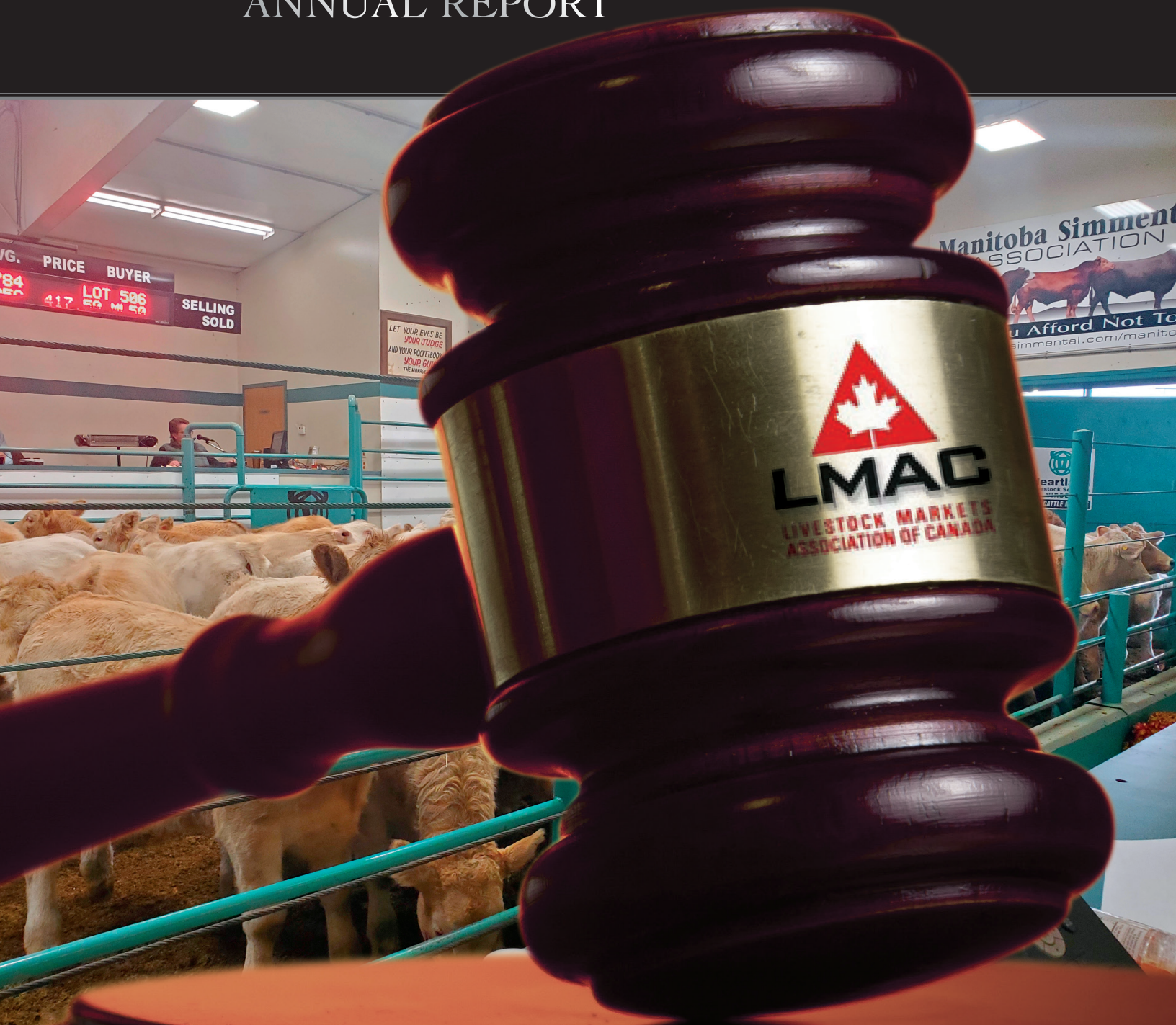




2024-2025

ANNUAL REPORT



LMAC PRESIDENTS 1979-2023

June 2023 - 2026	Craig Jacklin, Ponoka, AB
January 2021-2023	Brock Taylor, Reston, MB
June 2017-2021	Rob Bergevin, Stavely, AB
June 2015-2017	Scott Anderson, Winnipeg, MB
June 2013-2014	Ken Perlich, Lethbridge, AB
June 2010-2013	Jim Abel, Stettler, AB
June 2008-2010	Mike Fleury, Saskatoon, SK
June 2006-2008	Tom Vicars, Kamloops, BC
June 2004-2006	Larry Witzel, Waterloo, ON
June 2002-2004	Gene Parks, Brandon, MB
June 2000-2002	Steve Spratt, Ottawa, ON
June 1998-2000	Blair Vold, Ponoka, AB
June 1996-1998	Rick Wright, Virden, MB
June 1995-1996	Stewart Brown, Melbourne, ON
June 1993-1995	Ron Northcott, Regina, SK
June 1991-1993	Ron Sim, Red Deer, AB
June 1989-1991	Jack McKennitt, Morden, MB
June 1987-1989	Jim Wideman, Waterloo, ON
June 1985-1987	Bill Jameson, Moose Jaw, SK
June 1983-1985	Bruce Whyte, Kamloops, BC
June 1981-1983	Ralph Vold, Ponoka, AB
June 1979-1981	Emerson Gill, Grand Bend, ON

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President's REPORT



It's a privilege to provide this update as president of the Livestock Market Association of Canada. Over the past year, I've had the opportunity to represent LMAC at key industry events and meetings, both nationally and internationally, as

we continue to build connections and advocate for the interests of our members.

This past season, I had the honour of attending the World Champion Auctioneer Competition in Oklahoma alongside industry veteran Rick Wright. It was a privilege to observe Rick as he served as the first ever Canadian judge at this prestigious competition. The event was not only a showcase of incredible talent but also an opportunity to network and represent Canadian auction markets on an international stage.

While in Oklahoma, I also took part in numerous meetings on behalf of LMAC. These sessions offered valuable insight into industry practices and gave me the opportunity to connect with a wide range of professionals across the cattle industry. Strengthening these relationships is a key part of ensuring LMAC continues to be a strong voice both nationally and beyond.

This spring, I also attended the Alberta Beef Industry Conference, another important event for our industry. The conversations and sessions there further highlighted the challenges and opportunities facing our sector.

I am very pleased to announce a significant step forward for LMAC: we are now a voting member of the Canadian Cattle Association Board. This achievement marks a major milestone in our ongoing efforts to ensure auction markets have a seat at the table in shaping national cattle policy.

This accomplishment would not have been possible without the generous financial support from the AAMA, MLMA, and OLAMA. On behalf of LMAC, I extend sincere thanks for your commitment to advancing our shared goals.

I also want to take a moment to recognize the incredible strength of our leadership team. We have the strongest group of directors we've ever had, and their willingness to represent LMAC by sitting on various boards and committees throughout the industry is truly commendable. Their dedication and expertise are vital to our continued success.

Looking ahead, I want to draw your attention to the upcoming traceability regulations and mandatory movement reporting. These changes are potentially only months away, and we are actively monitoring developments. We will ensure our members are kept informed as these regulations evolve.

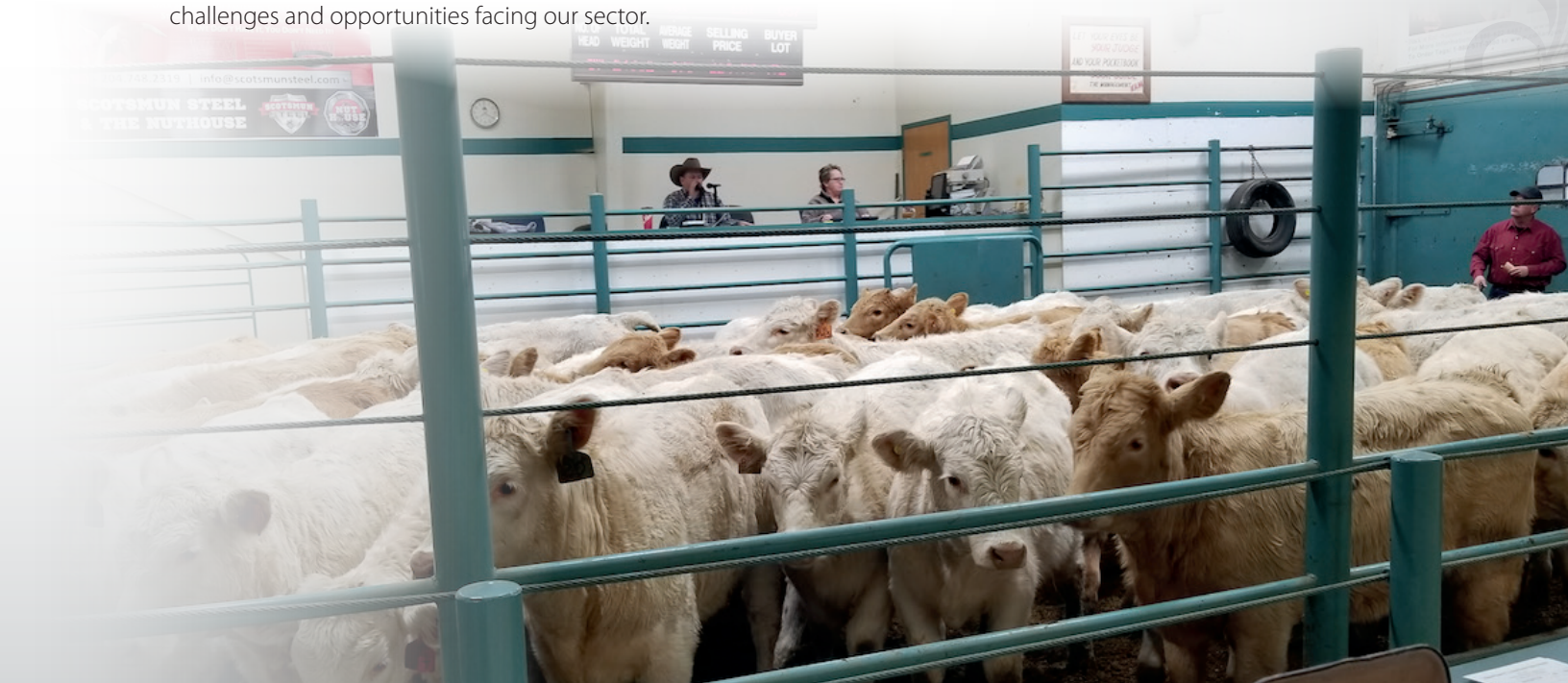
Thank you to all of our members for your ongoing support and engagement. Together, we continue to strengthen our industry and our voice across Canada.

Respectfully submitted,

Craig Jacklin

President

Livestock Market Association of Canada



LMAC Board of Directors

LMAC MAKES A DIFFERENCE! Strong Membership Makes a Difference!

The Livestock Markets Association of Canada's Board of Directors represents the livestock marketing industry on a number of issues that support the sustainability of our industry.

LMAC is made up of five appointed directors, one from each province west of Quebec, and five directors-at-large elected by the membership at the Annual General Meeting. The executive is appointed at the recommendation of the board of directors, with approval from the membership. The LMAC board of directors meets twice a year in person and deals with committee meetings and other issues via conference calls. Some of the board members serve on external committees such as Canadian Cattle Identification Agency, CCA and IGAC. LMAC is always looking for new directors to fill the directors-at-large positions on the board. If you are interested in serving the marketing industry on the LMAC board, please contact Craig Jacklin or Rick Wright about letting your name stand. This is an excellent opportunity to work with and become one of the marketing industry's leaders. Be a leader not a follower. Any LMAC member in good standing may be nominated. Any employee of a member in good standing may be nominated provided the member appoints that person as their voting delegate.



