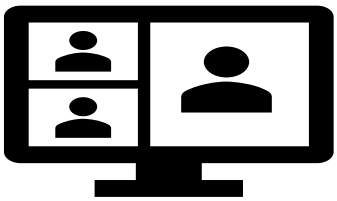
British Columbia
HEREFORD

NEWSLETTER SPRING 2021
c/o Box 185, Fraser Lake, BC V0J 1S0 E-mail: ttapp@bcgroup.net



ANNUAL GENERAL MEETING

MONDAY, JUNE 7, 2021

7:00 PM Pacific Daylight Time

Our meeting will be held **On-line by Zoom**

https://zoom.us/meeting/register/tJEvd-CurzsvGdN3m_tbJ-xB1NYsDn2P5CH5
Register in advance by June 4, 2021.

After registering, you will receive a confirmation email containing information about joining the meeting online on the 7th. If you are unable to join in online, your confirmation of registration will also give you a phone number to call.

Please note on the Agenda a Notice of Motion that will be brought forward at the meeting.

IMPORTANT INFORMATION ABOUT THE ANNUAL GENERAL MEETING

This newsletter includes all the Annual Reports for the meeting. Please read them and if you have any questions about any of them, send your questions to either: John Lewis johnnymlewis@hotmail.com (250-337-0029) or Janice Tapp ttapp@bcgroup.net (250-699-6466). Questions will then be answered by the appropriate Board member during the meeting.

The meeting will be held on Zoom, **June 7, 2021 at 7:00 pm PDT.** The link to register is on the front page but all current members will also receive an e-mail with the link in the next week. This meeting will be complete with live voting for motions. If you are a member in good standing with the BCHA and you register, you will have voting privileges during the meeting.

If you forget to register by the deadline, but still would like to sit in on the meeting, please click the link to join us. I still encourage all members to take in the online AGM.

Zoom is an online conferencing platform, that doesn't require any software. When you pre-register on the link for the AGM, you will be emailed a confirmation of your registration and a link to the meeting. When it is time for the meeting click on your link (the website may ask you to download a zoom driver, that's normal) and a screen will pop up on your computer. You do not need to have a microphone or a camera on your computer to take part. If you would like to join on your smart phone, download the Zoom App and use the Meeting ID from the registration confirmation email to join the meeting. You can also join by voice only over the telephone; use the information in the registration confirmation email to find a dial-in number in your area and use the Meeting ID to access the voice only option.

Elections will take place at this meeting but we are asking, if you are interested in running, to register with our Nominations chair by June 3. There will be no nominations accepted during the meeting. The

Nominations' chair is: Daryl Kirton. Contact him at 3-d-l@telus.net or phone: 604-855-2287
Our constitution states in Section 4.2 a:
The designation, election or appointment of a director is not effective unless the individual consents in writing or the designation, election or appointment occurs at a meeting at which the individual is in attendance and the individual does not refuse.
So we will need written confirmation that you are running for a position (an e-mail stating your acceptance is fine.)

This year we need to elect: four directors (3 are two-year terms and 1 is a one year term) plus an Adult Advisor for our BC Juniors.

If there is a need for an election, this will take place at the beginning of the meeting through a vote. If needed, voting procedures will be explained at the start of the meeting.

We look forward to having you online on the 7th of June.

Sale Reports:

26th Annual Pine Butte Horned Hereford Bull Sale

Kamloops, February 27, 2021

The Pine Butte Ranch Horned Hereford Bull sale held in Kamloops Saturday Feb 27th showcased a first class group of powerful Hereford Bulls at their best. Repeat buyers were the main stay of these incredible bulls. Volume buyers were the Douglas Lake Cattle Co., Frolek Cattle Co., the Pat Lawrence Ranch and Mike & Tony Bayliff.
PBR 27G was the high seller selling to Pat Lawrence for $5500.00. Close behind was PBR 4G going to the Douglas Lake Cattle Co for 4900.00. Then PBR 3G sold to Mike & Tony Bayliff for 4800.00. The Frolek Cattle Co purchased PBR 24G for 4600.00. NextLot bidding was important as many of the bids came from online.

BC Livestock

46th Annual Vanderhoof All Breeds Bull Sale
April 10, 2021

Fewer bulls came to town in 2021 but with 16 consigners, a variety of bulls were presented to the buying audience. Forty five bulls of five breeds were sold with five Hereford two-year olds and four yearlings offered on sale day.

The high seller of the sale was a Simmental from Crosby Cattle Co. which sold for $9750.

The high selling Hereford was a yearling Hereford bull, Tlell 6153 Headline 18H from Richardson Ranch for $7000. He was purchased by Jesse Gross of Vanderhoof.
Richardson Ranch also had the second highest selling Hereford at $6750. Tlell 27A Homerun 114H went to Kyle Sawley, Vanderhoof.
The top-selling two-year-old came from Copper-T Ranch, Fraser Lake: Copper-T 145Y 12E Goldmine 10G went to Barry Skye, Vanderhoof for $6250.
The organizing committee would like to thank everyone who viewed the sale with a special thanks to all buyers and bidders!

