

Canadian Blonde d'Aquitaine Association

NEWSLETTER

Fall 2010



This month's winner - Kirk McGee, Rondakk Acres See Page 16 for more.

Inside ...

Message from the President
Blondes at the Calgary Stampede
National/AGM Schedule and Hotel Info
News from Alberta & Quebec
129 Robertsonian Translocation
Promote Beef - Why Bother?
Late Calving Cows are Just That
Not Your Grandfather's Vaccine
The Maple Leaf & RFID Tags

Canadian Blonde d'Aquitaine Association
www.canadianblondeassociation.ca
Newsletter Editor: Kathleen Windsor
www.windsorgraphics.ca

Canadian Blonde d'Aquitaine Association
c/o Canadian Livestock Records Corporation
2417 Holly Lane
Ottawa, Ontario K1V 0M7
Phone: 613-731-7110
Fax: 613-731-0704
E-Mail: cbda@clrc.ca

To view the newsletter in full colour, check it out
on the web: www.canadianblondeassociation.ca

PRESIDENT'S MESSAGE

Current market prices have given "new life" to the cattle industry this summer. This price improvement should be seen in the purebred cattlemen's returns and should give impetus to the industry as a whole.

This year, regardless of where you live in Canada, weather has contributed to anxiety on the part of the farming community. Rain, lack of rain, tornadoes, wind storms, and hail has frustrated rural dwellers. Hopefully, between storms, you have managed to get your winter feed up or managed to secure winter feed.

The Alberta Blonde Association has been moving forward with their planning of the National Show and Sale in conjunction with the AGM in Olds, November 20 and 21. Sponsorships for this event are still available. Contact Reed Rigney at (780) 348-5308 to book your sponsorship – do not miss this opportunity to have your operation recognized!

Five director positions are up for election. Three will be filled for three year terms and two will be for one year terms. Ron MacArthur is taking nominations and can be contacted at (506) 382-6630.

There are a number of Shows and Sales planned for the fall. Please check dates under the "Mark Your Calendars!" section of this newsletter. I wish the best to all who are participating in these events.

I hope to see you at the AGM and the National Show and Sale. These events offer a great time to share experiences and promote our Blonde cattle. ■

Myrna Flesch

To access the Members Only section on the website, please contact a Board member for the password. This page features current and archived Board minutes, as well as committee reports for the past five years.

TATTOO LETTER FOR 2010 IS "X"

CLRC TOLL FREE: 1-877-833-7110

2010 BOARD OF DIRECTORS

Myrna Flesch President	Box 334, Stavely, Alberta T0L 1Z0 403-549-2371 E-mail: westwind@telusplanet.net
Ian Kruis Vice-President	6325 Enfield Road, R.R. 1 Hampton, Ontario L0B 1J0 905-263-2930 E-mail: farmerkruis@knoxpumpkinfarm.com
Marcel Lachance Treasurer	1286 Hazeldean Ave Peterborough, Ontario K9J 5Z4 705-741-2708 E-mail: mlachance5@cogeco.ca
John Plas Executive Member	2254 Jerseyville Rd W, RR 1 Jerseyville, Ontario L0R 1R0 905-648-5437 E-mail: dplas@sympatico.ca
Murphy Baker	1050 - 14th Line, RR 5 Sunderland, Ontario L0C 1H0 905-985-0563 E-mail: bakerblondes@andrewswireless.net
L. Pierre Leger	1177 - 34c Av St-Zotique, QC J0P 1Z0 450-267-9160 E-mail: phanica@hotmail.com
Ron MacArthur	735 Salisbury Road Moncton, New Brunswick E1E 1C4 506-382-6630 E-mail: rmacarthur@rogers.com
Ken MacKenzie	7401, 4900-54 Avenue Drayton Valley, Alberta T7A 1V8 780-542-2268 E-mail: kenkb@telus.net
Reed Rigney	Box 5959 Westlock, Alberta T7P 2P7 780-348-5308 E-mail: rigney@clearwave.ca

The Canadian Blonde d'Aquitaine Association is not responsible for any claims made in an advertisement appearing in this newsletter.

KAM BLONDES

Karl & Ann Musgrove

Box 106, Charlie Lake, BC V0C 1H0

Phone: 250-262-3278

"Keeping the Commercial Man in Mind"

Notice of Annual General Meeting

TAKE NOTICE that the 36th Annual Meeting of the Members of the Canadian Blonde d'Aquitaine Association will be at Olds, Alberta on Sunday, November 21, 2010. Registration at 9:00 a.m. Call to Order at 9:45 a.m.

- For the purpose of receiving: Reports of the Officers and the Financial Statements of the Association for 2009.
- For the appointment of Auditors
- For the election of Directors
- For the transaction of such other business as may come before the Meeting

Annual Meeting 2010

Canadian Blonde d'Aquitaine Association
Olds, Alberta - November 21, 2010

For information, contact:

Reed Rigney (780) 348-5308

E-Mail: aba@clearwave.ca

or Myrna Flesch at 403-549-2371 or

E-Mail: westwind@telusplanet.net

AVIS DE CONVOCATION - Veuillez prendre note que la trente-sixième Assemblée générale annuelle de la Société canadienne Blonde d'Aquitaine aura lieu à Olds, Alberta le dimanche, 21 Novembre 2010. Inscription @ 9h00 Convocation @ 9h45

- Pour but de recevoir les rapports des administrateurs et les états financiers de la Société pour 2009.
- Pour but de nommer des vérificateurs
- Pour but de nommer des administrateurs
- Pour la transaction de toutes autres affaires concernant la Société

Assemblée générale annuelle 2010

Société canadienne Blonde d'Aquitaine
Olds, Alberta - 21 Novembre 2010

Pour de plus amples renseignements,
communiqué avec:

Reed Rigney (780) 348-5308

E-Mail: aba@clearwave.ca

or Myrna Flesch at 403-549-2371 or

E-Mail: westwind@telusplanet.net

SILENT AUCTION

L'ENCAN SILENCIEUX

At the National!