CRAIG JACKLIN - LMAC President Craig has been a Director-at-Large since 2017. He is the Operations Manager for the VJV Livestock Marketing Group and is responsible for 5 auction markets in Alberta and British Columbia. Craig has become more involved with CCA and works closely with our major corporate sponsors. He has completed his second year as LMAC President and has been a very effective leader. Craig served as President of the Alberta Auction Markets and on many committees. He has brought over 25 years of experience to the table which has been very beneficial to LMAC.



BROCK TAYLOR – LMAC Past-President Brock is co-owner of Taylor Auctions, in Melita, Manitoba. He re-opened the livestock auction in Melita. They also provide export testing. The Taylor family is synonymous with the auction business in Manitoba and Saskatchewan. Brock is also past president of the Manitoba Livestock Marketing Association.



ALLAN MUNROE - LMAC Vice-President Allan owns the Killarney Auction Mart in southern Manitoba. He is the President of the Manitoba Livestock Marketing Association. He has been on the LMAC Board of Directors since 2022. Allan has been an active member of both MLMA and LMAC. He has competed 4 years as the Manitoba delegate to LMAC. He sits on the LMAC "Best Practices" development committee and the Beef Coalition working group.



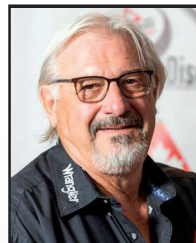
LARRY WITZEL is the owner-operator of the Ontario Livestock Exchange in Waterloo, Ontario. Larry has been on the LMAC board for over 25 years and is the appointed delegate from Ontario. Larry serves on a number of important LMAC committees and is respected by both industry and government. Larry Witzel was rewarded for his dedication to LMAC by being inducted into the LMAC Hall of Fame. He has served as President of both LMAC and OLAMA. Larry's market was the host of the 2024 Convention.



RICK WRIGHT is often referred to as "the face of" LMAC. He has served on the LMAC Board for over 30 years. Rick has been in the cattle market industry for 45 years as both a market operator and order buyer. He currently order buys cattle for JGL Livestock and operates his own cattle consulting business. He has been the CEO of LMAC since 2014. He is the liaison with CCA and sits on a number of committees on behalf of LMAC. He is a director-at-large, past President of LMAC and a Hall of Fame inductee.



TYLER CRONKHITE He is manager of the SALE Cowtown Livestock Exchange in Maple Creek, SK. He was re-appointed as the delegate representing the Livestock Marketers of Saskatchewan. He is a Man/Sask auctioneering champion and has competed in numerous LMAC competitions. He is just completing his fourth year on the LMAC board of directors. Tyler sits on the LMAC Hall of Fame selection committee.



MARK CANART is the appointed delegate representing the Mountain Livestock Markets Association of BC. Mark operates Canart Cattle Company, an order buying firm in the Kamloops area. He also operates a fleet of livestock trucks and brings valuable insight to the transportation recommendations from LMAC. Mark has over 45 years of experience in the cattle marketing and feeding industry. Mark is valued member of the LMAC Board. unavailable, Bob Miller serves as the alternate representative.



BRENT BROOKS was elected as director-at-large in 2018 and has served 2 terms. He is the owner of Northern Livestock Sales with successful branches in Lloydminster, Meadow Lake and Prince Albert, Saskatchewan. He is a very strong supporter of LMAC and serves on many committees both provincially and nationally including the "Best Practices" development committee and Beef Check Off working group. He is past - President of the Livestock Marketers of Saskatchewan and hosted the 2022 LMAC Convention in Lloydminster.



MARK FERRARO was elected as director-at-large at the 2022 and has served two terms. Mark owns and operates livestock markets at Brussels and Cookstown Ontario and recently purchased the market at Hoard's Station from the Denure family. Mark has become a very active and engaged board member. He brings a hands-on approach and passionate support to the marketing industry. Mark sits on the "Best Practices" development committee, convention committee and sponsorship committee for LMAC.



DANNY SKEELS Danny was elected to his first term on the LMAC Board of Directors in Waterloo in 2024. He is lead auctioneer for the VJV Marketing Group. He also operates a very successful purebred cattle operation and auction company. He brings a wealth of experience from the auctioneer and producer points of view to the board. Danny sits on the Auction Competition Committee.



CASEY LAWES was elected as a director at large to the LMAC at the Olds annual meeting in 2023. Casey is a third-generation livestock marketer and auctioneer. The Lawes family operates successful auction markets in Provost and Vermilion Alberta. He has completed his first term as a Director at LMAC. Casey is an accomplished auctioneer and brings a younger market operator's perspective to the LMAC Board of Directors.



PATRICK CASSIDY Patrick is the appointed representative from the Alberta Auction Markets Assoc. He is serving his first term on LMAC. Patrick is a partner at the Olds Auction Mart and is an accomplished auctioneer. He was co-chair of the host committee for the 2023 LMAC convention in Olds. Patrick is a welcome addition to the LMAC Board of Directors.



Chief Executive Officer's REPORT



Canadian Cattle Association

LMAC is pleased to announce that the Livestock Markets Association of Canada was granted a full voting membership in the Canadian Cattle Association at the CCA semi-annual meeting in Ottawa. LMAC President Craig Jacklin and CEO Rick Wright

have been attending CCA meetings and events for the past 18 months, lobbying CCA board members and staff for approval for full membership. This upgrades LMAC from an associate member with no voting privileges to a full associate member with full member privileges and responsibilities.

Gaining a full voting membership was identified by the Alberta Auction Markets Association as a priority item for 2025. Alberta had support from all of the constituent members of LMAC. Rick Wright had been attending the CCA meetings as the LMAC representative since LMAC was accepted as an associate member. The attendance at the functions by both Wright and Jacklin was a critical piece in the success of their lobbying of CCA board members.

An official application was filed in early January, with the hope that the request would make the agenda for the CCA meeting in Ottawa in March. Wright had advised the LMAC Board that he thought the time was right for the application. Some of the CCA board members who were going to be retiring or who were being replaced were supporters of the LMAC membership request. By delaying the application LMAC would have to lobby and convince new board members of the benefits that LMAC brings to the table.

At the CCA meeting, Jack Chaffe from BFO spoke strongly in favour of supporting the LMAC application. His position was reinforced by outgoing President Nathan Phinney, incoming President Tyler Fulton and Manitoba delegate Matthew Atkinson. Quebec delegate Kirk Jackson also helped with the lobbying efforts prior to the CCA meeting.

The voting membership at CCA comes with an annual membership fee set by CCA. LMAC's assessment is between \$10,000 and \$12,000 per year. Before making the application, the LMAC Board of Directors had many discussions on the financial commitment attached to the application. There was concern that LMAC may not be able to afford the commitment. The Alberta Auction Markets Association stepped forward and pledged

\$5000 per year for the next three years provided the money went toward the CCA membership.

The Manitoba Livestock Marketing Association matched the Alberta pledge, and the Ontario Livestock Auction Markets Association pledged \$3000 per year toward the CCA membership fee.

With the uncertainty of the beef trade and tariffs with the USA and movement reporting on the near horizon, LMAC will be more active. LMAC will select and appoint their official representative to CCA at the Board of Directors meeting on May 8, 2025.

CCIA

Ken Perlich was reappointed as the LMAC representative to CCA. Ken brings a leadership role to CCIA and is on the CCIA executive. Ashley Scott has completed her first year as general manager of CCIA. She is very approachable and has worked closely with LMAC. CCIA had a number of legacy board members retire or time out this year. For more CCIA information, please refer to the CCIA report in the LMAC annual report.

Initially, CCIA was a producer-led lobby group that worked under the guidance of CFIA, worked with tag manufacturers and managed data such as age verification and tag number storage. Over the past 10 years however, CCIA has transitioned to a more of a retail business. CCIA has moved completely away from lobbying for their member groups and is now focused on data storage and management, along with tag sales and distribution of traceability services and products. One of CCIA's projects this year was "Tag Retention Matters." Tag retention has been a problem topic in the past.

Movement Reporting

Regulations regarding mandatory movement reporting for livestock have been delayed once again. The proposed regulations have been published in Gazette One and the comment period has closed. CFIA has reviewed the comments and made some changes to the original proposed regulations. At the CCA meeting in Ottawa, Dr. Heather Brown from CFIA told industry that the election call puts all public discussion on pause until after the election. She advised that prior to the shutdown of government, CFIA has consulted with a number of industry groups regarding possible changes from the information in Gazette One. There is no set timeline for the publication of Gazette Two. Industry discussion speculated that with all of the world trade issues that the government will have to deal with, early 2026 may be

the earliest that Gazette Two could be published. Dr. Brown said that group movement reporting for cattle arriving at auctions and assembly yards was still included in the proposed legislation, but auction markets and assembly yards would have the permission to report individual tag numbers if they chose. The issue of group movement is an item that LMAC will be monitoring very closely. There are some industry and government groups that are concerned that group movement creates a gap in the traceability system. Those same groups feel that individual tag reading should be mandatory at all intermediate sites.

It appears that there will be no financial compensation offered by the government to intermediate sites to assist in mandatory movement reporting. LMAC will continue to lobby on behalf of the members to cover these additional costs of software programs and employee training, and time spent.

LMAC Training and Safety Handbook

This training guide was launched at the annual meeting in Waterloo in May of 2024. The handbook is a collection of materials that auction market and assembly yard operators can use to supplement their employee training programs. The material is free for LMAC members, in both hardcopy and electronic form.

LMAC is looking at working with a training expert to provide regional training sessions for LMAC members. The idea would be to have a trainer come to the intermediate sites and demonstrate proper low stress cattle handling at auctions and assembly yards.

Transfer of Care Documents

This program is now law in Canada. The compliance by producers and truckers delivering livestock to auctions and assembly yards is very low. When livestock leave the intermediate site, the site is required, upon request from the buyer or transporter, to provide information regarding when the cattle were last on feed and water and how long they were at the site. Enforcement by CFIA inspectors has been very low due to the limited number of staff.

CheckOff Fees

In the past year Alberta and Saskatchewan renegotiated the fee for collecting the checkoff provincially to 10%; Manitoba expects to have an agreement with MBP at 10% this summer. On the federal level, the Beef CheckOff Agency is reviewing how the federal checkoff program is being used. Currently, the amount of checkoff is determined where the cattle are sold. The Beef CheckOff Agency is asking that the checkoff amount be established based on the cattle's province of origin, rather than where they were sold. LMAC was asked to participate in the working group. Brent Brooks, Craig Jacklin and Rick Wright will represent LMAC in those discussions.

By-Laws and Constitution

At the 2024 annual meeting, the LMAC Board of Directors presented a list of recommended changes to the LMAC By-Laws and Constitution, the first update since 2015. The recommended changes were approved by the membership, and the amended By-Law and Constitution are now on the LMAC website.