Vanderhoof All Breeds Bull Sale Averages by Breed:

Simmental (10)	$5675
Hereford (9)	$5000
Angus (23)	$4541
Gelbvieh (2)	$3750
Charolais (1)	$3750

Overall average on 45 bulls was $ 4832

COMING EVENTS & NOTICES

Secondary & Post-Secondary Students Scholarships

Available through the Keith Gilmore Foundation and the Canadian Junior Hereford Association. Deadline for applications to be received are May 15 and June 1. Information on eligibility and application forms can be found on www.keithgilmorefoundation.com

Welcome New Members

Tyson Thiele, Langley
Sinkut Creek Ranch, Vanderhoof

Photo courtesy Matt Taylor, Smithers

Williams Lake Bull Sale
April 17, 2021

The Williams Lake Bull Sale was a much smaller event this year as entries were down considerably. Only three breeds were represented at the sale this year with 56 bulls sold. The Hereford contingent was 26 bulls from six consigners most of whom have been long time contributors to the sale.

Richardson Ranch topped the Hereford portion of the sale for the second year in a row with their two-year old bull, Tlell 17E Guardian 26G. He was purchased by Arnold Daling of Quesnel

3-D-L Herefords, Abbotsford had the second highest selling two-year-old at $6000. 3-D-L Govenor 1G sold to Mellor Family Farm, Duncan. The highest selling Hereford yearlings also came from 3-D-L. The Kirtons' three yearling entries sold for $4750 each.

Williams Lake Bull Sale Averages by Breed:

Gelbvieh (2)	$ 5625
Angus (32)	$ 4789
Hereford (22)	$ 4409

Overall Avg. on 56 bulls was $ 4670

Mark of Excellence Shows 2021

These were the nominated shows for this year.

Interior Provincial Exhibition: cancelled

Nechako Valley Exhibition: cancelled

West Coast 7th Annual MOE: To be determined

Williams Lake Bull Show April 16, 2021
Judge Bob Miller, Kamloops

Grand Champion: Sunnybrae 40W Ribstone 9G, Neil Turner, Salmon Arm
Reserve Grand Champion: 3-D-L Hardy 6H, 3-D-L Farm, Abbotsford

Senior Champion: Sunnybrae 40W Ribstone 9G, Neil Turner, Salmon Arm
Reserve Senior Champion: 3-D-L Govenor 1G, 3-D-L Farms

Junior Champion: Sunnybrae 40W Ribstone 17G, Neil Turner, Salmon Arm
Reserve Junior Champion: LFH Cornerstone 29D 59G, JBLC Holding Ltd., Little Fort

Yearling Champion: 3-D-L Hardy 6H
Reserve Yearling Champion: 3-D-L Hunter 8H, Both from 3-D-L Farm, Abbotsford

Best Pair of Bulls: Sunnybrae 40W Ribstone 9G & Sunnybrae 40W Ribstone 17G, Neal Turner
Best String of 3 Bulls: Sunnybrae 40W Ribstone 9G, 15G & 17G
Get of Sire: Neil Turner with bulls by sire: LBH 40W Ribstone 65D

Deadline Next Newsletter: July 31, 2021

ADVERTISING SPACE in the newsletter is available.
Membership rates are as follows:

Full page: $75.00 ½ page: $50.00
¼ page: $35.00 Business Card: $25.00

If you would like to take advantage of this advertising medium, please send your ad to ttapp@bcgroup.net in PDF or Word format

ANNUAL GENERAL MEETING AGENDA
June 7, 2021
On-line via Zoom

1. Call to Order:

2. Elections: Nomination
   a) Directors: 3 Directors to be elected for two year terms to 2023
   1 Director to be elected for a 1 year term to 2022
   b) BCJHA Adult Advisor:

3. Adoption of the Agenda: page 5

4. Adoption of Minutes of the September 14, 2020 AGM page 7

5. Business Arising from the Minutes:

6. Financial Report: Daryl Kirton page 10-11

7. Reports:
   a) President's & 4H Awards: John Lewis page 9
   b) Club Reports: Thompson Valley: Joan Obrien page 9
   West Coast: Laurie Smith
   Yellowhead: Sheila Solmonson
   c) BC Junior Hereford Report: Kari Lynn Hoffman page 12
   d) Advertising: Don Richardson page 13-14
   e) Newsletter: Janice Tapp page 15
   f) CHA: 2020 BC Director: Daryl Kirton page 16-17
   Executive Director: Stephen Scott

8 New Business:
Motion from BCHA Board of Directors: Moved: Murray Gore Seconded: Greg Peter
That the BCHA Board of Directors recommend to the membership that $1000 be donated by the BC Hereford Association to the Keith Gilmour Foundation each year in memory of current or past member(s) who have passed away.

