



Canadian Sheep Breeders' Association

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La Société Canadienne des Éleveurs de Moutons

2011 CSBA SPRING UPDATE

The Year in Review

2010 was a successful year for the Canadian Sheep Breeders' Association.

Operational highlights:

- 1) National increases in memberships (4%), transfers (5.8%) and registrations (9%).
- 2) A profitable All Canada Sheep Classic held in Richmond, QC with 161 sheep selling for an average of \$558 for ewes and \$619 for rams.
- 3) Applications from the Canadian Finnsheep Breeders' Association and the California Red Sheep breeders to join the CSBA's registry.
- 4) Funding supplied to Agribition, The Royal Ontario Winter Fair, and several 4-H clubs across Canada.

Personnel changes:

2010 was also a year of transition for the CSBA. Following five years of dedicated work, Cathy Gallivan resigned from her position as secretary-treasurer. With Cathy's resignation, the board decided to expand the secretary-treasurer role and create a half-time general manager position with the intention of moving the business plan forward and reducing director workload. Dr. Stacey White, a veterinarian with additional education in leadership, training and executive coaching, was hired as the CSBA's general manager and began working for the CSBA in early December. Stacey continues to work part-time in a clinic and he generally dedicates Tuesday, Wednesday and Friday to the CSBA. Although the CSBA's mailing address has changed, the toll free number and email address remain the same.

Moving Forward

The Purebred Sheep Breeders of Nova Scotia hosted the CSBA's Annual General Meeting, and wonderful lobster lunch, in Truro on March 5th. The meeting included guest speakers and local farm tours. The CSBA congratulates and thanks Bruce Sinclair and the local breeders for their tireless chauffeuring, dedicated planning and detailed organization. The minutes of the AGM are included with this letter.

The 2010 Auditor's Report was discussed at the AGM and is available on the CSBA website (www.sheepbreeders.ca). Due to a delay in hiring the general manager and the decision to not print new promotional materials until the new breeds were approved, the CSBA had an unexpected profit last year. For 2011, the board carefully planned and approved a balanced budget to support numerous developments in the upcoming year.

The board held its annual directors' meeting on the Thursday, Friday and Sunday surrounding the Annual General Meeting. The following key areas were discussed in detail:

1) Member Support: Newsletters, website expansion, promotional materials and event funding received significant attention. The board wants to provide members with the tools necessary to produce and market high quality breeding stock and discussed various ways to support members in this endeavor.

The boards' goals for 2011 include:

- a) Newsletter updates produced for members several times annually: The newsletters will be simple so that they can be easily emailed from the CLRC or downloaded from the CSBA's website. If you wish to receive the CSBA's newsletter, please make sure that the CLRC has your email address on file. Occasionally, newsletters will be included in packages mailed out through the CLRC and excerpts may be placed in national or provincial publications. Paper copies of the newsletter will be mailed to individual members upon request.
- b) Website expansion: The CSBA intends to expand the current website to include detailed information on the Classic, provincial purebred sale results, a printable contract template for the sale of purebred sheep, an information package to provide to the purchaser of purebred sheep, updated links to industry partners and fully bilingual documents. The CSBA also intends to create a Facebook page.
- c) Promotional material: The board has allocated funds for printing new breed books and posters in 2011. The CSBA will also develop display booths to be used at events across Canada. Support will continue to be provided to provincial level 4-H sheep events and national sheep shows and sales. 41 requests for funding were received this year. The board decided to provide funding to five provincial 4-H events, The Ontario Royal Winter Fair and Agribition in 2011.
- d) Constitution: Over the next year, the board will update and amend the constitution for accuracy and clarity.

2) National Flock Integrity: Parentage testing is an integral part of maintaining the integrity of Canada's purebred sheep industry. The CSBA requests parentage testing on every 500th animal submitted for registration. The CSBA will allow 1 full year to have the test completed. If the randomly selected animal, or alternate animal, is not tested within 1 year, all registration papers for that breeder will be held until the breeder complies with the testing. The CSBA provides a \$60 grant to assist with the cost incurred in parentage testing. Please do not hesitate to contact Stacey (CSBA office) or Lorna (sheep registrar at the CLRC) for assistance, if you are randomly selected for parentage testing.

3) Industry cooperation: The CSBA will continue to work with the Canadian Sheep Federation, Scrapie Canada, the Canadian Livestock Genetics Association, Canadian Food Inspection Agency and Agriculture and Agri-Food Canada to represent the concerns of purebred sheep producers.

4) 2011 All Canada Classic: The Grasslands All Canada Classic will be held in Drake, SK. Application packages were mailed out in early March. The deadline for entry and advertising is April 29, 2011. Accommodation options are available on the CSBA's website. Please contact the CSBA office if you have questions. We look forward to seeing you there!

Numerous other topics were discussed and will continue to be addressed. The CSBA board has prioritized 2011's actions to best meet the needs of members. Please do not hesitate to offer feedback and suggestions to your provincial director or the general manager, Stacey White. Contact information for the directors and Stacey, the updated Business Plan, committees and the Auditor's report are all available on the website. The CSBA's phone number is 1-866-956-1116.

In order to stay on the CLRC's mailing list, it is important to have a current CSBA membership. Please renew your membership now by contacting the CLRC on-line at www.clrc.ca or by calling Lorna at 1 (877) 833-7110 ext. 306.