Feed and Water Rest Stops

Alberta's strong demand for calves helped decrease the congestion at the feed and water stations at Thunder Bay. A number of LMAC members east of Moose Jaw have offered their facilities as an option for feed, water and rest. Andy Livingstone from the "Barn at Thunder Bay" reported that traffic through his facility is down 20% from a normal year. He mentioned that there are approximately 1000 head per week coming from the east destined to western feedlots, the majority being beef on dairy cross cattle. He reported the congestion this year was weather related due to road closures. The rest stop at Central, just outside of Thunder Bay, is handling the majority of the pig loads. Andy reported that there have been very few CFIA inspections on Transfer of Care or driver's logs. The biggest concern is the shortage of experienced drivers hauling cattle.

2024 Convention

Last year's convention in Waterloo was a huge success in every aspect. The attendance was very strong from members and guests. Sponsorship from both Ontario and nationally set all-time records. Attendance at the business meetings was greater than expected. Ontario members worked together to make it a very successful event. Special thanks to Larry Witzel and staff at Waterloo as the host market, and to Mark Ferraro and his staff for their help on the sponsorship drive.

LMA

President Craig Jacklin attended the LMA meetings and WLAC in Oklahoma City in June. Rick Wright also attended in his capacity as Judge of the live auction competition. Danny Skeels, Dean Edge and Brennin Jack were also in attendance. Dean and Brennin were competing. LMAC has had internal discussions on re-establishing a working relationship with LMA. With thoughts in mind the LMAC have invited LMA President, Mike Van Maanen to be one of the judges at LMAC 2025. This is the first time that anyone outside of the LMAC membership or industry partners that has been invited to participate in the Canadian Livestock Auctioneering Championship.

Respectfully Submitted

Rick Wright

CEO- Livestock Markets Association of Canada

LIVESTOCK MARKETS ASSOCIATION OF CANADA

Annual Meeting

May 25, 2024 | Homewood Inn and Suites, Waterloo, Ontario

The meeting was opened with greetings from LMAC President Craig Jacklin.

It was established that there was quorum present. It was noted that there was a very large crowd of LMAC members and guests in attendance.

LMAC elections: The membership was informed that there were two director-at-large positions to be filled at the meeting. Eligibility criteria was discussed with the membership: one vote per member market, markets with more than one market membership in their constituent province would be allowed one vote per market; members must be in good standing with LMAC to be able vote or be nominated for a position on the board of directors; employees of LMAC members may be nominated provided the member appoints the employee as their voting delegate.

The membership was informed that the following members were appointed to the LMAC Board of Directors.

Mark Canart – Mountain Markets Association

Chance Martin – Alberta Auction Markets Association

Tyler Cronkhite – Livestock Marketers of Saskatchewan

Allan Munroe – Manitoba Livestock Marketing Association

Larry Witzel – Ontario Livestock Auction Markets Association

The following are directors at large with one year remaining in their terms: **Mark Ferraro, Brent Brooks** and **Casey Lawes**.

President Jacklin called for nominees for the two positions. Nominations from the floor included:

Corey French, Perlich Bros.

Ryan Konynenbelt, Southern Alberta Livestock Exchange

Rick Wright – Rick Wright Cattle Consulting

Danny Skeels – VJV Marketing Group

There was discussion regarding the eligibility of Wright's nomination. Andrew Reeleder, Innisfail Auction Mart, questioned Wright's eligibility, as Wright is an employee of LMAC and should not be able to hold office.

It was explained that there was nothing in the by-laws that restricts or prohibits LMAC employees from holding a position on the LMAC board of directors, providing they are a member in good standing. It was established that Wright was a member in good standing of LMAC.

Ken Perlich advised the membership that if elected, Corey French would be the voting delegate for Perlich Bros. Henry Thalen advised the membership that if elected, Danny Skeels would be one of VJV's voting delegates. VJV Marketing Group has five memberships: Dawson Creek, Beaver Lodge, Rimby, Westlock and Ponoka.

All four nominees accepted the nominations.

Nominations were left open for one hour. After that one hour, no new nominations were presented.

Moved by Brock Taylor, seconded by Mark Ferraro that nominations for directors-at-large be closed.

Scrutineers from the guests present at the meeting were nominated and approved.

The voting was by secret ballot. On the first ballot Rick Wright was elected for a two-year term.

On the second ballot Danny Skeels was elected for a two-year term.

The Board of Directors recommended a list of changes to the LMAC Constitution and By-Laws. The current By-Laws and Constitution were amended in 2015.

The following changes were presented individually and were approved by a majority of the membership at the meeting.

That the LMAC board of directors recommend to the membership that the president's term of office be extended from two years to three years. That the constitution be amended to reflect the proposed change on the approval from the membership.

That the president's position be considered a protected position, and as such, the current president will remain the president until the end of his/her term and will not have to be elected or appointed to the board of directors during that time.

That the LMAC finance committee be granted the absolute authority of governing the LMAC financials. The finance committee has the authority to approve the financial reports presented by the administrator at the annual and semi-annual meetings. The finance committee would have the authority to request an audit or review from an independent third party of their choosing. The finance committee would be composed of five (5) members selected from the board of directors. If members of the current board of directors lack the necessary skill set required, the board would have the authority to appoint special members to the finance committee. The appointed members should be LMAC members in good standing.

To accurately reflect the job description for a non-profit organization, that the title of EXECUTIVE ADMINISTRATOR be changed to CHIEF EXECUTIVE OFFICER.

That Members or Appointed Members of a Constituent not in good standing may not hold office or be a director on LMAC.

That the annual membership fees for Constituent Members will be set by the LMAC Board of Directors at an in-person meeting with a quorum present and passed by a majority of the Board of Directors present. The annual fees are to be reviewed at the spring LMAC Board meeting.

That constituent members are recognized as Mountain Markets Association, Alberta Auction Markets Association, Livestock Marketers of Saskatchewan, Manitoba Livestock Marketing Association and Ontario Livestock Auction Markets Association. The three markets in Quebec are recognized as Association Members with full membership privileges and voting rights. (Saint Hyacinthe, Saint Isador, and Dannville.) LMAC recognises the Atlantic Stockyards in Nova Scotia as an Associate Member with full membership privileges.

That all references in the By-laws and Constitution to "the Corporation" be changed to "the Association".

A question was raised from the floor as to why there was no financial report in the annual report or presented at the meeting.

It was explained that the LMAC financials were for review by members only. Members can get copies upon request from their appointed delegates or directors-at-large. The reports are not available to the public, but the public is allowed to attend the annual meetings, as well as members of the media. LMAC CEO Rick Wright answered questions from the floor and reinforced that the members had access to the information through the directors and there was no benefit to LMAC to share its private information with non-members. After a lengthy discussion the following motion was put forward.

Moved By Ken Perlich, seconded by Andrew Reeleder:

That LMAC include a financial report in the annual report presented at the LMAC annual meeting. Defeated

It was recommended that this topic be discussed by the finance committee at the next in-person meeting in January 2025.

The LMAC Best Practices Handbook was presented to the membership. This document is meant to be a training and employee safety tool for livestock markets and assembly yards to have on site as reference material. Hard copies were made available to all the members. An electronic copy is also available at no cost to LMAC members. The development working committee consisted of Craig Jacklin, Allan Munroe, Mark Ferraro, Brent Brooks and Rick Wright from LMAC, Dr. Leagh Rosengren from CCA, Craig

McLaughlin from BFO and Kirk Jackson from Beef Producers of Quebec. Arnold Bielecki from the Saskatchewan Cattlemen's Association and Melissa Downing from the National Cattle Feeders Association also worked on the development of the handbook. Originally, LMAC had hoped to get CCA to endorse the handbook, and with the CCA endorsement, make it available to the public. After much discussion with CCA, LMAC decided to proceed without the CCA endorsement. LMAC was approached by Livestock Inspection Services from Alberta with a request to use the document as part of the safety training for their brand inspectors. LMAC approved the request.

There was a request from some of the members to have LMAC provide a trainer to do workshops at the markets to assist in training employees. LMAC will investigate the feasibility of such a program.

Ashey Scott, the new general manager of the Canadian Cattle Identification Agency, and Ken Perlich, the LMAC representative at CCIA, did a report on the traceability file. There is a possibility that movement reporting regulations could be in place by the spring of 2025.

Ryan Copithorne from Cows in Control did a presentation on alternative marketing options and risk management for cattle. He also looked into the crystal ball at fall prices and trends. He predicted higher markets than the previous fall and discussed declining cow numbers in both Canada and the United States.

P.C. Jones from New Line ASP gave a presentation about software packages for auction markets and buying stations.

Hubert Lau from ViewTrak discussed the changes in the software packages for ViewTrak customers, as ViewTrak is discontinuing the technical support of their dos programs.

The membership was informed that LMAC is pursuing a full voting membership with the Canadian Cattle Association. Currently LMAC is an associate member of CCA with no voting privileges. A general discussion was held, and the membership was supportive of the LMAC initiative.

The membership was informed that LMAC President Craig Jacklin would be attending the LMA convention in Oklahoma City in June as the Canadian representative. It was also announced the LMA had invited Rick Wright to be one of the live auctioneering judges at the World Livestock Auctioneering Championships at the same event. LMAC is working to rebuild a working relationship with LMA. The working relationship between the two organizations was strained during R-Calf's mandatory country of labeling campaign and during the BSE crisis.

It was announced that the 2025 LMAC convention would be held in Brandon, Manitoba.

The meeting was adjourned.

LIVESTOCK MARKETS ASSOCIATION OF CANADA

Board of Directors Meeting

January 25, 2025 | Calgary Airport Hilton, Calgary, Alberta

In attendance: Craig Jacklin, Bob Miller, Danny Skeels, Casey Lawes, Brent Brooks, Tyler Cronkhite, Brock Taylor, Allan Munroe, Rick Wright, Mark Ferraro.

Regrets: Patrick Cassidy and Larry Witzel.

President Craig Jacklin opened the meeting, and it was established there was a quorum present.

Moved By Casey Lawes, seconded by Brent Brooks: *That the minutes of the May 22, 2024, Board Meeting in Waterloo be accepted as presented. Carried.*

Moved by Allen Munroe, seconded by Bob Miller: *That the minutes of the Zoom meeting held on May 20, 2024, be accepted as presented. Carried.*

There was no business arising from the minutes of either meeting that was not included in the agenda for discussion.

The Board of Directors reviewed the committee directory for 2025. There was discussion regarding Brock Taylor's position on the board as past president expiring in May. Chance Martin is no longer the Alberta appointed delegate, resulting in his no longer being an LMAC Board member. Each committee was reviewed individually.

The following changes were made:

Animal Welfare: Brock Taylor was removed, and Bob Miller was added.

Auctioneering Competition: Chance Martin was removed, and Danny Skeels added.

Communications and Promotions: Rob Bergevin was removed, and Ab Carroll was added.

Compliance and Enforcement: Chance Martin was removed, and Mark Ferraro was added.

Convention: Chance Martin was removed, and Brent Brooks was added.

Electronic Sales was populated with Tyler Cronkhite and Brent Brooks.

Finance: Brock Taylor was removed and Mark Ferraro, was added.

Hall of Fame was combined with Memorial Honour Roll and the committees were combined to include Allen Munroe, Larry Witzel, Bob Miller, Tyler Cronkhite, Rick Wright and Casey Lawes.

Labour: Chance Martin was removed, and Brent Brooks, Casey Lawes, Allan Munroe and Mark Ferraro were added.

National Farm Animal Council: Chance Martin was removed, and Casey Lawes and Mark Ferraro were added.

Traceability and Movement Reporting: Bob Miller and Patrick Cassidy were added.