9. Other:

10. Adjournment:

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ANNUAL GENERAL MEETING MINUTES
September 14, 2020
7:00 PM ON-LINE VIA ZOOM

In Attendance: Adrienne Dickson, Murray Gore**,** Bob Gowans, Kari Lynn Hoffman, Diane Hoffman, Kym Jim, Daryl Kirton, John Lewis, Max Newby, Greg Peter, Jamie Richardson, Don Richardson, Clint Smith, Sheila Solmonson, Janice Tapp,

Guest: Stephen Scott

1. **Call to Order:** at 7:07 pm by Janice Tapp

2. **Elections:** Don Richardson, Nominations Chair went over the changes this year due to the Covid-19 situation. Nominations were accepted until September 8, 2020. Nominations were as listed below; all candidates accepted their nominations and are acclaimed to the position.

a) Directors: 2 Directors to be elected for two year terms to 2022:
Daryl Kirton, Greg Peter

b) CHA Director: Janice Tapp

c) BCJHA Adult Rep: Kari Lynn Hoffman

3. **Adoption of the Agenda:** Moved: Greg Peter Seconded: Clint Smith
That the revised agenda be accepted as presented. CARRIED

4. **Adoption of Minutes** of the 2019 AGM from Vernon, BC August 31, 2019
Moved: Greg Peter Seconded: Bob Gowans
That the Minutes of the 2018 AGM held on August 31, 2019 be accepted as circulated.
CARRIED

5. **Business Arising from the Minutes:**

i) Hereford Influence Magazine/Directory: Don Richardson reported that the Board has considered the Magazine but because of the need for a new directory in 2021 had decided not to proceed with a magazine in 2020.

ii) Facebook Page: Don Richardson: A Facebook page was created for Members to use. Others can view the page but only BCHA members can post to the page. It is hoped that members will post a wide variety of items on their farms and ranches as currently the majority of posts are related to items for sale.

iii) Field person: John Lewis reported that a committee had discussed and tabled a decision until we see how the CHA Field person benefits BC.

iv) Floor Price at Vanderhoof & Williams Lake: Janice Tapp reported that there were floor prices set at both bull sales this year. Prices were set by the consigners at the sale. No bull was sold for less than the floor price.

Continued p.8

6. **Financial Report**: Daryl Kirton went over the Financial Reports for 2019 which were circulated to members via e-mail and on the website. The Association is in a good financial situation. The Bonanza Account for Juniors is held in a separate account in a different bank than the BCHA accounts. The Junior account is incurring a significant amount in bank charges each month. Daryl is investigating why this is and will discuss with our new adult advisor moving the account.

7. **Reports:** All reports were circulated through the newsletter and published on the website in advance of the meeting. Updates were given by the appropriate writer.

a) President's & 4H Awards: John Lewis There have been fewer awards in 2020 but a couple have been given out recently.

b) Clubs Reports: Thompson Valley: Joan Obrien
West Coast: No report
Yellowhead: Sheila Solmonson

c) BC Junior Hereford Report: Debbie Paul

Debbie has resigned as of May 2020. Kari Lynn Hoffman was appointed by the Board in the interim and has now been elected as the new adult advisor. Debbie was thanked for her service.

d) Advertising: Don Richardson

Don highlighted some of the advertising done. We have moved to all colour ads in the monthly and bi-monthly publications. Don reinforced the importance of completing transfers as this is where the yearly money comes from for the advertising budget. The importance of funds earned by the Influence & Directory was also stressed.

e) Newsletter: Janice Tapp

Janice requested that everyone on the call please send information for the coming Fall newsletter as there are no MOE shows and very few 4H/Junior awards to report on this year. The newsletter now has a couple of commercial advertisers who advertise in each issue and there have been more members taking out regular ads.

f) CHA: BC Director: Daryl Kirton

Daryl spoke about the current CHA Board and their enthusiasm and expertise. He thanked everyone for their support during the past twelve years while he has been a BCHA director and a CHA director.

Executive Director: Stephen Scott presented the CHA report for 2019. He also brought news of the survey the CHA commissioned to determine the opinions on beliefs currently held about Hereford cattle and the work that has begun on a new marketing plan.

8. New Business: No new business was brought forward.

9. Other: No other business

10. Adjournment: 8:05 pm by Daryl Kirton

President's Report:
John Lewis

Hello and welcome to the BC Spring newsletter and the package of reports for our upcoming AGM.