Veuillez apporter un item pour l'Encan Silencieux. Les profits pour: l'association blonde de d'Aquitaine d'Alberta

Please bring an item to support the Silent Auction. Proceeds to: Alberta Blonde d'Aquitaine Association

National canadien - hôtel officiel de centre serveur

Best Western Olds - (403) 556-5900

Il y a un ensemble de salles réservées au the Best Western jusqu'au 1er novembre 2010. Veuillez vous réferez a l'association Blonde d'Aquitaine en réservant. Le prix d' une salle est de \$104.99 pour la double occupation. Les salles comportent une machine a cafe, un réfrigérateur, un micro-onde, et l'accès a internet (ADSL). L'hôtel a egalememt un centre de remise en forme, une piscine, un Jacuzzi, le petit dejeuner est compris dans le prix, et un restaurant est a votre disposition.



Canadian National - Official Host Hotel

Best Western Olds - (403) 556-5900

There is a block of rooms reserved at the Best Western until **November 1, 2010**. Please refer to the **Blonde National** when booking. Rooms are \$104.99 plus tax based on double occupancy. Rooms feature a coffee maker, refrigerator, microwave, and highspeed internet access. The hotel also has a fitness centre, pool, hot tub, complimentary continental breakfast, and Boston Pizza.

1/29 Robertsonian Translocation

Submitted by: Reed Rigney & Myrna Flesch

1/29 Robertsonian Translocation is a genetic abnormality that leads to a decrease in bovine fertility, however, affected animals have no visible difference in appearance from a normal animal. It has more apparent affects in females than males, as it causes early embryonic death, and affected females tend to have delays in breeding. 1/29 Robertsonian Translocation is not unique to the Blonde breed, and manifests itself in several of the continental breeds. The abnormality itself is caused by the fusing of chromosomes #1 and #29, giving an animal only 59 chromosomes instead of the normal 60. A Lab Test (blood) is required to determine the 1/29 status of a particular animal.

You no doubt have seen pedigrees marked 129N or 129C following the registration number. To many folks those designations are very clear, but to some of the "newer breeders" they are not. Not all animals carry a designation, as it is a voluntary management practice.

If you check the CLRC Website – at the very bottom of the Website Pedigree Document you will note that some animals have a designation showing one of the following:

129N - indicates the animal was lab tested to determine the 1/29 status and it is normal.

129P - indicates the animal is normal by parentage, meaning both parents are 1/29 normal. It will be printed as 129N on the registration certificate.

129C - indicates the animal was lab tested and has been proven to be a 1/29 carrier; also referred to as positive.

129C animals can be male or female. In either case their offspring have a 50% chance of also being a 129C animal. Females tend to breed, lose the embryo, recycle, lose the embryo and eventually may settle. This has large economic consequences in a cow/calf herd.

A 129C bull used as a herdsire has an even more negative impact on your herd. Remember that 50% of his offspring will be carriers, which means that 50% of your replacement heifers will be carriers. It would not take long to have a herd full of carrier females, and large economic losses would follow. That exact situation happened in a Saskatchewan Charolais herd, and brought this abnormality to the forefront in Canada. Again, no visible differences exist between carriers and non-carriers; they need to be tested to determine their status.

As this genetic defect affects the fertility of your herd, and thus profitability, it is imperative not to perpetuate this condition. If carrier bulls were not used in the breed, and all herdsires were tested 1/29N, eventually the problem of carrier animals would disappear entirely. A list of 1/29 carriers is available through the Canadian Blonde d'Aquitaine Association. If you have an animal in your herd which has an ancestor identified as 129C and has not been tested itself, it is wise to test the animal or any resultant offspring that you retain for breeding stock.

To test for this genetic defect:

- A blood sample in a green top vial must be forwarded to GenServe Laboratories, c/o SRC, Saskatoon, SK requesting that the Karotype Test be completed. It cannot be

determined from a hair sample. Arrangements need to be made with the Lab so they are aware that the sample is coming.

- The blood sample needs to be couriered or may even need to be shipped by air depending on your location in Canada. It must not freeze.
- The blood sample needs to be clearly identified by tattoo and breed (actually an application should be obtained from GenServe or CLRC)
- The test costs \$140.00 + GST over and above shipping and blood collection costs.

Yes, testing for 1/29 can be expensive, however the alternative could be a herd of sub-fertile cows. Testing your herdsires is the key. You may also be able to decrease your costs by testing an old "granny" cow, and if she and her offspring were bred to 1/29N bulls, be able to get several 1/29N animals through parentage with the cost of one test.