Moved by Danny Skeels, Seconded by Mark Ferraro: *That the recommended committee changes be accepted. Carried.*

The financial reports were presented to the Board. After a review,

Rick Wright reported that there were a couple of errors.

Moved by Rick Wright, seconded by Casey Lawes: *That the financial reports be tabled and corrected reports be emailed to the directors within ten (10) days of the meeting. Carried.*

Moved by Mark Ferraro, seconded by Tyler Cronkhite: *That the 2025 operating budget be accepted as presented. Carried.*

There was a review of the 2024 convention.

It was agreed by all that it was very successful convention. Attendance was at a record high, and sponsorship from Ontario was \$89,750.00, while the national drive was supported at a record \$71,500.00.

In his report, Rick Wright thanked Larry Witzel and the staff at OLEX for a great job. He also recognized Mark Ferraro for the outstanding support on the sponsorship drive.

There was some confusion on the financial report from the host committee regarding the accounts receivable from the convention. Members of the host sponsorship committee reported that some of the outstanding accounts had been collected but were still showing as a receivable. Rick Wright was instructed to contact Mike Mozer for clarification and report back to the board.

The board was given a complete breakdown of expenses from the convention. The report showed that the 2024 convention was one of the costliest conventions but was projected to be one of the most profitable.

The board of directors reviewed the membership list, and each province make their changes.

The Manitoba members gave a 2025 convention report which included a proposed agenda. The convention will be held May 8 – 11, 2025, in Brandon, Manitoba. The Auctioneering Championship will be held on May 9 at Heartland Livestock Services in Virden. Rick Wright and Allan Munroe will co-chair the host committee. Convention Central will be the Clarion Hotel and Suites in Brandon. The annual business meeting will be held on Saturday morning, and there will be a cattle stock dog demonstration in the afternoon. The awards night will be promoted as the "Red Carpet Awards Banquet" with formal/semi-formal attire suggested.

The price of registration fees for the convention was discussed.

Moved by Allan Munroe, seconded by Bob Miller: *That the 2025 convention registration fees remain at \$350.00 per person, with the same discounts as last year offered to sponsors. Carried.*

There was discussion regarding the Calcutta and the high total receipts in Waterloo. The board agreed there was no way to limit the potential growth of this event.

There was serious discussion regarding a potential "code of conduct" for auctioneers participating in the Canadian Livestock Auctioneering Championships.

An in-camera session was called to discuss the reasons for this discussion.

Moved by Rick Wright, seconded by Mark Ferraro:

That the LMAC meeting move to in-camera at 10:50 A.M. Carried.

The board came out of in-camera at 11:20 A.M.

It was decided that moving forward, the Champion will be required to sign an agreement with LMAC as part of the championship. All auctioneers will be presented with a copy of the agreement prior to the competition.

Moved by Danny Skeels, seconded by Tyler Cronkhite: *That auctioneers be presented with a set of guidelines that they would be required to follow if they are crowned the Canadian Livestock Auctioneering Champion. Carried.*

There was also discussion regarding limiting the liability of the host market and/or LMAC in the event of a dispute between the market and a buyer or a seller due to an error on the part of the auctioneer.

The following are actions that have happened or could happen at a competition, especially with less experienced auctioneers.

- a. an auctioneer sells the cattle at a substantially lower price than the bid price, far below fair market value.
- b. The auctioneer calls the price to the clerk as less than what was bid.
- c. The auctioneer calls the selling price substantially higher than the bid price to the buyer
- d. There is a dispute between the auctioneer and the seller or the buyer when the auctioneer has made a mistake.

It was recommended that the host market have a person assigned to monitor the prices and re-open the sale of the cattle prior to starting the next draft. It was also recommended that the LMAC master of ceremonies also pay extra attention to the prices the auctioneer calls to the clerk. If there is a discrepancy, the matter is to be settled prior to the next draft being sold. This should reduce the risk of the host market or LMAC having to make a financial adjustment for cattle sold during the competition.

There was discussion on renaming the "Most Congenial Auctioneer" award. The current title does not accurately reflect the qualities required by an auctioneer to win the award. It is meant to reflect professionalism, sportsmanship, and the willingness to help other auctioneers and industry partners in promoting the auction system of selling cattle. The individual is selected by his/her peers and may not necessarily be the best bid caller, but rather someone you would hire to represent your firm. Rick Wright advised the board that he had discussed the change with the current sponsor Whitewood Livestock, and they were in full agreement with exploring a name change.

Moved by Danny Skeels, seconded by Casey Lawes: *That the Most Congenial Auctioneer buckle be changed to the People's Choice Award and that the selection process by auctioneers in the competition remain the same. Carried*

The topic of sponsorship was discussed. The board was informed by the Manitoba representatives that there was concern that they would be approaching the same sponsors who support the MLMA Cattlemen's Golf Tournament. This event is a major fund raiser for the MLMA each year. The Manitoba board members suggested that the solution would be to offer those potential sponsors a "two-for-one" deal. There would only be one sponsorship drive, and sponsorships would cover both events. It is hoped that the Manitoba portion of the potential profit would

offset the shortfall in revenue at the golf event. The board agreed with the Manitoba plan.

The board discussed the sponsorship levels and agreed to maintain the current levels. The LMAC board members were presented with their national sponsorship drive assignments.

There was discussion on including a financial statement in the annual report. The motion to have a complete financial statement in the annual report was soundly defeated the annual meeting in Waterloo. To promote full transparency, the following motion was put forth.

Moved by Bob Miller, seconded by Brent Brooks: *That a consolidated financial report be included in the 2024-2025 LMAC Annual Report. Carried*

The board of directors was presented with the 2024 amended LMAC Constitution and By-Laws that were passed at the LMAC Annual Meeting in Waterloo.

There was a presentation by Brenna Grant from CanFax on what to expect if USA puts 25% tariffs on Canadian cattle and beef products.

Ashely Scott gave a traceability update on Mandatory Movement Reporting. She noted that if a federal election is called, the regulations would be delayed until 2026. It was agreed that there would be little chance of a new government scrapping the proposed legislation.

Shawn McLean from Livestock Inspection Services gave a demonstration on Alberta's new electronic manifest that is close to launching. Alberta is prepared to share the app if anyone is interested.

Rick Wright informed the board that he would like to discuss a transition plan for the CEO's job at the May meeting in Brandon.

The board of directors discussed the progress being made on the application for a voting membership in the Canadian Cattle Association. The board was informed that an official written request has been made, along with a request to have the LMAC application put on the agenda at the semi-annual meeting in March. If the request does not make the agenda in March, the next in-person meeting is September 2025. Craig Jacklin and Rick Wright have been attending CCA meetings to lobby the CCA board members for support. Wright said that he would write another letter to the CCA board highlighting the benefits of having LMAC as a voting member and addressing some of the concerns brought forward by CCA delegates and staff. Alberta representatives advised the LMAC board that membership in CCA is a priority for AAA and they are discussing a financial contribution towards the annual CCA fee. Manitoba also advised that they are prepared to make additional financial contributions toward the CCA membership. Mark Ferraro advised that he would seek financial support from OLMA towards CAA fees. Wright said that he expects the annual fee to be around \$11,500 per year.

Moved by Brent Brooks, seconded by Casey Lawes: *That approval be given to LMAC President Craig Jacklin and CEO Rick Wright to attend the CCA semi-annual meeting in Ottawa in March. Carried*

The board was informed that the LMA Meeting and WLAC are in Dunlap, Iowa this June. A decision on attendance by LMAC was tabled until the May 2025 meeting.

The meeting was adjourned at 4:45 P.M.

LMAC

Committees and Representatives

Animal Welfare

Larry Witzel, Mark Ferraro, Bob Miller

Auctioneering Competition

Rick Wright, Rob Bergevin, Craig Jacklin, Danny Skeels,
Brent Brooks, Mark Ferraro

Beef Check-Off Agency

Brent Brooks, Craig Jacklin, Rick Wright

Beef Coalition

Allan Munroe, Rick Wright

Best Practices Development

Rick Wright, Mark Ferraro, Brent Brooks, Craig Jacklin,
Allan Munroe

CCA

Rick Wright, Craig Jacklin

CCIA

Ken Perlich

Communications and Promotions

Rick Wright, Allan Munroe, Rob Bergevin, Ab Carroll

Compliance and Enforcement

Rick Wright, Larry Witzel, Mark Ferraro

Convention

Rick Wright, Brent Brooks, Larry Witzel, Brock Taylor, Mark Ferraro

Electronic Sales

Brent Brooks, Tyler Cronkhite

E Logs and Hours of Service

Mark Canart, Rick Wright, Craig Jacklin

Finance

Craig Jacklin, Mark Ferraro, Bob Miller, Tyler Cronkhite,
Allan Munroe

Hall of Fame – Memorial Honour Roll

Allan Munroe, Larry Witzel, Bob Miller, Tyler Cronkhite,
Brent Brooks, Casey Lawes, Rick Wright

Livestock Transportation

Larry Witzel, Mark Canart, Rick Wright, Tyler Cronkhite

Labour

Tyler Cronkhite, Brent Brooks, Allan Munroe, Casey

Membership

Rick Wright, Mark Ferraro, Danny Skeels

National Farm Animal Council

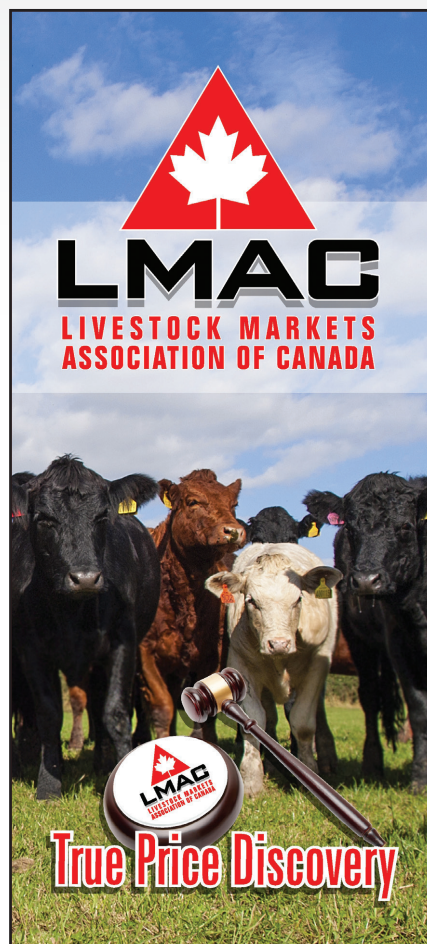
Rob Bergevin, Rick Wright, Mark Ferraro, Casey Lawes

