on hold. She stated that, with good leadership from the Board and from Ron Black, the situation is being dealt with. She noted that there have been several associations join CLRC in recent years, and there are others that are interested. Finally, Peggy drew attention to the CLRC Marketplace that has been launched this year. She encouraged associations and breeders to make use of this very economical form of advertising.

## **MINUTES OF LAST ANNUAL MEETING**

MOTION: Sheryl Blackburn/Murray Roeske – That the minutes of the Canadian Livestock Records Corporation Annual Meeting held April 5, 2003 in Mississauga, Ontario be approved as circulated. Carried.

## **BUSINESS ARISING FROM MINUTES**

There was no business arising from the minutes to be acted upon.

## **GENERAL MANAGER'S REPORT**

General Manager Ron Black presented his report as follows:

“Good morning Ladies and Gentlemen. I personally want to welcome each one of you to this the 99<sup>th</sup> Annual Meeting of CLRC. Next year will be the centennial of CLRC and your Board has begun planning appropriate celebrations to take place in Ottawa in April, 2005. I want to thank you for taking time out of your busy schedules to be here today and support our organization. I'm happy to see such a good representation from our various member associations, as well as our various guests.

I certainly do not need to remind any of you that the past year was an extremely difficult one for the livestock industry in Canada. The result for CLRC was an overall decrease of about 8% in the total number of units processed in 2003 over 2002. In all we registered a total of 80,483 animals in all breeds and transferred ownership of 23,552 animals. The number of transfers processed is significantly lower than in the previous year. I am happy to report, however, that once again, as it does repeatedly, the fact that CLRC serves multiple species definitely helped to cushion the impact. Although the ruminant breeds suffered significant decreases, there was a significant increase in the volume of business in swine, and most equine breeds were at or close to 2002 levels.

During the past year the CLRC website was restructured with a new home page design and changes in the way the various information pages are accessed. A new feature was added as part of this:

The CLRC Marketplace, which those of you present yesterday were able to see.

As representatives of your associations to CLRC, you can support CLRC in two ways. The first is to relay information from CLRC back to your associations. One area about which many breeders are confused is the portion of the fees that they pay that goes to CLRC. In most cases, the largest part of the fees they pay actually goes to the association. The second way is to talk about CLRC to your colleagues involved in breed associations that are not currently part of CLRC. You are our best ambassadors.

In closing, it has been still been a good year at CLRC, in spite of the difficulties. I am grateful for the opportunity to serve as your General Manager, and at this time, I wish to express my appreciation to our very loyal staff who work with you every day, to Peggy Newman and the entire Board of Directors for their confidence and support and for their forward thinking, and to you the representatives for your support and cooperation. It is a pleasure for me to work with all of you. Thank you.”

Peggy Newman commented on the excellent turnaround time that has been achieved by the CLRC staff in recent years.

#### **AUDITOR’S REPORT AND FINANCIAL STATEMENT**

Ron Black presented the Auditor’s Report and the Financial Statement for 2003, explaining some of the major variations from the previous year in certain line items. The Financial Statement showed a deficit for the year of \$62,482, due to a shortfall of 10,000 units from the budgeted number; however, a high percentage of this loss is comprised of non-cash expenditures for amortization of equipment, with the result that the actual cash position was not seriously affected by the decrease in business. Mr. Black responded to a few questions from the floor.

MOTION: Don Swanston/Sheryl Blackburn – That the Financial Statement for 2003 be accepted as presented. Carried.

Ron Black then presented, for information, the budget for 2004 as approved by the Board of Directors, again explaining any significant variations from the previous year.

#### **APPOINTMENT OF AUDITORS**

MOTION: Dan Stephenson/Mary Cork – That Newton and Co. be appointed as auditors for 2004. Carried.

#### **WORKSHOP REPORT**

Sheryl Blackburn reported on the annual Workshop that had been held the previous day, with 25 individuals present.

Chairman Peggy Newman welcomed the participants, after which everyone introduced themselves. The first speaker was Jory Lamb of Canadian Rural Computer Services Inc. (CRCS). CLRC’s current website was designed by CRCS. Jory talked about what should be considered in the design or re-design of a web page. To determine key words or phrases to be used in search engines so that your web page gets found, look at what your competitors are using. Design your web page so that it satisfies the needs of the end users. A needs based approach anticipates what the end user is thinking. A pretty web page is not necessarily the best. The majority of people use the Internet either once a month or two to three times a week; therefore, time sensitive messages are best sent as e-mail because people tend to check their e-mail daily. Follow up on the website design by

evaluating the statistics. Check who is visiting the site, where they are from, and what they are looking at when they are in your site.

When CLRC had its website re-designed, a new product was added called the Marketplace. Jory demonstrated how to set up a webcard. Associations and breeders are encouraged to visit the Marketplace and consider posting a webcard.

The second speaker was Vel Evans, representing Equine Canada, on the subject of a national identification strategy for horses. The beef industry has developed and implemented its national animal identification program, and other species are now working on programs within the Canadian Livestock Identification Agency. The equine industry is unique from other species. There are about 950,000 equids in Canada, fulfilling many different purposes, including competition, pleasure riding, racing, breeding, etc. Horses create significant economic activity in Canada, much of it because they regularly move from location to location. They are functional livestock, and therefore, it is critical that they continue to move about. A task force has been at work, making recommendations and identifying areas of further study. The program will centre on the assignment of a Unique Equine Lifetime Number (UELN) to each horse. Lively discussion occurred following this presentation. Vel left us with the statement that livestock identification is going to happen in Canada, and that the equine industry has, at present,

the opportunity to build it the way it wants it.