For a copy of the 1/29 carrier list, or if you would like more information, please contact Reed Rigney, Performance Committee Chair by phone at (780) 348-5308 or by e-mail to rigney@clearwave.ca. ■

ELECTION AT AGM

Election of officers will take place at the AGM. If you would like to let your name stand for the Board of Directors, or would like to make a nomination, please contact:

Ron MacArthur

735 Salisbury Road
Moncton, NB E1E 1C4
Phone: 506-382-6630
E-mail: rmacarthur@rogers.com

Nominations will also be accepted from the floor.



As Host of the Annual General Meeting of the
Canadian Blonde d'Aquitaine Association,
 the Alberta Blonde d'Aquitaine Association invites you to
 participate in the events that will take place in Olds, Alberta
 during the Canadian National from November 19 - 21, 2010.



Sale Entries Close - Friday October 8, 2010
Show Entries Close - Friday October 8, 2010

**RULES & REGULATIONS FOR EXHIBITING IN THE SHOW & SALE, SHOW
 CLASSES, ENTRY FORMS ARE AVAILABLE ON THE ALBERTA WEBSITE.**

www.albertablondcattle.com

or by contacting Reed Rigney directly at 780-348-5308

Information was updated August 26.

SCHEDULE OF EVENTS

Friday Nov 19	1 – 6 pm	Arrival & Stalling of cattle
	8 – 10 pm	Hospitality Room at Olds Best Western
Saturday Nov 20	8 am – Noon	Cattle will be stalled and available for viewing
	Noon – 1 pm	Lunch available at the Cow Palace
	1 – 4 pm	National Blonde d'Aquitaine Show
	5 – 6 pm	Supper sponsored by the Alberta Blonde Association
	6 – 8 pm	National Blonde d'Aquitaine Sale
Sunday Nov 21	9 - Midnight	Hospitality Room at Olds Best Western
	10 am – Noon	National Blonde d'Aquitaine Annual General Meeting
	Noon – 1 pm	Lunch sponsored by the Alberta Blonde Association
	1 – 3 pm	National Blonde d'Aquitaine Annual General Meeting continued
	3 – 4 pm	Alberta Blonde d'Aquitaine AGM
	4 pm	Release of cattle following meetings; stalls must stay intact until this time.

*** Note New
 Schedule!**

NEED HELP GETTING CATTLE TO THE SHOW?

If you are from out of province, and would like assistance in sending cattle to the National Show & Sale, please contact Reed Rigney at (780) 348-5308. We are co-ordinating a truck from the East to leave sometime after the Cream of the Crop Sale in Ontario, and pick-ups can also be made in Man/Sask. Arrangements have been made to house the animals prior to the event as well as transport them to, and, provide help at the show. All services will be billed at cost.

** For those unsure of their clipping skills, a crew will be available on Friday, November 19 to clip cattle for a fee.**

Western hospitality.

**Hospitality Suite at the
 Best Western Friday
 and Saturday nights.
 Come visit and get to
 know each other.**

*Compliments of the
 Willow Springs Stock Farm*

If you are flying into Alberta, please let Reed Rigney know your schedule.

We will try to assist in coordinating travel from the airport to Olds.

CONTACTS

Reed Rigney Show & Sale (780) 348-5308 rigney@clearwave.ca
 Myrna Flesch CBDA - National Meeting (403) 549-2371 westwind@telusplanet.net
 Olds Ag Society General Inquiries (403) 556-3770 office@oldsagsociety.com



Comme centre serveur de l'assemblée générale ordinaire de l'association blonde canadienne de d'Aquitaine, l'association blonde de d'Aquitaine d'Alberta vous invite à participer aux événements qui auront lieu dans Olds, Alberta pendant le national canadien à partir des 19-21 novembre 2010.



La fin des ventes des places pour la participations aux concours et a la vente aura lieu le vendredi 8 octobre 2010.

LE RÈGLEMENTS POUR LA PRESENTATIONS DES ANIMAUX DANS L'EXPOSITION ET LA VENTE VEUILLEZ INDIQUER DANS AUJEL CATEGORIES SE TROUVENT LES ANIMAUX DISPONIBLE SUR LE SITE WEB D'ALBERTA

www.albertablondcattle.com

ou par Reed Rigney entrant en contactant directement à 780-348-5308

PROGRAMME DES ÉVÉNEMENTS

Vendredi 19 Novembre	1 – 6 p.m.	Arrivée et attribution des places
	8 – 10 p.m.	Conduite a l'hotel Olds Best Western
Samedi 20 Novembre	8 am – Noon	Les bovins seront disponibles pour visionnement
	12 – 1 pm	Déjeuner
	1 – 4 pm	Section Nationale Blonde d'Aquitaine
	5 – 6 pm	Diner offert par l'association Blonde d'Aquitaine de l'Alberta
	6 – 8 pm	Vente National Blonde d'Aquitaine
Dimanche 21 Novembre	9 - Midnight	Conduite a l'hotel Olds Best Western
	10 am – Noon	Assemble general de l'association Blonde d'Aquitaine de Canada
	Noon – 1 pm	Déjeuner offert par l'association Blonde d'Aquitaine de l'Alberta
	1 – 3 pm	Suite de l'Assemble general
	3 – 4 pm	Assemble general de l'association Blonde d'Aquitaine de l'Alberta
	4 pm	Depart et demontage des stands seulement après l'Assemble general

*** Notez le nouveau programme!**

Avez vous besoin d'aide pour s'occuper de vos animaux avant le National Blonde d'Aquitaine?