Please take some time to recognize Janice Tapp, the glue who holds this association together. Her endless work includes producing these newsletters, as well as the many other day to day activities involved in running this association. Thanks also to Don and Jamie Richardson for a great job on the 2021/23 BCHA Directory & Handbook. The work of these three people along with our other volunteer directors make our club not only viable, but profitable enough to ensure we have the funds to continue promoting BC Herefords.

Have a look through the Directory to see the cattle programs our BC Hereford breeders have been hard at work building. These programs can offer the commercial producers feed efficiency, docility, carcass longevity and Heterosis - the one free lunch in the cattle industry. Share these directories with your friends and customers.

Demand remains high for good Hereford cattle. The fall and spring sales have been strong as we continue to be diligent with culling in our breeding programs and keeping only the best.

I would also like to say THANK YOU to all the people that continue to raise and support BC Hereford cattle. Please make sure you join us online for our AGM June 7th at 7pm.

Club Reports:

Due to Public Health restrictions in all areas, none of the BC Clubs held their Annual General meetings. In lieu of reports, the clubs provided a list of their current Executive members. If you would like to join your local Club, please contact the Secretary as listed below.
The BCHA thanks the following people for their willingness to support their local clubs and the Hereford breed in their areas:

Thompson Valley
President & BC Hereford Rep: Bob Gowans
deanfieldranch@yahoo.ca
Secretary/Treasurer: Joan Obrien
joan@mybcdc.ca
Directors: 2 year terms: Bob Gowans, Keith Bostock, Joan Obrien and Rick Hyam
One Year Terms: Dena Finlay, Martin Power & Maureen Ziemer.

Yellowhead Hereford Breeders:
President: Don Richardson
Vice President: Jamie Richardson
Secretary: Patti Pyy pyys85@gmail.com
Treasurer: Janice Tapp
Area Reps: Haley Bell, Bonnie Morley, Leslie Richardson, Ken Rose. Weston Warkentin
BCHA Rep: Sheila Solmonson
rockin6sfarms@hotmail.com
Bull Sale Rep: Trevor Tapp

West Coast Hereford:
President: Nathan Reimer
Vice President: Clint Smith
Secretary/Treasurer: Laurie Smith
csmithherefords@gmail.com
Directors: Daryl Kirton, Greg Peter
BCHA Rep: Murray Gore mgore1@telus.net

New members are always welcome!

B.C. Hereford Association Comparative Income Statement

	2018	2019	2020
REVENUE			
CHA Levy Revenue	6,520.50	5,859.00	5,184.00
Sales Levies Revenue	1,129.50	1,230.50	947.25
AGM Fundraiser	585.00	226.00	-
Magazine Revenue	15,848.75	-	-
Newsletter Advertising Revenue	270.00	450.00	1,255.00
Term Deposit Revenue	573.10	635.28	735.43
Other Income	-	1,384.18	1,050.00
TOTAL REVENUE	**24,926.85**	**9,784.96**	**9,171.68**
EXPENSE			
Beef in BC Advertising	3,240.30	2,494.80	2,896.43
Country Life Advertising	3,456.90	2,835.00	2,226.00
Event Advertising & Promotions	2,897.39	2,101.44	2,179.49
Insurance/Professional Fees	1,305.00	1,360.00	1,620.00
Interest & Bank Charges	104.97	46.50	27.29
4H/Club Sponsorship Fees	1,465.18	125.91	-
Signs Expense	262.50	262.50	262.50
Telephone/Conference Calls	183.31	71.88	123.19
Newsletter & Printing & Postage	399.74	143.56	12.22
Magazine Publication & Distribution	4,692.80	-	-
Special Publiction Expense	-	-	-
Misc Expense	556.90	316.75	265.64
Directors Expense	-	645.55	-
BCCA AGM Expense	133.70	628.00	312.42
TOTAL EXPENSE	**18,698.69**	**11,031.89**	**9,925.18**
NET INCOME BEFORE OTHER ITEMS	6,228.16	(1,246.93)	(735.50
BONANZA ACCOUNT			
Balance January 1 2019	-	14,934.70	10,005.29
Bank interest 2019	-	94.53	31.13
TOTAL REVENUE	**-**	**15,029.23**	**10,036.42**
BONANZA EXPENSE			
2018 adult Advisor		1,790.44	-
2019 Adult Advisor	-	3,580.00	-
Bank charges	-	3.00	27.00
Banking error	-		349.50
TOTAL BONANZA 2019 EXPENSE	**-**	**5,373.44**	**376.50**
BALANCE		**9,655.79**	**9,659.92**