The third speaker was Erik Butters of the Alberta Beef Producers, discussing BSE and related issues. He pointed out that, before May 2003, Canada exported 70% of its beef production, with 70% of that going to the United States, 15% to Mexico, and 15% elsewhere. Although we are now able to export meat to the United States, and are slaughtering 70,000 head per week, there are more cattle than can be processed in Canada in the present packing facilities. The encouraging news is that feedlots are starting to be filled again in anticipation of a June border opening. Thus far, the BSE situation has cost the Canadian beef industry in excess of 1.5 billion dollars. Mr. Butters cautioned that, while there are currently many negative feelings towards the Americans, the United States is our biggest customer, so do we want to anger them. Mr. Butters answered a number of questions.

#### **ELECTION OF BOARD OF DIRECTORS**

Chairman Newman stated that there were three directors to be elected for a two-year term.

Jonathan Wort stated that, due to other obligations he now has, he was resigning from the Board.

Peggy Newman accepted his resignation with regret and thanked Jonathan for his service the past year.

As a result of the resignation, the Chairman stated that four directors must now be elected, three for a two-year term, and one for a one-year term to complete Mr. Wort's term. The person receiving the fourth highest number of votes will serve the one-year term.

Chris Gould nominated Peggy Newman

Gene Foat nominated Bob Airth

Sheryl Blackburn nominated Dan Stephenson

Jonathan Wort nominated Don Dietrich

Mary Cork nominated Murray Emke

The Chairman called three times for further nominations.

MOTION: Don Swanston/Jonathan Wort – That nominations cease. Carried.

Peggy Newman declined her nomination, and declared the remaining four nominees elected by acclamation.

MOTION: Chris Gould/Keith MacMillan – That the Board of Directors determine which director will serve the one-year term. Carried.

### PRESENTATIONS

There were three presentations given. The first was by David Trus, Animal Registration Officer with Agriculture and Agri-Food Canada. David noted that there are 74 incorporated associations under the Animal Pedigree Act, covering 12 species and about 350 breeds. He said that support of the breeding sector by the federal government has diminished greatly in recent years as many genetic improvement services have been privatized. Administration of the Animal Pedigree Act is the only remaining support to the breeding sector; therefore, breed associations must speak up and make the concerns of the breeding sector known.

In general, these are difficult times for many associations, and financial resources of many associations are in decline. Boards of Directors are responsible for leading associations to make tough decisions. Overall, David commented, there seems to have been a loss of focus by breed associations. The association's job, first and foremost, through animal registration, is to certify that an animal meets the required genetic makeup and breed characteristics, and is therefore a premium product. Other association activities and programs cannot be allowed to preclude this responsibility.

David cautioned that while DNA marker technology is new and exciting, it can be costly, and breed associations must carefully consider how they will use specific DNA markers in genetic improvement programs.

Also concerning genetic evaluation, he noted that there is attention being paid to evaluating an increased number of traits, such as reproductive ability and product quality.

Breed associations have a real opportunity at the present time to take advantage of the identification programs that are being put in place for the various species. Once an animal is positively identified, it is much easier to keep pedigree and performance records on those animals. Regarding trade with the European Union, David indicated that the Animal Pedigree Act is a cornerstone of Canada being able to meet EU requirements. The EU is especially concerned about enforcement to ensure that they are buying a quality product. David stated that the APA provides for three levels of enforcement: the breed associations are responsible for enforcing their own by-laws; there is provision in the Act charges by the Royal Canadian Mounted Police for misrepresentation of animals or failure to provide registration papers; and the Minister has powers to investigate breed associations and remove their corporate powers.

Under the federal Agricultural Policy Framework, emphasis is being placed on quality assurance. David indicated that he will be working to ensure that animal registration is recognized as a quality assurance tool, and that the breed associations become involved in those programs.

Animal welfare is a growing issue that is taking up significant time in his office.

An inter-departmental paper is soon to be issued on the subject of cloned animals in Canada. At the present time, cloned animals are experimental and the products of cloned animals are not approved for consumption.

David responded to several questions from the floor.

Dr. Yves Plante of Bova-Can Laboratories gave a brief update of activities at the laboratory. He noted they are now working with several species on a number of different diagnostic tests, and stated that his staff is always willing to work with associations to implement new tests if the technology exists.

Ron Black showed the CLRC Power Point promotional presentation that is available to all breed associations.

#### **NEW BUSINESS**

Chris Gould stated that he feels that the CLRC Canadian Identification Project (Can ID) should definitely be promoted and utilized as the grade horse registry that will need to be in place as part of the national equine identification program. Ron Black said that the task force is aware of the existence of the Can ID program, but that any expressions of support for use of Can ID directed to Equine Canada would be helpful.

Keith MacMillan expressed his appreciation to CLRC on behalf of the Canadian Maine-Anjou Association for the cooperation received in transferring the association's registry to CLRC. In response to a question regarding certain charges for handling DNA test kits and the related registration application, an explanation was given by Ron Black. This led into a question from Carol Bruin regarding account entry charges, to which the response was given that there is an account entry charge to the association each time that work is received from a breeder for that association. The account entry charge is the same whether there is one application in the entry of one hundred.

Peggy Newman thanked everyone again for attending and called for a motion to adjourn.

#### **ADJOURNMENT**

MOTION: Sheryl Blackburn/Bob Watson – That the meeting be adjourned. Carried.

#### **LUNCHEON**

At the luncheon held during the meeting, Dan Stephenson presented a certificate to Peggy Newman, recognizing her service as Chairman of the CLRC Board during the past two years. Mrs. Newman thanked the group, indicating that it had been an honour to serve on the Board for eight years. Her remarks were met with applause.