Traceability Movement Reporting

Larry Witzel, Rick Wright, Ken Perlich, Patrick Cassidy,
Bob Miller

Transfer of Care

Rick Wright, Brent Brooks, Craig Jacklin, Larry Witzel,
Patrick Cassidy



2025 LMAC Membership List

ALBERTA – Alberta Auction Markets Association

Bow Slope Shipping Association
Brooks, AB

Calgary Stockyards
Strathmore, AB

Dryland Cattle Trading Corp.
Veteran, AB

Foothills Auctioneers Inc.
Stavely, AB

Innisfail Auction Market
Innisfail, AB

Medicine Hat Feeding Co.
Medicine Hat, AB

Olds Auction Mart Ltd
Olds, AB

Perlich Bros. Auction Market Ltd.
Lethbridge, AB

Picture Butte Auction Market
Picture Butte, AB

Provost Livestock Exchange
Provost, AB

Southern Alberta Livestock
Exchange

Fort MacLeod, AB

Stettler Auction Mart
Stettler, AB

Thorsby Stockyards Inc.
Thorsby, AB

Vermilion Livestock Exchange
Vermilion, AB

VJV Livestock Marketing Group
Beaverlodge, AB

VJV Livestock Marketing Group
Ponoka, AB

VJV Livestock Marketing Group
Rimbey, AB

VJV Livestock Marketing Group
Westlock, AB

BRITISH COLUMBIA – Mountain Livestock Markets Association

B.C. Livestock Producers Co-Op
Kamloops, BC

B.C. Livestock Producers Co-op
Williams Lake, BC

B.C. Livestock Producers Co-op
Okanagan Falls, BC

B.C. Livestock Producers Co-op
Vanderhoof, BC

Canart Cattle Co. - Mark Canart
Monte Creek, BC

Ellis Cattle Co. - Clint Ellis
Aldergrove, BC

Miane Creek Livestock –
Mike Nikolaisen
Armstrong, BC

VJV Livestock Marketing Group
Dawson Creek, BC

MANITOBA – Manitoba Livestock Marketing Association

007 Feeders
Souris, MB

2B Land and Cattle
Ashern, MB

3K Holdings
Roblin, MB

Agri Distributors Inc.
St Paul, MB

Ben Fox
Dauphin, MB

Calgary Stockyards Ltd.
Calgary, AB

Cattlex Ltd. Andy Drake
Hamiota, MB

Chopper K Auction Mart
Alameda, SK

D.J. (Don) MacDonald Livestock
Ninette, MB

Double J Livestock
Winnipeg, MB

Frattinger Cattle Co.
Elkhorn, MB

Gladstone Auction Mart Ltd.
Gladstone, MB

Grunthal Livestock Auction Mart
Ltd.

Grunthal, MB

Hamiota Feedlot Ltd.
Hamiota, MB

Heartland Livestock Sales
Brandon, MB

Heartland Livestock
Virde, MB

Interlake Cattlemen's Co-operative
Ashern, MB

Jack Auction Group
Virde, MB

Killarney Auction Mart
Killarney, MB

JGL Livestock
Virde, MB

Martin Livestock
Elkhorn, MB

McDowell Stock Farms
Deleau, MB

McSherry Livestock
Teulon, MB

Montgomery Stock Farms
Wapella, SK

Norman Anderson & Sons
Souris, MB

P Quintaine & Son
Brandon, MB

Penno Livestock
Rivers, MB

Prairie Livestock
Moosomin, SK

Ransom Cattle Co
Boissevain, MB

Rick Wright Cattle Consulting
Virde, MB

Rockin U Feeders
McGregor, MB

Scott Bros. Livestock
Boissevain, MB

Ste. Rose Auction Mart
Ste. Rose du Lac, MB

Taylor Auctions Exports & Assembly
Melita, MB

Titan Livestock
Hamiota, MB

TJ Livestock
Oakview, MB

WD Livestock
Roblin, MB

Whitewood Livestock Sales
Whitewood, SK

Winnipeg Livestock Sales
Winnipeg, MB

MARITIMES - Atlantic Stockyards Truro, NS

ONTARIO – Ontario Livestock Auction Markets Association

Aylmer Stockyards Inc.
Aylmer, ON

Brussels Livestock
Brussels, ON

Cargill Auction Mart Inc.
Cargill, ON

Dave Carson Farms & Auction
Services

Listowel, ON

D.H. Hickson Limited – Hoards
Station

Campbellford, ON

Embrum Livestock Exchange Ltd.
Greely, ON

Kawartha Lakes Co-operative
Auction Market Inc.
Woodville, ON

Keady Livestock Market
Tara, ON

Maple Hill Auctions Ltd.
Hanover, ON

Ontario Livestock Exchange Inc.
Waterloo, ON

Ontario Stockyards Inc.
Cookstown, ON

Ottawa Livestock Exchange
Greely, ON

Renfrew-Pontiac Livestock Ltd.
Cobden, ON

QUEBEC

Reseau Encans, Edoardo Maciocia
St-Isidore, QC

Reseau Encans, Mario Maciocia
St- Hyacinthe, QC

Reseau Encans, Mario Maciocia
Dannville, QC

SASKATCHEWAN – Livestock Marketers of Saskatchewan

Calgary Stockyards Ltd.
Calgary, AB

Canadian Cattle Buyers Credit
Moosejaw, SK

S.A.L.E. Cowtown Livestock
Exchange

Maple Creek, SK

Eaton Livestock
Lloydminster, SK

Heartland Livestock Services
St. Albert, AB

Heebner Cattle Co.
Westlock, AB

Holdstock Livestock
Weyburn, SK

JGL Grain
Moose Jaw, SK

JGL Livestock
Moose Jaw, SK

Johnstone Auction Mart Ltd
Moose Jaw, SK

Mankota Stockmen's Weigh Co.
Mankota, SK

Meadow Lake Stockyards Ltd
Meadow Lake, SK

Miller Livestock
Saskatoon, SK

Northern Livestock Sales
Lloydminster, SK

Northern Livestock Sales
Prince Albert, SK

Prairie Livestock
Moosomin, SK

Provost Livestock Exchange
Provost, AB

Saskatoon Livestock Sales
Saskatoon, SK

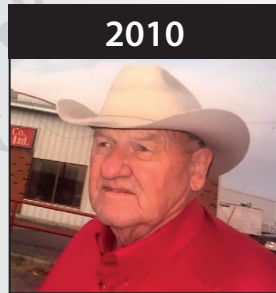
Titan Livestock
St. Albert, AB

Weyburn Livestock Exchange
Weyburn, SK

Whitewood Livestock Sales
Whitewood, SK

LIVESTOCK MARKETS ASSOCIATION OF CANADA Hall of Fame Inductees

The LMAC Hall of Fame was established to recognize those individuals who have devoted time and made extraordinary contributions to LMAC and the livestock marketing industry. These individuals are leaders in the industry and were difference makers on both a national and provincial level.



RALPH VOLD
Ponoka, AB



ROY RUTLEDGE
Assiniboia, SK



KEN HURLBURT
Lethbridge, AB



JIM WIDEMAN
Waterloo, ON



RICK WRIGHT
Virden, MB



LARRY WITZEL
Waterloo, ON



MIKE FLEURY
Aberdeen, SK



BLAIR VOLD
Ponoka, AB



GENE PARKS
Whitewood, SK



RON SIM
Red Deer, AB



BILL JAMESON
Moose Jaw, SK



DANNY ROSEHILL
Olds, AB



JACK MCKENNITT
Morden, MB



2025 Canadian Livestock Auctioneer Championship Trailer



T-DOWN TRAILERS



The 2025 Canadian champion will receive a full one-year use of a 2025 24-foot Gooseneck EBV Maverick all Aluminum Gooseneck Livestock Trailer, retailing at over \$50,000.00. The trailer will come fully equipped for farm and ranch use and logo'd with the Champion's name and status as well as sponsor information.

The trailer must be insured with all perils at new replacement cost coverage in the champion's name, showing T Down Trailers Ltd. as the payee and plated in the Champion's name in their respective province showing T Down Trailers Ltd. as the lessor. The champion will be responsible for these two costs. A written contract will be signed at the convention agreeing to the terms and conditions, and arrangements will be made to deliver the trailer.

At the end of the one-year term, the Champion will agree to return the trailer to a designated EBV dealership in clean condition with the normal wear and tear or will have the first option to purchase the unit at a reduced rate from T-Down Trailers Ltd. financing; a lease to own arrangement can be negotiated on request from the winner. If the winner wishes to upgrade the trailer to a different unit, with the intention of keeping the unit in the future, he may do so by paying for the upgrades at the beginning of the term and realizing the discount at the end of one year.

Ross W. Annett T Down Trailer Sales

LIVESTOCK MARKETS ASSOCIATION OF CANADA Industry Champion Award

The Livestock Markets Association of Canada developed the Industry Champion Award to recognize individuals that have shown extraordinary leadership, promotion and involvement in the Canadian Livestock Marketing Industry. Possible candidates are nominated to the LMAC board of directors and their nomination is reviewed. Nominees do not have to be a member of LMAC. Winners in the past have set the bar for dedication to the industry. Their work promoting true price discovery, livestock marketing and beef production business has benefited the Canadian cattle industry.

In the past 15 years there have only been four candidates that have been deemed worthy of this award. It is truly LMAC's most prestigious award.



2023 Rob Bergevin
Foothills Auctioneers Inc.
Market Operator



2019 Brian Good
Canadian Angus
Association Representative



2017 Danny Skeels
World, Canadian and International
Auctioneering Champion



2012 Steve Primrose
Primrose Livestock
Cattle Buyer

LIVESTOCK MARKETS ASSOCIATION OF CANADA

Memorial Honour Roll

The Livestock Markets Association Canada has introduced the "Memorial Honour Roll". The idea is to recognize persons in the livestock marketing industry who were influential in, and have left a positive mark on, the marketing sector. These nominees have passed on, but LMAC feels that it is important to recognize their contributions to the industry they dedicated their lives to. They were leaders in the industry and have been nominated to the Honour Roll by their Provincial Associations or LMAC.



Leonard Patterson
Patterson's Auction Mart
Dawson Creek, BC



Terry Schetzle
Dryland Cattle Trading Corp.
Veteran, AB



Sheldon Nicholson
Heartland Livestock Services
Yorkton, SK



Pete Gregory
Union Stockyards
Winnipeg, MB



Bruce McCall
Brussels Stockyards
Brussels, ON



John Milne
LMAC Secretary
Lethbridge, AB



Jim Raffan
Livestock Dealer
Kamloops, BC



Bert Lesage
Order Buyer
Notre Dame de Lourdes, MB



Stewart "Bud" Brown
Melbourne Stockyards
Melbourne, ON



Al Campbell
Hartford Insurance
Winnipeg, MB



Charlie McKay
Stettler Auction Mart
Stettler, AB



Carl F. Hickson
Hoards Station Sale Barn/
Lindsay Sale Barn
Lindsay, ON



Carl "Slim" Dorin
Cattle Buyer
Kamloops, BC



Don Masson
Ste. Rose Auction Mart,
Ste. Rose du Lac, MB



Jack Daines
Innisfail Auction Mart
Innisfail AB



Brian Hill
Order Buyer
Kersley, BC



John Heebner
Market Manager/Builder
Saskatchewan Wheat Pool/
Heartland Livestock



Murray Morrison
Ontario Stockyards Inc.
Cookstown, Ont.



Brian Good
Industry Champion
Red Deer, AB



Bruce Whyte
Mountain Markets Assoc.
Kamloops, BC



Ron Northcott
Order Buyer
Regina, Sask.



James (Jimmy O) Oldershaw
Order Buyer
Winnipeg, MB



Doug Jackson
Cattle Buyer
Winnipeg, MB



Fred Jacklin
Maple Hill Auction
Hanover, ON



Jim Wideman
LMAC Administrator
Waterloo, ON

2025 INDUCTEES



Deryl Miller
Miller Livestock
Saskatoon, SK



Wilf Smith
Auctioneer
Williams Lake, BC



Jim Blackshaw
Heartland Livestock
Viden, MB



Larry Schweitzer
Hamiota Feedlot
Hamiota, MB

LIVESTOCK MARKETS ASSOCIATION OF CANADA

Annual Report

by Tyler Fulton, CCA President



**Canadian
Cattle
Association**

It is my pleasure to welcome the Livestock Markets of Association as a full voting member of the Canadian Cattle Association. Although LMAC is not a new member, we have collaborated on several issues over the years and this is a partnership that the whole industry will benefit from. CCA appreciates and looks forward to the experience and perspective that LMAC has long brought to the decision-making process and now brings in a more formal fashion.