B.C. Hereford Association
Comparative Balance Sheet

	As at 12/31/18	2019	2020
ASSET			
Current Assets			
RBC Bank Account	29,625.87	26,142.14	24703,58
RBC Bank - Bonanza 2017	14,941.44	9,655.79	9659.45
Total Cash	44,587.31	35,797.93	34,363.03
Term Deposit #178070014	0.00		
Term Deposit #178070018	0.00	0.00	
Term Deposit #178070024	37,715.92	38,351.20	
Investments Total	37,715.92	35,351.20	39,086.60
Accounts Receivable - not linked	0.00	0.00	0
Total Receivable	0.00	0.00	0.00
Total Current Assets	82,283.23	0.00	73,449.63
TOTAL ASSET	82,283.23	74,149.13	73,449.63
LIABILITY			
Current Liabilities			
Accounts Payable	0.00	0.00	0.00
Total Current Liabilities	0.00	0.00	0.00
Long Term Liabilities			
Southern Interior Reserve Fund 2014	2,426.18	2,426.18	2,426.18
Bonanza 2017 Reserve Fund	14,941.44	9,655.79	9,659.45
Total Long Term Liabilities	17,367.62	0.00	12,085.63
TOTAL LIABILITY	17,367.62	0.00	12,085.63
EQUITY			
Members' Equity			
Members' equity	27,436.49	27,436.49	73,449.63
Total Members' Equity	27,436.49	27,436.49	73,449.63
TOTAL EQUITY	27,436.49	27,436.49	73,449.63
LIABILITIES AND EQUITY	44,804.11	75,750.65	73,449.63

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BC Junior Hereford Association Report

The BC Junior Hereford Association members are eagerly looking forward to attending the Alberta Junior Hereford Show and Bonanza 2021 this summer.

2021 Executive:
President: Weston Warkentin
Vice-President: Everett Himech
Secretary: Lexi Halvorson

CJHA Delegates: Weston Warkentin and Lexi Halvorson

Adult Advisor: Kari Lynn Hoffman
Northern BC Adult Rep: Jamie Richardson
Coastal BC Adult Rep: Stacey Willmon

Have you checked out the BCJHA Facebook and Instagram social media pages yet? We can be found on Facebook and Instagram @bcjrhererford.

We had a very successful wild rag fundraiser in February 2021. Ranch Life Wild Rags offered us 12 custom wild rag designs and we sold 120 wild rags and raised a total of $2,585. Thank you to everyone who supported us. We sincerely appreciate your support.

Bonanza 2021 is in Brandon, Manitoba this summer from July 28th to 31st. Entries close on May 31st. We have also been invited to attend the Alberta Junior Hereford Show on July 16th to 18th in Okotoks, Alberta. We would love for you to join the BC Juniors at these great events.

The BC Juniors are excited to start planning an online auction for August 2021. We would be happy to accept donations of items for our upcoming auction.

Our national delegates are gathering orders for the 2021 Heifer Lottery Project and the 2022 CJHA calendar. If you are interested in finding out more about being a CJHA Heifer Lottery Sale (or private treaty) or having a business card ad or a fullpage ad in the 2022 CJHA calendar, please contact Weston or Lexi.

BCJHA Contacts

Weston Warkentin	Lexi Halvorson	Kari Lynn Hoffman
hockeywest15@hotmail.ca	Alexiskhimech@gmail.com	longlakecattle@outlook.com
President	Secretary	BC Adult Advisor

Advertising by BCHA during the "BCHA Fiscal year of 2020"

1. We continued to advertise in all six issues of **Beef in BC** every year. Our message mirrors the CHA except when we have a local message such as our Bull sales in the spring or our fairs and AGM etc. Circulation is to every member of the BC Cattlemen's Association plus associated Government officials for print run of 1500. All are 4 color and we vary size depending on the message and its importance for our members.

2. We advertised monthly in the **Country Life in BC** newspaper which goes to 9000 plus addresses in all parts of the BC Agriculture scene, similar message as Beef in BC. Again, all ads are now color, and we have variation in size of ad dictated by importance of the message. In return we are listed as a link on their web site under the heading of AGRI LINKS and Country Life advertises in both our newsletter and our Directory.

3. We continued to support the sale catalogues with ads in **Williams Lake Bull Sale** and the **Vanderhoof Bull Sale**. We also have an ad in OII Livestock Brand Book which was renewed in 2018 and again in 2020. We have a policy to advertise in the Fair catalogues if they are hosting a MOE show AND they request the ad. We do not advertise in other fair catalogues. We did not advertise in any fair catalogues in 2020

4. **BCHA Newsletter**, was sent out by email to most members 3X a year, posted on our web site and mailed to a few members without internet access.

5. In November 2019 the **BC Hereford social media page** was launched
activities on their operation, include their family's interactions with Hereford cattle, 4-H projects, cattle
to foster communications between all Hereford enthusiasts in our province. We asked members to share posts of their day to day show and club activities. It is also a place to ask questions of other members and to share knowledge. As of today we have 95 members who can post while the groups posts can be read by anyone on FaceBook.