Si vous êtes hors de la province, et avez besoin de l'aide pour envoyer vos animaux au national Blonde d'aquitaine; vous pouvez rentrer en contact avec Mrs Rigney tubulaire (780) à 348-5308. Nous pouvons trouver des arrangements pour loger et fournir de l'aide à la presentation des animaux. Tous les services seront affichés ainsi que leurs couts.

**Pour les eleveurs n'ayant pas tondu leurs animaux, une equipe pourra se charger de la tonte le vendredi 19 novembre moyennent honoraire.

Western hospitality.

Suite d'hospitalité à meilleurs vendredi et samedis soir occidentaux. Venez la visite et finissez par se connaître.

Compliments of the Willow Springs Stock Farm

Si vous volez dans Alberta, faites svp Reed Rigney savoir votre programme. Nous essayerons d'aider au voyage coordonné de l'aéroport à Olds.

CONTACTS

Reed Rigney Exposition et vente (780) 348-5308 rigney@clearwave.ca
 Myrna Flesch CBDA - Réunion nationale (403) 549-2371 westwind@telusplanet.net
 Olds Ag Society Enquêtes générales (403) 556-3770 office@oldsagsociety.com

Why Promote Beef?

Barb Sweetland, B.A., B.L.S., Promotion Manager, Alberta Beef Producers

Beef has been around for over 100 years and so, particularly in challenging economic times, it seems natural to ask: "Why should we spend money to advertise a legend?" After all, everybody knows about it, everybody loves it and everybody eats it. Right? If this were a decade or so ago, that assumption might be a safe one. But times have definitely changed and now we have to ask ourselves an important question: what has happened to the beef marketplace to make it critical that we continue to promote our product and to educate Canadians about the importance of beef in their daily diets? Below are some of the answers to that question.

The current number of Canadians who eat beef per week has declined to an all-time low. This situation has been thoroughly researched by BIC and is supported by Statistics Canada. What's more, it appears to be a trend and not a recent anomaly. If it continues without the intervention of well-conceived marketing and education programs, it's hard to argue that the long-term impact on the beef industry will be anything but crippling.

The average number of times beef is eaten at home per year continues to drop past historical lows. This information also comes to us from BIC and, once again, it supports the need for beef producers to increase their efforts to show consumers how to cook quick, delicious meals at home.

Consumers have more protein food choices than ever before. Meat counters now display more than just beef, poultry and pork. They offer everything from Louisiana catfish to Alaskan King crab to bison burgers to tofu chilli to spaghetti with "wheat balls". Purveyors of these exotic choices spend billions to ensure they are advertised, tasty and often oven-ready. If we do not compete for consumer attention at point of sale, there's no question Canadian beef will slip from "top of mind" when customers make these purchase decisions.

Changing populations means changing food preferences. As Canada's population grows and changes at record rates, new Canadians, an aging population and shifts in family structure and meal preparation continue to impact food consumption and sales. This situation means that beef's market share is compromised daily by such factors as ethnic preferences for other protein foods; a growing lack of interest in or knowledge about the cooking of beef; and an increasing health-driven demand amongst seniors for fewer and smaller beef meals per week. All of these

contributing factors can and must be readily addressed by marketing and educational programs.

Currently, adversaries to animal food sources are growing at an exponential rate. There are literally hundreds of vegetarian, vegans and animal cruelty organizations in Canada and the USA and these numbers increase daily. Such groups are populated by every segment of society. Examples are "Physicians for Responsible Medicine (PCRM)", Veggie Jews, the Christian Vegetarian Association, FARM and, of course, Hollywood's favourite, PETA. They spend millions of dollars a year promoting the vegetarian, anti-animal husbandry message, often to children and teens. Since these pre consumers represent the future security of our industry, they must be kept beef friendly through effective education programs.

Cancer, heart disease, high blood pressure, diabetes, and obesity harm not only people. They also do damage to our industry when well-respected, well-intentioned, but essentially uninformed health care providers and nutritionists encourage the avoidance of red meat for patients suffering these ailments. Countering messaging which comes from such highly respected sources is not an easy task but it is one we must tackle in order to ensure our consumer's continued good health and our own as well.

Today GREEN is the consumer colour of choice and "save the earth" groups proliferate. A central concern of theirs is long-term damage to the environment caused by the beef cattle industry. Naturally any story featuring big business plus a new hot button topic is irresistible to media. Sometimes the stories they write are fair and accurate; very often they are larded with misinformation and, in some cases, even sensationalism. It is our job to continue to rebut inaccurate media claims with factual messaging delivered in schools, at tradeshow, and in print media advertorials.

Plunging economies can wreak havoc with market share. Beef is often perceived to be a high-end product which cash-strapped consumers may avoid in favour of perceived low-cost alternatives. Lack of education about how beef, properly selected and prepared, can be a cost effective protein choice, is the reason for this behaviour. Once again, producers across the country have an educational and promotional job in front of it that continues to be an important one.

Statistics Canada recently did a study that found the

average work hours per year in Alberta are the highest in the country. That means meals made at home must be fast and convenient to prepare. A recent U.S. consumer study executed at Kansas State University found "as consumer demand for products that are convenient to prepare increases, beef demand suffers, but poultry and pork benefit." This situation is believed to be caused, in part, by lack of consumer education about cuts and cooking methods like crock pot use, recipe doubling, leftover use, and effective meal planning. Beef organizations need to continuously help busy consumers learn how to cook our product quickly and effectively for maximum nutrition.