Although 2025 is not even half over, it seems that uncertainty will be the word that best summarizes the year. Every day we anxiously look for the latest news on whether additional tariffs will be imposed on Canada, the amount and scope of those potential tariffs, whether tariffs will be applied to live cattle and beef, and what it will look like if they are. Products that are Canada-United States-Mexico Agreement (CUSMA) compliant, which includes both Canadian live cattle and beef, continue to be exempt as I write this message.

The Canadian beef industry's response to possible tariffs has its foundation in the National Beef Strategy, developed by the Canadian Beef Advisors, a group that consists of the current chair or president and senior staff of each of the seven national beef organizations responsible for policy, marketing, research, and sustainability. The National Beef Strategy (www.beefstrategy.com) helps the Canadian beef industry to react and speak with one collective voice. The Canadian Beef Advisors launched the third updated 2025–30 strategy at the end of January. The strategy positions the Canadian Beef Industry for greater profitability, growth and being a high-quality beef product of choice in the world. A core of the Strategy's origin and continued existence is collaboration among the groups.

Along with our provincial counterparts and other Canadian beef industry groups, CCA has worked hard to keep up with the changing scope and implementation dates for tariffs. CCA has taken the lead on keeping the beef industry informed and sharing speaking points and information. In 2024, we led the work of two economic impact reports looking at per capita consumption and potential tariff scenarios. The research indicates a significant negative price impact of 15% percent on boxed beef and fed cattle prices, impacting prices for all Canadian cattle and beef, not just on those destined for the US. Through our collective efforts, national and provincial beef industry groups have come together in a coordinated and unified response with our requests for support and our advocacy on behalf of producers and our industry.

Canadian Cattle Association representatives have taken every opportunity to travel to the USA and especially to Washington, D.C. to advocate on behalf of Canadian beef producers and to promote the benefits of a continued integrated North American beef

industry that is free from tariffs. We are working closely with other beef industry and provincial cattle association representatives who have also travelled to key events to speak on behalf of producers in their regions and on behalf of “team beef”.

We have shared recommendations with the Government of Canada to help address potential impacts of tariffs on producers and provide relief where possible. Our recommendations include removing the caps on AgriStability, cost-shared Livestock Price Insurance, increased Agri-Marketing funding, and some targeted direct financial support. We also provided advice on potential countermeasures in the event tariffs are applied.

Those who have been following CCA's ongoing advocacy efforts will recognize that some of our requests for producer support are not new; we have been asking for changes for a while. Some changes are easier than others to implement and the current uncertainty provides an opportunity to finalize some of these discussions and hopefully see the changes implemented. A situation such as the one we find ourselves in with potential tariffs highlights why organizations like CCA advocate for improvements and changes—put simply, to sustain our industry through challenging times.

We are encouraged by small improvements announced for two programs. For the fourth straight growing season, the federal government announced an increase to the interest-free portion of loans under the Advance Payments Program (APP) to \$250,000 rather than the default of \$100,000. CCA has been advocating for the limit to be kept at \$350,000 but increasing it to \$250,000 is positive for producers across Canada and will help the beef cattle sector manage cash flow in an unsteady economic environment.

The AgriStability cap will double from \$3 million to \$6 million for the 2025 program year. This is the first time in more than two decades that the cap has been increased. CCA continues to advocate for it to be increased to \$15 million and removed entirely in the case of a catastrophic event.

CCA has also advocated for removal of regulatory burdens and was very pleased with an announcement about steps to remove unnecessary red tape and burden including steps to harmonize Canada's bovine spongiform encephalopathy (BSE) enhanced feed ban with US requirements. The differential cost of the more stringent SRM removal and disposal regulations in Canada in comparison to the United States hinder the competitiveness of the Canadian beef industry and cost approximately \$31.7 million annually.

We continue to advocate for cost-shared premiums to be introduced for producers who use Livestock Price Insurance (LPI). We hope that this topic will be addressed following the federal election. In addition, CCA continues to support provincial abattoirs to meet federal standards to increase regional processing capacity, including interprovincial trade.

The uncertainty and fluidity are a significant challenge. Cattle producers are used to these factors in production where long-term focus helps. The National Beef Strategy pulls our industry together to guide all necessary responses if tariffs are implemented. We remain prepared for possible tariffs but hope that our free trade and integrated market will prevail.

LIVESTOCK MARKETS ASSOCIATION OF CANADA

Canfax Report

by Brenna Grant, Senior Market Analyst - April 14, 2025



Timely rains across a wide swath of the Prairies during the 2024 grazing season kept western Canadian cattle out on pasture for longer, pushing the start of the fall run back 4-6 weeks to the second half of October.

Canadian auction market volumes in 2024 (including feeder, cattle, cows, bulls, and electronic/satellite sales) totaled 2.9 million head, down 7% from 2023 and down 1% from the five-year

average.

Cattle marketed via electronic or satellite auction were 387,000 head, down 16% from 2023 and was the second largest volume on record going back to 2002. Electronic/satellite auction volumes accounted for 14% of total western Canadian auction volumes in 2024, down from 15.6% in 2023.

All classes of cattle in Alberta and Ontario re-established new all-time highs in 2024.

Alberta fed steers averaged \$246/cwt, up 9% from 2023 and up 46% from the five-year average. This was the fourth consecutive year of higher fed prices. In Ontario, fed steers averaged \$243/cwt, up 6% from 2023 and up 37% from the five-year average.

On average, finishing margins on the cash market (assuming no risk management) across all six classes in 2024 were negative, though steer calves and shortkeep steers were on average in the black.

Alberta 5-600 lb steer calves averaged \$429/cwt with their Ontario counterparts at \$412/cwt. This was the fifth consecutive year of higher prices in Alberta and the third consecutive year in Ontario. Alberta steer calves averaged a \$16/cwt premium to Ontario and were only at a discount in August and September.

Alberta 8-900 lb steers averaged \$331/cwt, up 16% from 2023. Same-weight Ontario steers averaged \$335/cwt, up 17%. This was the fourth consecutive year of higher prices in both regions. Feedlot replacements in Alberta averaged a \$4/cwt discount against Ontario in 2024 and were at a discount for nine of 12 months.

Cull cow prices followed a distinct seasonal trend in 2024. Prices climbed during the first half of the year with a summer peak when barbecuing was in full swing and eased lower through the third quarter putting in a November low in Alberta and a December low in Ontario. Alberta D2 cows averaged \$172/cwt in 2024, up 29% from 2023. In Ontario, D2 cows averaged \$155/cwt, up 22% from 2023. Alberta D2 cows averaged a \$17/cwt premium to the Ontario market in 2024 and were at a premium every month except January.

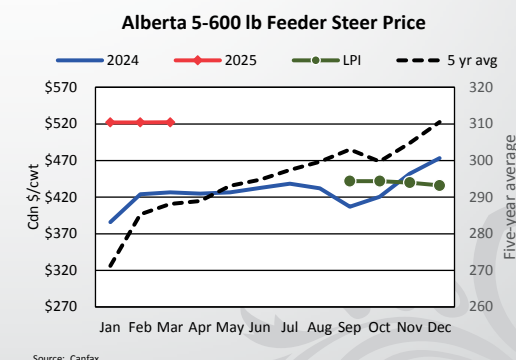
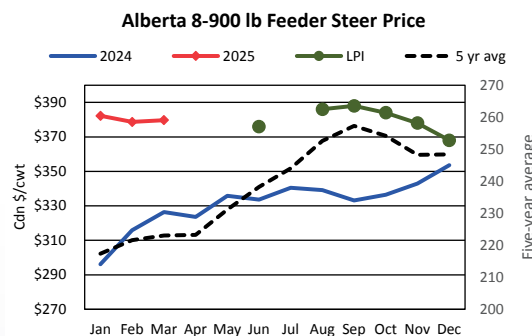
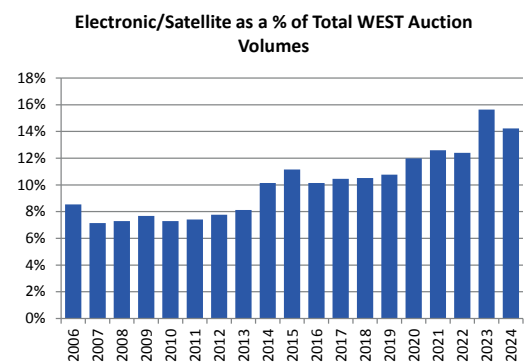
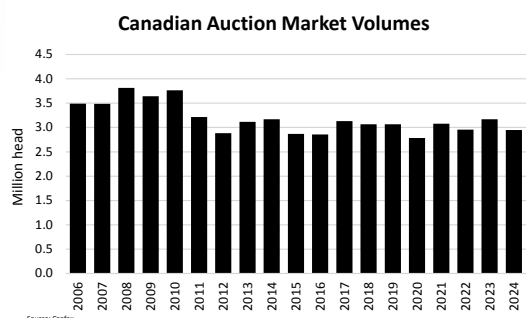
On a deflated basis, fed and feeder steers and cull cows in both Alberta and Ontario surpassed their respective previous highs set in 2015.

Fall 2025 Feeder Cattle Outlook

Except for a brief period in March 2025, Canadian cattle and beef exports to the U.S. have not been subjected to tariffs. Even so, changing trade dynamics in the U.S. are anticipated to contribute to market volatility. Subsequently, there has been increased interest in risk management tools by producers.

Price signals point to a herd expansion in 2025, but significant weather hurdles remain. The 2025 summer grazing season is anticipated to turn dry earlier in the year than in 2024 impacting pasture conditions and feed production. Tariff uncertainty will continue to drive market volatility.

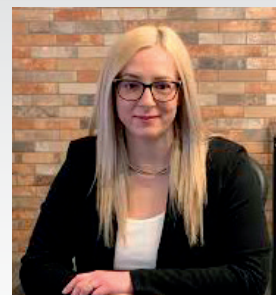
Canfax is Canada's source for cattle market information. Canfax has provided analysis of markets and trends in the ever-changing North American beef industry for over 50 years. Cattlemen, feedlot managers and agri-business professionals rely on accurate, relevant and timely information as an essential tool for maximizing profit and managing risk in today's beef sector. For ongoing market analysis and to become a Canfax member, visit: www.canfax.ca.



UPDATE TO LMAC APRIL, 2025

CCIA Year in Review

Ashley Scott – General Manager



CLTS USER INTERFACE AND MOBO APP UPDATED

CCIA introduced a new user interface for the Canadian Livestock Tracking System (CLTS) in September 2024, designed to improve the user experience with a streamlined, intuitive layout. The upgrade included two key features: a privacy consent option and an enhanced movement record module, reflecting industry feedback and compliance needs. On Dec. 20, 2024, a second update was made to the movement record module, adding optional fields to support compliance with the upcoming regulations.