6. The BCHA advertising committee developed and managed **a full page ad in the March Beef in BC** for BCHA Members with bulls selling in both the Vanderhoof and Williams Lake Annual Bull Sales. This was an evolution of the ad we did in 2019 in the Canadian Hereford February digest. We made the decision to go to Beef in BC as it better served our customers in a timely fashion just nicely before these sales. The Association paid half and each of the seven consignors paid their share of the remainder.

7. The **Hereford Influence "Bonanza 2017"** edition which was dedicated to raising funds for Bonanza 2017 was still distributed in auction markets, the CHA office and at the Cattlemen conventions in 2020.

8. We had published the **2018-20 BC Hereford Directory & Handbook** in 2018 with 3500 copies. There are still copies being distributed at auction markets in 2020 and in November 2020 we reached out to members and commercial supporters to build the new 2021-23 Directory which was published and circulated this spring.

9. The BC Hereford Directory & Handbook 2018-2020 along with the last 2015-2017 edition, as well as past editions of The Hereford Influence, can all be found on **the World Wide Web** on Issuu.com as a "flip books" with good coverage around the world.

10**. BC Hereford.ca** web site is up to date but I feel it truly lacks any participation by breeders sending me fresh materials to post. We have decent traffic each month. Current BCHA News Letters are available
in color on the web site. It is more a member's resource than a window to the commercial breeders for our members. Social media has replaced the web site as our primary digital marketing tool.

11. We pay to have **BCHA signs** in the 3 BC Livestock Auction Market sale rings.

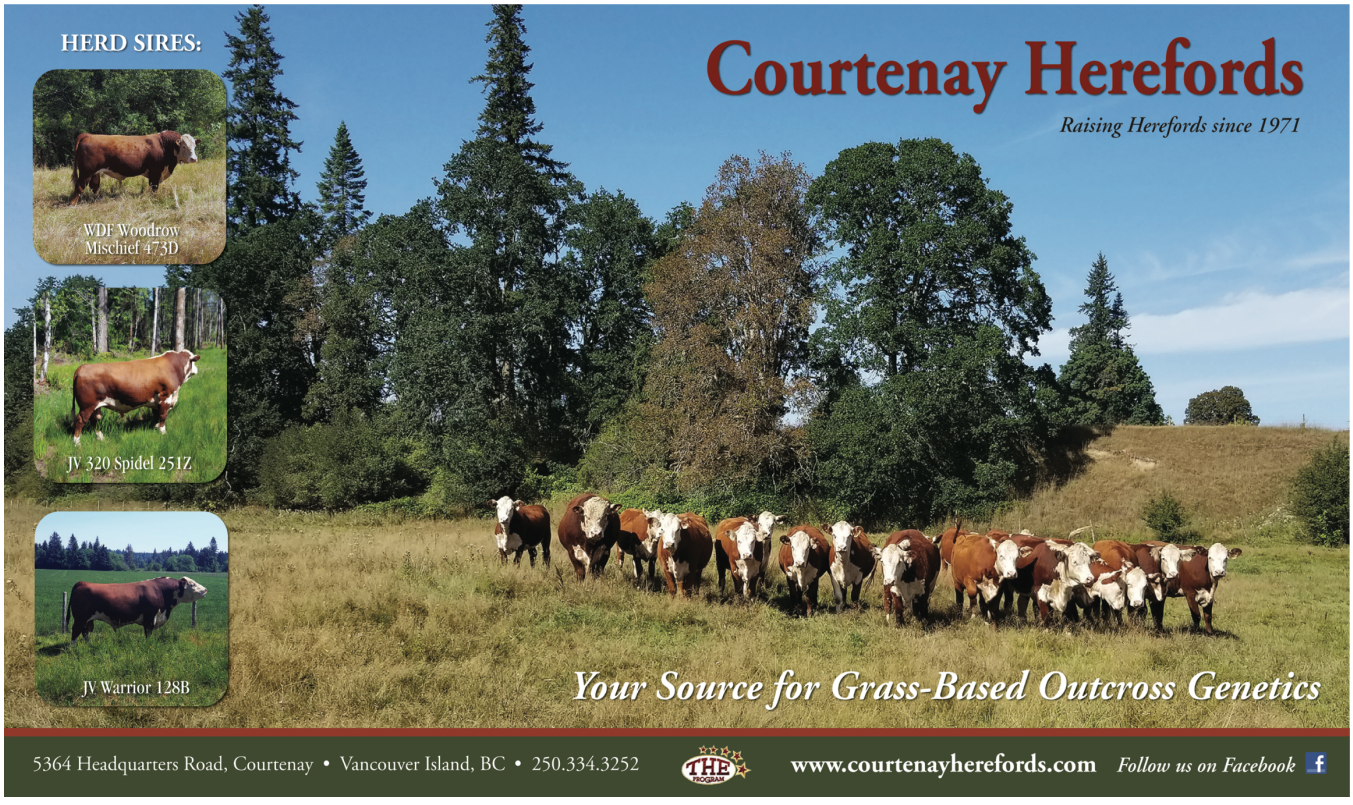
12. We pay for **awards to various 4-H shows** and get advertising credits in many show books as a result.