The same Kansas State study says "food safety recalls adversely impact domestic and foreign consumer demand for beef." Recalls in North America have been on a troubling upward trend in recent years, with statistics in the U.S. alone jumping from 18 in 2006 to 38 in 2007. Unfortunately consumers may think this is because there are more safety issues in the beef supply chain than ever before instead of understanding it indicates we are simply becoming more efficient at detecting potential problems. As food safety is top of mind for many consumers, this is an important distinction we need to make clear through good

communications and educational literature.

Today, advertising is everywhere. It is estimated that the average North American will watch three years of TV advertising in his or her life span. He or she will also receive about 4,000 to 7,000 advertising stimuli per day on every delivery mechanism imaginable from product placement in movies to garbage can lids at the park to flyers on the hoods of cars. So does that mean it is pointless to advertise at all? Not according to successful big business which is currently spending more money than ever before in the advertising game. New research from the Canadian Marketing Association indicates advertising spending in Canadian media will increase to over \$23 billion in 2011 from \$19 billion in 2007. Every dollar spent will directly result in nearly \$9 billion of economic activity in Canada, with overall direct sales from advertising campaigns expected to reach \$203 billion by 2011.

So, with all this going on in the current beef marketplace, organizations like the Alberta Beef Producers are more convinced than ever that it has one job and one job only: to promote, promote, promote. We sincerely hope that our producers, and producers in the industry throughout the country agree with us. ■

Canadian Blonde d'Aquitaine Association 2010 National Meeting, Show & Sale Sponsors

There's still time to add your name to the list of supporters today!

Acre Farms - Steve Acres
Alberta Beef Magazine
Arsha Blondes - Sharon & Art Breitreuz
Bellevue Blondes - Marcel Dufault
Blon Dell - Donna & Ken Morrow
Crystal Farms - Mary Ellen & Paul Ferguson
Dovecote Blondes - Debbie & John Plas
Ferme Phanica Senc - Pierre Leger
Harcon Stock Farm - Connie & Harry Nauenburg
Knox Innovations
Little Creek Blondes - Janet & Dave Kamelchuk
Mackenzies Agricultural Ent - Mary & Ken Mackenzie
Ontario Blonde d'Aquitaine Association
Spruce Vale Blondes - Shirley & Steve Jackson
Van Bakel Blondes - Bill Van Bakel
West Wind Blondes - Shirley Bilton & Myrna Flesch
Willow Springs Stock Farm - Michelle & Reed Rigney



Alberta Blonde d'Aquitaine Association

Contact Reed Rigney, Westlock, AB

Phone: 780-348-5308 ... E-Mail: aba@clearwave.ca

Website: www.albertablondcattle.com

MARK YOUR CALENDARS!

September 14 - 16	Canada's Outdoor Farm Show	Ontario
September 21 - 25	International Plowing Match	St. Thomas, ON
September 25 - 26	Lindsay Central Fair	Ontario
October 1 - 3	Bobcaygeon Fair	Ontario
October 1 - 3	Roseneath Fair	Ontario
October 7 - 10	Expo Beouf Victoriaville Beef Expo	Victoriaville, PQ
October 8	National Show & Sale entry deadline	
October 16	OBdAA's 10th Annual Cream of the Crop Sale, 4 pm	Hoards Station, ON
November 19 - 21	2010 National Meeting, Show & Sale Olds Agricultural Society Exhibition Grounds	Olds, AB
November 21	Alberta Blonde d'Aquitaine Association AGM	Olds, AB

On Page 1 of the new Member Directory, Marcel Lachance's email address is incorrect. It should be: mlachance5@cogeco.ca. Please correct this in your records.



Promote Your Product – Brand It!

By registering your purebred animals you are both promoting and branding your product. Each animal bearing your operation's name and tattoo identifies and advertises your breeding program. In addition, registrations and transfers are the lifeline of your Association. Your support is essential.

And remember the Website Marketplace - A place you can advertise your cattle, embryos, semen, hay or other items.

www.canadianblondeassociation.ca



We would like to thank all the members of the Canadian Blonde d'Aquitaine Association for their unwavering support of our family throughout Darren's battle with cancer, and his subsequent death last December. The tree planted in Darren's memory by all of you is a visible symbol of your support and caring, and means so much to us. A special thanks to Brian Down for his time, expertise, and equipment in the planting of the tree. We feel truly blessed and grateful to be part of the Blonde d'Aquitaine family.

John & Ilse Vink,
Rachel, Katherine, and Ian.

Nouvelles de 'Association Blonde d'Aquitaine du Québec

Pique nique annuel (Retrouvilles 2010):

L'Association a eu son pique nique annuel le 7 août 2010 à Notre-Dame-du-Bon-Conseil, les personnes présentes ont dégustées des hamburgers (Blonde d'Aquitaine) et Hot-Dog cuit sur le Bar B Q avec épluchette de Blé d'Inde.

Dans le thème des Retrouvilles 2010, nous avons eu le plaisir de revoir des anciens éleveurs et de présenter un manteau avec l'effigie de l'Association à Monsieur Laurent Desrosiers en remerciement de toutes ces années de service à L'Association Blonde d'Aquitaine du Québec.

Nous étions plus que 40 personnes au pique nique cette année, en espérant toujours en avoir plus qui participeront l'année prochaine.