Privacy consent feature

Due to privacy legislation, CCIA cannot share owner information for lost, stray, or found livestock without the CLTS account user's consent. In response to client requests for access to this information, CCIA implemented a new privacy consent option to help return lost, stray, and found livestock. Opting into this agreement will allow CCIA to share the user's contact information to recover lost and found livestock. All other information will be kept private. Visit: support.canadaid.ca

Improving the movement record feature

CCIA has added new features in the CLTS movement reporting model to ease the administrative burden of our clients. These enhancements will help ensure compliance with the proposed regulatory amendments and make submitting a move-in event easier. Using the movement module will strengthen the effectiveness of traceability efforts, leading to quicker location and notification of stakeholders in the event of a disease outbreak. Login and check out the updates. Familiarizing yourself with these new features can help you prepare for the incoming regulations. Visit: clts.canadaid.ca.

PREPARING FOR PROPOSED REGULATIONS

When the initial version of Canada Gazette, Part I (CGI) was published, the Canadian Food Inspection Agency (CFIA) also released an Owner's Guide based on early consultations with industry. This document remains the

most current reference available and is still accessible on the CFIA website. However, amendments to the guide are anticipated based on continued industry consultation. Once the revised *Canada Gazette, Part II* (CGII) is published, CFIA will develop and distribute updated guidance documents that reflect the final regulatory requirements, which will be incorporated in the CLTS to ensure compliance of CCIA's regulated species.

Current regulations require limited reporting of domestic movements, but keeping accurate records is still important. These records ensure livestock identification and movement data are current to support the protection of both public and animal health.

Proposed federal traceability regulations put forth in *Canada Gazette Part 1* (CGI) aim to strengthen this framework by requiring reporting at the destination site—such as an assembly yard or auction mart—within seven days of arrival. This would include animal identification numbers on approved indicators (with some exceptions), the premises identification numbers (PIDs) of both the departure and destination sites, and transportation details, such as the vehicle's licence plate number, provided by the transporter.

In cases where animals arrive untagged, auction marts must apply an approved indicator issued to their facility and record all available information about the animal's origin.

To help auction marts prepare for future requirements, the Canadian Livestock Tracking System (CLTS) offers streamlined tools such as the Group Move In function. This allows auctions to report animal arrivals by species and volume, either directly online or through file upload. Operators of auction markets are required to retain movement records for a minimum of two years for traceback purposes. This process supports future regulatory compliance while reducing the administrative burden.

More details and support for auction marts are available at:

canadaid.ca/regulated-parties/auction



RESEARCH AND DEVELOPMENT

CCIA has outlined its research priorities to enhance traceability within the livestock industry. Efforts are concentrated on three key areas: improving tag retention, advancing data accuracy and timeliness—including autonomous data collection—and developing technology that simplifies traceability reporting for producers. These initiatives aim to strengthen industry compliance while reducing the reporting burden for producers.

CCIA CAN HELP

Our dedicated support team is ready to assist you, and we've put together a full set of resources accessible in the CLTS Resource Centre: support.canadaid.ca.

Check out our step-by-step guides—they cover everything from logging in for the first time to placing an online tag order to Group Move In. You can also call contact our client support specialists at:

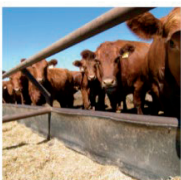
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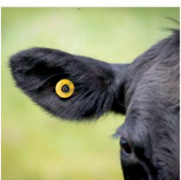


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LIVESTOCK MARKETS ASSOCIATION OF CANADA

Beef Check-Off Agency Report

Your Beef Check-Off: Working for You ~ Trevor Welch - President



In the Agency's last full fiscal year of 2023/24, the Canadian Beef Cattle Check-Off revenue totalled \$18,309,743 on cattle marketed, net of the provincial portion of the federal levy.

The total check-off funds collected from cattle marketings were allocated as:

- 57 per cent to market development and promotion
- 27 per cent to research
- 11 per cent retained by provincial cattle associations for regional marketing and research
- 5 per cent to public and stakeholder engagement

The import levy on beef cattle, beef and beef products imported into Canada was collected at a rate of \$1 per head equivalent, for a total of \$1,269,638. These funds, net administration, are allocated to unbranded, generic beef marketing such as nutrition marketing, recipe development and culinary skills education.

\$918,845 was spent on the administration of the Canadian Beef Check-Off Agency and the Board, which was under budget by \$82,005.

The Agency's programs supported the operations and Board, as well as the Agency's three strategic objectives:

1. Sound Governance and Administration
2. Structured Reporting and Compliance
3. Educated and Engaged Stakeholders

This past year, the Agency kicked off its regular scheduled bylaw review with a deep dive and recommended edits to update and modernize that piece of the Agency's governance framework. A complete revision of the formatting and numbering system will accompany any larger scale changes recommended to ensure that the bylaws reflect the Agency's true operation and the intention of the stakeholders who the Agency is accountable to.

The Agency is working closely with the provincial cattle associations and cattle marketers across the country to explore a change to the check-off collection mechanism. Since the implementation of check-off collection over 20 years ago, there has been no change to how the levies are calculated and collected on cattle that are marketed across provincial borders. By seeking to modernize the

mechanism, the Agency and all provincial associations will work to ensure a unified and sustainable funding strategy for the entire industry through check-off collection. The Agency is committed to working with all stakeholders involved when making a final recommendation on any changes to the mechanism in the levies order. The Agency has initiated the awareness and consultation process, establishing a working group comprising beef producers, provincial cattle associations, auction markets, dealers, and other cattle marketers. This group is beginning to review the Levies Order and recommend changes that address any issues identified in the Order.

Agency staff have worked directly with the provincial cattle associations to help solve specific remittance and collection issues at the grassroots level. This continues to show the value of the Agency to helping problem solve regulatory framework hurdles and understand the impacts of specific situations on future decisions. Having a well-rounded Agency team helps to understand impacts from all angles and recommend strategies to move forward with a unified plan in place.

The Agency's first Youth Member, Julie Mortensen, completed her two-year term, and the value of recruiting a Youth Member to the Agency as an observer has paid off for the organization. The Agency worked in tandem with the Canadian Cattle Youth Council to create a new recruitment plan to fill the Youth Member observer seat at the end of Julie's term at our last AGM. We are now happy to welcome Adeleen Bolduc from Stavely, AB as the new Youth Member. Addy has extensive beef industry experience and has been an excellent voice for young Canadian beef producers.

As the new Agency Chair, I am looking forward to meeting the goals and objectives of our strategic plan on behalf of the Canadian beef industry. We continue to work towards a unified and sustainable national funding strategy for Canadian beef cattle research, market development and promotion.

Until next time,
Trevor Welch, Chair
Canadian Beef Check-Off Agency



NATIONAL CATTLE FEEDERS' ASSOCIATION (NCFA) 2025 REPORT for LMAC

BRAD DELEEuw, Chair



Several challenges for Canadian cattle feeders over the last year included difficult weather, supply chain barriers, trade irritants, industry strikes and labour shortages. These challenges unfolded in the context of several provincial elections, federal political uncertainty and international unrest.

NCFA continues to work with government and stakeholders to provide practical and timely solutions. Our efforts have reduced barriers and leveraged opportunities for growth and competitiveness among Canadian fed cattle producers. NCFA action on key issues in 2024 include:

- Successfully advocated for an automatic exemption from the 'Underused Housing Tax' for farmers who own homes for the purpose of housing farm workers.
- Secured progress on Electronic Logging Devices (ELDs): NCFA advocated for clear guidelines recognizing animal welfare as an emergency. The Canadian Council of Motor Transport Administrators (CCMTA) revised its guidelines to reflect this.
- Consistently advocated for new innovations such as methane-reducing feed ingredients to be approved in Canada in a timely manner. In January 2024, CFIA approved 3-Nitrooxypropanol (3NOP) as a new livestock feed ingredient aimed at reducing methane emissions from cattle.
- Ensured the federal school food policy did not include language that would discourage the serving of beef as part of the program.
- Successfully advocated for the revision of the global statement on AMU/AMR, ensuring the removal of references to targets. The industry remains actively engaged with the government to address ongoing messaging and related concerns.
- Successfully lobbied the government to call workers back from a strike involving both Class 1 Canadian railways.
- Flagged the need for an increase to the Agri-Stability cap at the FPT Agriculture Ministerial meeting, setting the stage for further discussion in 2025.
- Actively participating in the discussion on a Canadian strategy for the 2026 CUSMA review and potential tariffs.
- Successfully worked to ensure the Advanced Payment Plan limit did not revert to the original \$100,000. This increase was part of NCFA's federal budget 'ask' and our ongoing advocacy efforts.
- Actively working to change the NOC code for herdspersons and supported the introduction of the Recognized Employer Pilot (REP).

INDUSTRY DEVELOPMENT AND COLLABORATION

NCFA and its members identify the issues that are of greatest importance to fed cattle producers and ensure we are a lead voice in Ottawa on those priorities. We partner with other national organizations to provide a key perspective to government on issues that cut-across the beef value chain or across the entire agriculture sector. Collectively, NCFA provincial members strengthen our national voice through coordinated advocacy efforts in regions across Canada. We greatly appreciate the collaboration between NCFA and LMAC on issues that impact both of our sectors and look forward to continuing that relationship to help drive success in the Canadian beef industry.

NCFA also engages in international forums, with a focus on the U.S. These include PNWER, SARL, the Tri-Lateral Agriculture Accord and the World Organization for Animal Health.

Sincerely,

Brad Deleeuw, NCFA Chair

Verified Beef Production Plus

LMAC REPORT

Shannon Argent, VBP+ Business Manager

www.verifiedbeef.ca



Verified Beef Production Plus (VBP+) and VBP+ Delivery Services Inc. (VBP+ Inc.) deliver training and certification services to Canadian beef producers across all provinces and sectors.

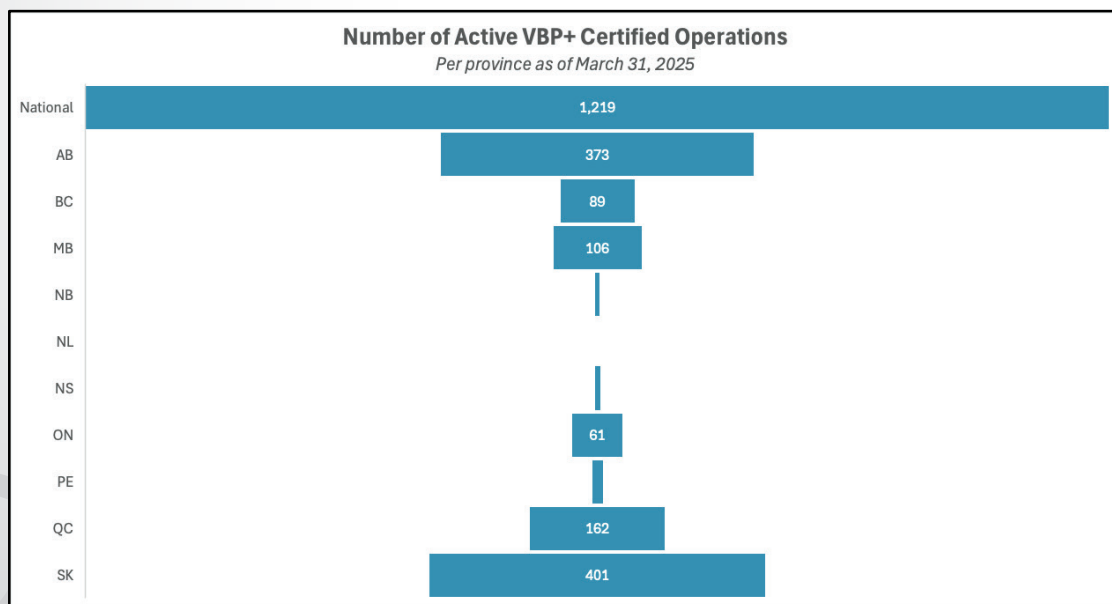
Over the 2024-2025 year, we have seen an increase on the number of producers who have renewed their VBP+ certification which demonstrates that many producers who initiated a certification in 2019 have seen some value linked to their certification. This has increased the number of on-farm assessments initiated and completed, especially in Alberta and Saskatchewan as producers seek to take advantage of the provincial initiatives for infrastructure upgrades offered with VBP+ certification.