13. BCHA is a **Corporate Sponsor of the BC Cattlemen's Association** and as such gets preferred exposure at the BC Cattlemen's Convention and a listing on their web site at http://www.cattlemen.bc.ca/ with a link to our web site.

14. The normal sponsorship for two **Bull Sale socials & Club field days** each year to show commitment to the commercial cattle industry did not occur in 2020 due to the Covid-19 pandemic.

15. Please remember that it is the breeders' commitment to support these directories, Hereford Influence magazines, web sites and social media pages which allow us to fund our advertising budget for the BCHA and create a Hereford presence in the Cattle Industry of BC. It is much more effective when members drive the programs by participating and actively promoting our breed in every corner of the great province. We can provide tools but you as members have to create the "buzz" whenever you get the opportunity.

Prepared for presentation to Annual General Meeting of BC Hereford Association via Zoom on June 7, 2021 by Don Richardson, Director at Large



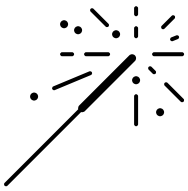
Newsletter Report for 2020

The newsletter was published three times in 2020 despite the lack of the usual activities taking place during the year. It has been able to generate revenue for the Association since being distributed to most members via e-mail. Members who do not have access to e-mail or who request a hard copy still receive the newsletter via Canada Post.

Thank you to our commercial advertisers, AgSafe and Country Life, who support us by advertising each issue. We also have several dedicated breeders who use the newsletters to regularly advertise their programs. Thank you for your continued support to: Cedar Meadow Ranch,
Copper Creek Ranch
Copper-T Ranch
Courtenay Herefords
Richardson Ranch.

The plan is to publish twice more in 2021. Please consider sending in your news, photos and ads. Any help would be most appreciated.

Submitted by Janice Tapp



CONGRATULATIONS TO DARYL KIRTON, 3-D-L HEREFORDS, ABBOTSFORD CHA Honour Roll Recipient 2021

The BC Hereford Association has learned that a long-standing member of the BCHA, Daryl Kirton has been selected as a Canadian Hereford Association Honour Roll Recipient for 2021. To achieve this award, a person must be nominated by a member or members. He or she has to have demonstated personal accomplishments in both Hereford & Non-Hereford activities. The nominee also has to have participated in the family, community, provincial, national and international events of the Hereford world. This award is given to CHA members who have demonstrated leadership and commitment to their provincial and national Hereford Associations.

Daryl's nomination form showed an excellence in all catagories and the CHA Board was very pleased to acknowledge Daryl as a worthy recipient of a CHA Honour Roll Award.

Canadian Hereford Association Report

Prepared for BCHA AGM by Stephen Scott

Review of 2020:

Financials/Statistics:

Financially, the CHA had a strong year, realising approximately $100,000 in revenue after depreciation and special projects. Most operations expenses for the Association were very similar to previous years, except a decrease to travel costs. The federal rebate to employers and utilization of our Market Development (travel) grant (which was re-purposed as a more general marketing grant), led to the realization of this profit, even with our decreased registry revenue.

Nationally the CHA had 836 annual members, 3551 transfers and 11,381 registrations. All areas declined slightly, whereby in 2019 the CHA had 843 annual members, 4483 transfers and 12,002 registrations. We are attributing this change to a lower number of dispersals, and covid. Some sales, and most all shows were canceled in 2020.

British Columbia had 77 members (80 in 2019), 137 transfers (140 in 2019) and 552 registration (558 in 2019).

Mandibulofacial Dysostosis (MD):

Since MD tests have been made available there has been approximately 1000 animals tested for MD in Canada. The CHA has made the MD test available as a stand-alone test to encourage breeders to screen for MD. We recognize that there are animals being sold that are connected to carrier pedigrees and have not been tested; these animals should be tested by owner prior to sale so buyers are fully aware of the status of these animals. There is no need to test animals that completely unrelated to SHF WONDER M326 W18 ET, or where related animals back in the pedigree have tested free. We urge all breeders to test in-order to make informed breeding decision and ask breeders to not sell untested, suspect, animals.

Beware that once the MD markers are incorporated into the standard test, the MD standalone will most likely not be available.

Staff

In January the CHA hired two new Member Service staff. Tara MacIntosh Brazier and Katie Parnell are being trained in all aspects of our services from memberships, registry, DNA, performance and everything in-between. We are striving to have all member service staff fully trained to complete any request, for a more streamlined member experience. Please welcome Tara and Katie to the Hereford team!