Date des Expositions 2010

Expo Richmond : 9, 10, 11 et 12 septembre
Expo Bœuf Victo : 8, 9 et 10 octobre

Vous êtes intéressé à exposer des animaux et de participer aux jugements.

Prenez note qu'Expo Bœuf Victo est ouvert à tous les éleveurs à travers le Canada. Pour plus d'informations veuillez contacter Clémence Landry au 819 336-5503 ou L. Pierre Léger (pour parler en Anglais) au 450 267-9160.

Encan Silencieux 2010

Dans le cadre de l'Expo Bœuf 2010, en octobre à Victoriaville, il y aura un Encan Silencieux de vente de sujets Blonde d'Aquitaine « FullBlood » après le jugement. Les éleveurs qui sont intéressés à ajouter leurs sujets doivent donner leurs noms à L. Pierre Léger au 450 267-9160 ou Maureen Landry au 819 336-3966 avant le 15 septembre 2010.

Nous avons besoin les noms des éleveurs ainsi que le certificat d'enregistrement et photo des animaux à vendre avant le 15 septembre 2010 pour préparer le livret de vente.

	The Canadian Blonde d'Aquitaine Association Bylaws & Code of Ethics are posted on the website. www.canadianblondeassociation.ca
---	--

News from the Blonde d'Aquitaine Québec Association

Annual Picnic (2010 reunion):

We held our annual picnic on August 7th, 2010 in Notre-Dame-du-Bon-Conseil, we had hamburgers (Blonde d'Aquitaine) and hot dogs on the Bar B Q and Corn on the Cob.

We were pleased to see some old breeders and to offer Laurent Desrosiers a jacket with the Association's logo in thanks for all the years of service that he gave to the Québec Blonde d'Aquitaine Association.



There was over 40 persons in attendance and hoping to see more present at the next annual picnic.

2010 Québec Expositions

Expo Richmond : September 9, 10, 11 and 12th
Expo Boeuf Victoriaville: October 8, 9 and 10th

For those interested in showing subjects at the different expositions, please contact Clémence Landry 819 336-5503 or for English speaking only L. Pierre Léger 450 267-9160.

Please note that Expo Boeuf Victoriaville welcomes the out of Québec breeders at the show.

Silent Auction 2010

There will be a silent auction of "Full Blood" Blonde d'Aquitaine subjects after the Expo Boeuf 2010 show in Victoriaville. To participate, please send to Maureen Landry your name, contact information, copy of the registration certificate and photos of the animals for sale before September 15th, 2010 so we can add them to the sale booklet.

Please contact L. Pierre Léger 450 267-9160 or Maureen Landry 819 336-3966 for more information.

Clémence Landry, présidente

Soumis par Maureen Landry, Secrétaire Trésorière

HELP US "BE GREEN"!

If you have e-mail but are still receiving your newsletter by Canada Post, please send the CLRC your e-mail address. This will save us postage, envelopes, printing, and labour costs. More importantly, it will help us "BE GREEN". Every little bit helps!



Late-Calving Cows Simply Are That, Late-Calving

Kris Ringwall, Beef Specialist, NDSU Extension Service

If one stands by the fence and discusses calving, most producers are sympathetic to the late-calving cow. At least she has a live calf is the general response. That is true, but the challenge is to move beyond acceptance and perhaps refocus and rethink this subtle, but real acceptance of late-calving cows.

Calving interval is not a term that seems to frequent cow producer conversations. In reality, it probably is the No.1 trait in the cow-calf operation. Calving interval is the time between the birth of one calf and the next. Ideally, a cow should have a calf every 365 days.

As a cow ages and has more calves, calving dates can be averaged to come up with the calving interval. Through time, the ideal cow will maintain an average calving interval that is close to 365 days.

Why is this so important and why now? Well, some cattle producers are ultrasounding cattle as bulls are being pulled and brought home. Many more producers will be pregnancy-checking this fall and culling cows as they ask themselves who is pregnant. Some will go a step further and ask if the cow will be early or late.

Producers seldom actually cull the late cows. Why? I'm not sure, but there seems to be comfort in maintaining the status quo. The most important point is that most cows do calf on an annual basis and generally close to when they calved the previous years.

Thus, a cow that is late this year will be late next year and years after that, so, for all practical purposes, the cow will be late for her entire reproductive lifetime. There are managerial changes that can be made, such as better nutrition, appropriate intervention with newer reproductive hormonal programs or even calf withdrawal at breeding. However, these imply that there will be additional inputs and labor, which come at an expense.

This year, the Dickinson Research Extension Center came to the realization that the center also was accepting the status quo. Bulls were allowed to run with the cows throughout the summer, so the cows were calving later. This means a longer calving season and more shuffling of the cows, even after the main herd was worked and sent to pasture.

A concerted effort was made to re-establish a short and concise calving season. The bulls were pulled in July. Let me repeat that the bulls were pulled in July. The first group of cows was ultrasounded the other day. The results were promising. These cows were time synchronized and artificially bred on June 14. Cleanup bulls were placed with the cows on June 15 and then pulled on July 20.

All 48 head of cows were pregnant. Thirty-two cows conceived through artificial breeding and 16 cows bred naturally to the cleanup bulls. That is great and means no late calves in that group next year. The artificially bred cows have an expected calving date of March 31. The average calving date for the remaining cows is estimated to be April 20. The actual spread in the later cows is from April 7 to May 1.