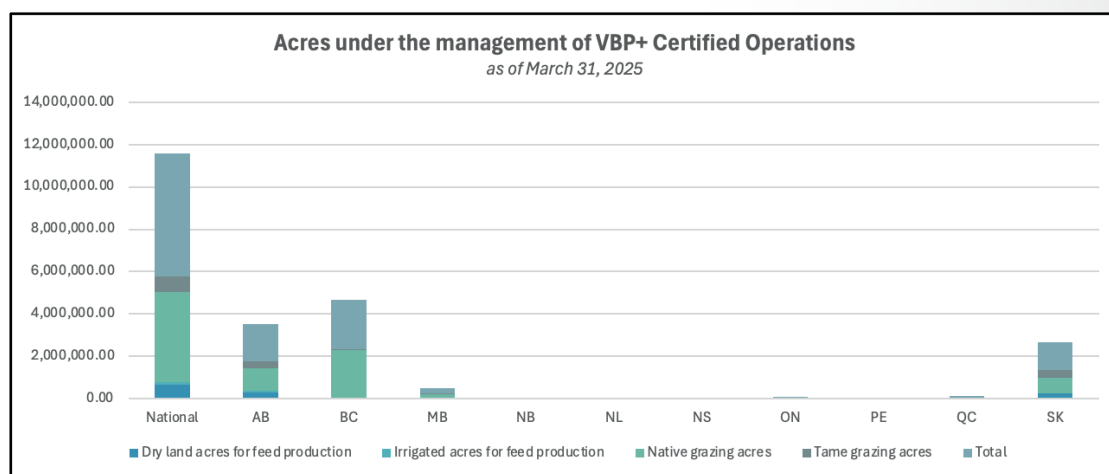
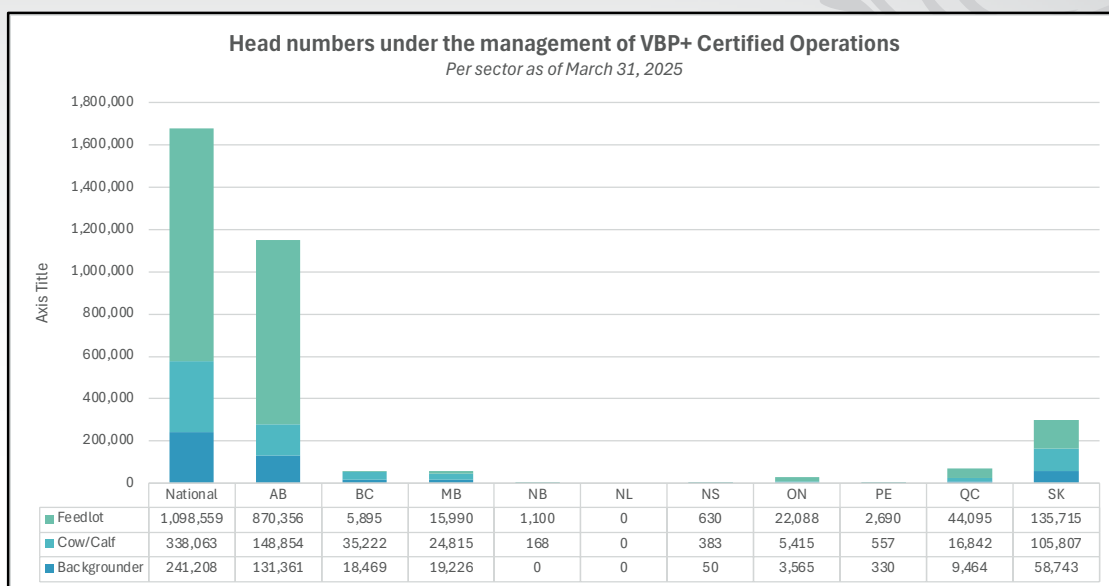
With the launch of the Alberta VBP+ Incentive last fall, there are incentives in almost all provinces for producers, linked to their VBP+ training or certification or the Canadian

Roundtable for Sustainable Beef (CRSB) certification, which is delivered alongside.

By participating in VBP+, currently* producers can receive:

- Access to provincial funding:
 - **Alberta: up to \$5,000 in funding** for VBP+ certified operations and up to \$2,500 for VBP+ trained operations. See details of the Alberta Beef Producers.
 - **Saskatchewan: up to \$15,000 in funding** for VBP+ certified operations and up to \$2,500 for VBP+ trained operations.
 - **Manitoba: \$500** Manitoba Beef Producers (MBP) financial incentive with proof of on-farm assessment completion or \$500 MBP rebate with proof of purchase of hardware and/or software that enhances on-farm data collection and/or data management.
 - **Ontario: 100 per cent rebate** on first time VBP+ audit fees or 75 per cent rebate on renewed on-farm assessment fees.
 - **New Brunswick:** Risk Management and Food Safety offers a 50% rebate on certification fees.
- Access to buyers looking for assurance of good management practices specifically looking for cattle in sustainable supply chains.
- Support collecting and managing herd data to enable profitable decision-making.
 - Ex. Keeping calving records to identify fertility or





- calving ease issues
- Ex. Keeping health records to identify outbreaks, chronic issues, and areas for prevention
- Satisfaction in helping to expand consumer trust in Canadian beef
- Simultaneous CRSB certification to the CRSB Sustainable Beef Production Standard, which also provides the following incentive opportunities:
 - Eligibility for per head payments through [Cargill's Qualifying Cattle Credit program](#)
 - Eligibility for Farm Credit Canada's [Sustainability Incentive Program](#) – up to \$2,000 annually in direct cash payments based on eligible FCC lending for FCC clients who are CRSB Certified

To make the most of CRSB Certification, and give cattle the chance to qualify for Cargill's per head Qualifying Cattle Credit payment program, certified producers must also be sure to take the following steps:

- Certification to the Sustainable Beef Production Standard through a CRSB-approved Certification Body: Verified Beef Production Plus, Ontario Corn Fed Beef

Quality Assurance (CRSB) Program or Where Food Comes From.

- Consent to sharing information with the Canadian Cattle Identification Agency (CCIA) for the purposes of CRSB Chain of Custody. This is done by the Certification Body.
- Submit birth dates (age verify) in the Canadian Livestock Tracking System (CLTS); and
- Submit move-in events for all cattle movement to a new operation.

More details and links to program pages on our website: www.verifiedbeef.ca/about-us/benefits/.



LIVESTOCK MARKETS ASSOCIATION OF CANADA

Lars Deleeuw

2024 Canadian Livestock Auctioneering Champion

Lars Deleeuw's story is fascinating to say the least! From a young boy growing up in the Netherlands to becoming a Canadian Champion Livestock Auctioneer in a short 19 years seems like an impossible feat!

Lars was born in 2005 in Goree Olverflakke, Netherlands. His family had a small dairy herd, fed some cattle and ran a flock of 400 sheep. In 2011, the DeLeeuw family moved to Canada and settled in Ontario.

In Canada, the Deleeuw family milked goats and cows, ran a small beef cow herd and owned some sheep. Lars bought his first purebred Angus heifer in 2017, and at that time he became fascinated with auctioneering.

Lars route to becoming an auctioneer was not conventional. He is self-taught! He watched videos on YouTube where he began studying techniques. He watched former world champions such as Ralph Wade. He also reached out to former world champion Matt Lowery to help fine tune his chant. His passion for the industry and many hours of practice helped build the confidence required to be a great auctioneer. Deleeuw says "I just love the chant, the enthusiasm and the market. It takes a lot of practice, getting the pop of the tongue rolling along with your words and your numbers."

Deleeuw is the whole package; as well as the chant, you must be able to spot bids, you need to know the product and the daily value. A good auctioneer must know when to ask for more or knock them down. Deleeuw can do it all, despite his short time in the business and limited experience on the block. His calm demeanor on the auction block and smooth delivery are that of a veteran auctioneer.

In 2021, Lars started selling at the

Ontario Livestock Exchange in Waterloo on a part-time basis while working in the back. Getting to work with Canadian Champion Calvin Keupfer was a real bonus.

In 2023 he entered the international competition at the Calgary Stampede and turned a lot of heads, placing in the top ten. At 18 years of age, this relatively unknown rookie from Ontario was the talk of the competition.

Deleeuw had these thoughts about the LMAC event. "I did not think I would win the whole thing. I would have been just happy with the rookie (buckle). It was a lot of fun overall, but this is a very special moment for sure."

With the competition held in his home barn, Deleeuw didn't expect the nerves to be a problem, but the interview process was new to him. He noted, "The interview process was challenging because the questions and answers were tricky."

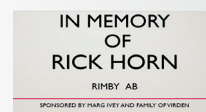
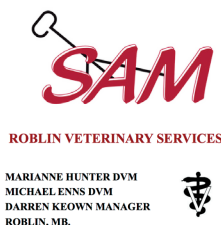
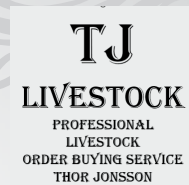
OLEX has a reputation for keeping their top-quality auctioneers under the radar. William Haalstra from OLEX has been a long-time competitor at LMAC. Tony Chaffe was with OLEX when he won the second Canadian Championship. Calvin Keupfer was a well-kept secret until he came to LMAC

in Winnipeg. Now OLEX has its third Canadian Champion in Lars Deleeuw.

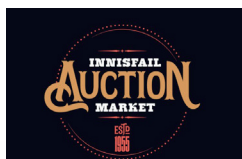
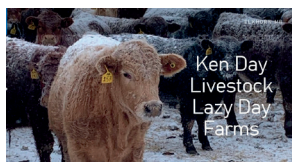
Many young boys who go to the cattle auctions with Dad or Grandpa dream of becoming an auctioneer. Few ever think that they will become a champion. For Lars Deleeuw, at 19 years of age, he got to experience what many auctioneers spend a lifetime chasing - a Canadian Championship. For the kid who watched YouTube and became a self-taught livestock auctioneer, the dream came true. Congratulations to Lars Deleeuw, 2024 Canadian Livestock Auctioneering Champion.



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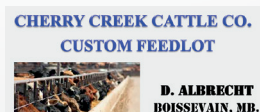


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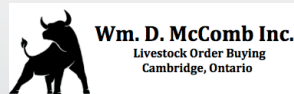


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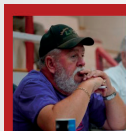


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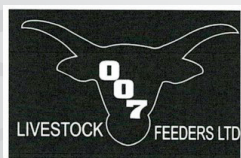


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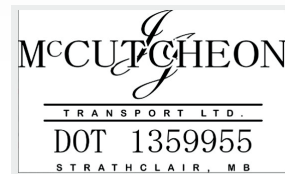


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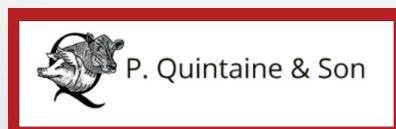
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