2021 Hereford Week in Canada

Planning is underway for the Hereford Week in Canada. Although much seems uncertain at this point, we are moving forward with **goal** of hosting in-person Bonanza and an in-person AGM and meeting schedule. We recognize and appreciate that not everyone will be able to attend, or will feel comfortable attending, so we are planning to incorporate online resources to keep everyone informed and engaged. As much uncertainty still looms around having in person meetings and events, keep an eye on your email for updates from the CHA on the AGM and Bonanza.

Registration packages will be posted to Hereford.ca soon.

Bonanza: July 28 – 31, 2021 (Keystone Centre, Brandon MB)
CHA AGM: Friday, July 30th

MOE Shows:

All the MOE shows have been approved for 2021, we hope that all can be held as planned, but if modifications need to be made on the fly, the CHA will support and be understanding of any changes that need to be made by the MOE show. Minimums will still apply to the points allotted.
National Show 2021: Agribition
National Show 2022: Royal

2021 KGF Scholarships

Remember if you have youth that are entering post-secondary, currently in college or university or are perusing graduate studies the KGF website has some great scholarships available. It's important to point out that the Hereford youth scholarship can be awarded to anyone who grew up using Herefords in their commercial operation, so please spread the word to your commercial buyers. Deadlines for the KGF Scholarships begin in May so be sure to check out: www.keithgilmorefoundation.com

2021 CHA Online System

The CHA has been promising a new online system for 2 years now and I sorry to inform everyone that it's still not done. We have a plan with ABRI to implement and roll out this summer. But to be honest we had that same plan last year – so hold tight, we're working on it. We'll let everyone know when there is a new system ready to go. ABRI has been a great company to work with over the past several years, but as technology has changed, they have had to start transitioning their business model, so we're stuck for a bit until they iron this out.

CHA Strategic Marketing Plan

The CHA Board has been hard at work, with the goal of developing a strategic plan for the Association and the breed. There have been many hours spent on zoom calls over the last year, and this has resulted in an extremely comprehensive Marketing Framework report. This report for the breed was developed through consultation with members, commercial cattleman and feeders. The next steps are to take the findings in the marketing framework and develop it into a longer-term strategic plan that can move the breed forward.

At the core of the framework, was six "Must Win Battles" for the breed. These battles were defined by industry consultation to address how Hereford needs to position itself in the beef market to remain relevant and grow in popularity. Some of these things aren't new but, the development of a strategic plan will provide structure and focus on the issues at hand and will provide the CHA membership a clearer picture of what the commercial industry is desiring.

Must Win Battles:

1. Empower breeders to commit to a coherent and consistent strategy
2. Be a Maternal Ingredient for productive crossbreeding programs
3. Affirm Hereford as the most cost-efficient beef breed
4. Improve Hereford's influence in producing a quality carcass
5. Dispel the image of Hereford as yesterday's breed
6. Connect as a breed of choice for upcoming generations of cattle producers

The projects and strategies that will make up the final "Strategic Marketing Plan" are being developed directly from information gathered during the consultation process. It is too early at this time to release information on the specifics of the plan, as much is to be finalized. The CHA is proposing to launch the detailed "Strategic Marketing Plan" at the CHA AGM in July.

A key component to our "Strategic Marketing Plan" will be the CHA's "Breed Strategy". The "Breed Strategy" component of the plan will give guidance to breeders on the areas of breed improvement that we need to tackle in-order to grow commercial acceptance and change the perception of Hereford in the wider industry. The breed has some challenges to address, but by developing a comprehensive communication plan coupled with a targeted breed strategy, there is so much opportunity for the breed to grow.

To keep our members informed, the CHA will be holding a member webinar, on May 12th, to present the completed Marketing Framework report. During this webinar the membership will be presented with our findings during the consultation process which will shed light on the CHA Board's approach to the developing the final Strategic Marketing Plan. The CHA office emailed out members a Zoom link in the for a webinar to update everyone on the Strategic Marketing Framework report. This meeting will be recorded and the link to the recording will be forwarded to all members after the meeting.

In order to move the breed forward and stay relevant in the commercial industry the Association is going to have to make a significant investment to change the perception of Hereford cattle. Canadian Hereford breeders are also going to have to address the selection decisions they are making in their breeding programs in order to position the breed in a positive light for commercial buyers. This plan is being developed for the betterment of the breed and all CHA members. It is being developed with serious thought and appreciation for all our members. However, we recognize that now is the time to invest for the future of our breeders and the Association.

New Workers

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THE PROGRAM

Trevor & Janice Tapp
Phone: 250-699-6466
E-mail: ttapp@bcgroup.net

Bill, Jamie, Jesse & Rayna Lloyd
Phone: 250-699-1342
E-mail: Lloydscc@outlook.com

Check our website for more information

WWW.COPPERTRANCH.COM

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