A couple of points can be made. First, these cows bred exceptionally well, but not beyond expectations. Also, these cows are good cows because they have an average calving interval of 366 days. The range in calving interval for the 48 cows was 344 days to 382 days.

The cow that has the longest calving interval is raising her 12th calf. She bred through artificial insemination and will give birth at the beginning of the calving season next year. Good job for an old cow. However, she may be culled next year because of her age, but she deserves a pat on her back.

Typically, the shorter calving intervals are with the younger cows. As the cows get older, they slowly drop back in calving date. The average age on this set of cows is 6.4 years. They have given birth to an average of 5.4 calves, weaned 4.3 calves and now are raising their next calf. They will have raised 5.3 calves if all the calves make it home this fall. That is a good set of cattle that, for all practical purposes, are right on schedule by producing calves every 366 days.

If some cows have a longer calving interval, then the herd as a whole is going backwards and managerial intervention is a must. However, to start with, don't keep late-calving cows because they simply will keep calving late.

May you find all your ear tags. ■

News from Alberta

Submitted by Reed Rigney

There's only one month to the entry deadline for the National Show & Sale (October 8th, 2010). Please note that the schedule has changed, and the Show & Sale will both be starting later in the day. We have also made a very important change for the sale: Show consignors have the option of entering a maximum of two non-halter broke females into the sale. These animals will be assessed by the culling committee the same as any of the other sale animals, and must be of the highest quality. A reminder that all animals must be registered in order to show and/or sell at the event, so please get those registrations sent, especially for Fullblood cattle that can take some extra time due to DNA requirements. Some of this information is included elsewhere in this newsletter, however, complete rules for the show and sale, dates, hotels, entry forms, etc. are available for download on the Canadian and Alberta websites. We can also e-mail, fax or mail the entry information directly to you (contact Reed Rigney 780-348-5308).

Most of our National sponsorships are filled, and we would like to thank those who have supported this event. If you still want to get on board, please contact us ASAP. We are also planning a silent auction on Show & Sale day, and if anyone has items that they would like to donate, please let us know. Donated items for the auction will be listed in the sale catalogue along with the name of the supplier.

Again I remind those of you interested in bringing cattle from a further distance that we are coordinating a truck from the East, and we would be happy to help you with the care of your animals prior to, and during the show. We will also have a clipping and grooming crew available for those who are not comfortable doing the



work themselves. For those of you who are flying to Alberta, please let us know your schedule, and maybe we can help coordinate some travel from the airport. It's going to be a great event, and I hope to see

many of you there.

The Alberta Blonde d'Aquitaine AGM will be held following the National AGM on Sunday November 21 in Olds, AB. It was decided by the Board of Directors that it would save time and expenses for everyone involved as we will already be gathered. It is expected to take less than an hour, with financials and elections the most pressing issues.

The 2010-2011 Alberta Bull Test will be held at Cattleland Feedyards in Strathmore once again. The bulls will start their warm-up period in late November following the National event in Olds. Approximate dates are: Delivery November 27; Start of Test December 27; End of Test April 18. There are 15-20 bulls expected at this time. If you would like more information about the test, or would like to consign bulls, please contact Harry Nauenburg at 780-376-2184.

The 2010 Alberta Blonde field day was held at Willow Springs Stock Farm (Reed & Michelle Rigney) near Westlock, AB on Saturday June 26th. It was basically just a day to relax, look at a few cattle and enjoy some good discussion and company. Thank you to all who attended. ■

www.albertablondcattle.com

No information was received from the Ontario or Man/Sask Blonde Associations by press time. Please visit their websites for the latest news.

In response to our house fire, we would like to take this opportunity to thank the Blonde breeders across Canada for your kind thoughts, food, phone calls, and for your surprise monetary contribution presented to us by Murphy Baker the night of our benefit dance. Your kind generosity is much appreciated and will not be forgotten.

Dave, Sheila, Fraser & Ashley McNeven

FOR SALE Semen Storage

MVE SC 20/20 Liquid Nitrogen Tank
Excellent Condition. No longer needed.

**Call: Myrna Flesch
(403) 549-2371**

**Canadian Livestock Records Corporation - Toll Free: 1-877-833-7110 or 613-731-7110
2417 Holly Lane, Ottawa, Ontario K1V 0M7**

The Maple Leaf and RFID Tags

Canada Day used to mean one thing: a much anticipated day off. But this year July 1 had a double entendre for cattle producers, as it was the official date all cattle must be tagged with an approved Radio Frequency Identification (RFID) tag prior to moving from their current location or leaving their farm of origin.

The RFID tags replace bar-coded dangle tags, which were de-listed the same day. The regulation also prohibits the application of existing dangle tag inventory to animals after July 1, enabling Canada's traceability initiatives to move forward with a clean slate.

Unlike the initial Jan. 1, 2010 target date set for de-listing, the July 1 deadline is firm.

"All levels of government have signed off on this; this is the date," said Darcy Eddleston, chair of the Canadian Cattle Identification Agency (CCIA).

Taking advantage of balmy weather was just a lucky outcome of the six-month delay to de-list bar-coded tags, which came as a result of a decision by the Canadian Food Inspection Agency (CFIA). Eddleston said the extra time was required to finalize regulatory details with the CFIA.

The basic rules around de-listing still stand: Producers should leave existing affixed bar-coded tags on the ear and apply an RFID tag to the same animal, provided they cross-reference the new RFID tag with the existing dangle tag in the Canadian Livestock Tracking System to retain the tag data. Producers requiring assistance with cross-referencing can contact the CCIA office, Eddleston said. ■



At the National! See Page 4 for details.

MARKET YOUR SEEDSTOCK ONLINE

Why not advertise your bulls, cows, heifers, semen or embryos where the world can see what you have available! Text only ads on the Marketplace page are just \$5! Ads with pictures are charged \$10 per picture.

**FAX OR E-MAIL YOUR INFO TO THE OFFICE:
FAX 403-549-2374**

**E-MAIL President Myrna Flesch at
westwind@telusplanet.net**



Polled and Horned

Fullbloods & Purebreds

Blonde Lady Farm

Blonde d'Aquitaine Cattle
Ron MacArthur & Family

735 Salisbury Rd
Moncton, NB E1E 1C4
Ph: 506-382-6630

Offspring from the Breeds' Top AI Sires

MEMBER NEWSLETTER

The quarterly newsletter features events, articles, and programs of interest to members of the Canadian Blonde d'Aquitaine Association. The newsletter is e-mailed to all members with e-mail addresses, and posted on the Canadian website. Those without an e-mail address receive the newsletter by Canada Post.

<u>Issue</u>	<u>Deadline</u>	<u>Distribution Date</u>
Winter	December 1	December 15
Spring	March 1	March 15
Summer	June 1	June 15
Fall	September 1	September 15

Friendly reminders on ad deadlines for the quarterly newsletter are sent to members with e-mail addresses. If you do not have an e-mail address, mark your calendar today, and get your ad to us this coming December. **You'll be glad you did!**

AD RATES

Size	Rate	GST	Total
Full page	\$150.00	\$7.50	\$157.50
1/2 Pg	55.00	2.75	57.75
1/4 Pg	40.00	2.00	42.00
1/8 Pg	20.00	1.00	21.00

New Directory Coming Soon!

Canadian Blonde d'Aquitaine members will be receiving a copy of the New Member Directory with the Official Notice of Meeting letter being mailed in early October.

Watch for it!!

Not Your Grandfather's Vaccine

Old Misconceptions Don't Apply To Modern Products

Some long-standing perceptions about cattle vaccines are becoming more outdated with each passing day. For instance, over time producers have been conditioned to believe that modified-live vaccines provide a stronger cell-mediated immune response than inactivated, or killed vaccines. This commonly held belief among many beef industry professionals dates all the way back to the late 1980s.

"There was a period of time when that was true," said Dr. H. Nielsen, professional services veterinarian, Novartis Animal Health. "But it's certainly not the case with the inactivated vaccines producers are using today."

While 1990 doesn't seem like a long time ago for those of us graying at the temples, it may as well represent the Dark Ages when it comes to vaccine technology.

"In the scientific community, the knowledge base on immunology is doubling every five years," said Nielsen. "As a result, the vaccines we're using today are much more sophisticated than they were as recently as the 1990s."

Nielsen said advances in viral immunology and how vaccines work to prevent common cattle diseases like BVD start with human medicine. "New and improved technologies and adjuvants used in human vaccines are often quickly applied to animal vaccines," he said. "And that's true for vaccines used in cattle and other production livestock animals."

What hasn't kept pace with advances in viral immunology, however, is communication with producers to explain how modern vaccines have changed and work to prevent cattle diseases.

Consequently, some of these long-held misconceptions still linger, despite the overwhelming body of evidence that proves they are outdated and no longer accurate.

Take the case of inactivated vaccines and cell-mediated immunity; several studies have shown that properly adjuvanted inactivated products do produce a complete response that includes strong cell-mediated immunity. Cell-mediated immunity provides valuable defense against invading pathogens and foreign cells.

The most recent of these studies was published in the peer-reviewed journal *Veterinary Therapeutics*.

"Specifically, this study evaluated an inactivated vaccine's ability to produce a cell-mediated immune response to BVD," said Nielsen. "And the results were very conclusive. The inactivated vaccine tested, Vira Shield® 6, provided a strong cell-mediated immune response, as well as a humoral response to provide complete



protection from BVD."

Nielsen added that some studies have shown inactivated vaccines can actually induce a stronger cell-mediated immune response than modified-live vaccines.

"There was a study conducted at Iowa State University that found an adjuvanted, inactivated vaccine provided a much stronger cell-mediated immune response to BRSV than the modified-live vaccine it was compared to," he said. "In that study, the inactivated vaccine had a tremendous advantage over the modified-live vaccine." ■



**PRODUCING QUALITY
BLONDE SEEDSTOCK!**

**Fullblood & Purebred
Heifers For Sale
By Private Treaty**

Proud Owner of Two New Top Sires!

Pleasant Valley Walter & Pleasant Valley Winchester

Sired by Corby and Mighty

BRILEEN HILL FARMS

Brian Down ... Ph: 613-392-7052

R.R. 3, Trenton, ON K8V 5P6

Blondes at the 2010 Calgary Stampede!

Reed Rigney

Blonde breeders were once again represented at the Calgary Stampede Agricultural Showcase. Reed Rigney of Willow Springs Stock Farm attended the event with promotional literature, banners, and had a yearling bull and cow/calf pair on display. Thanks to Shirley Bilton and Myrna Flesch of West Wind Blondes, and Michael Crabbe of Pine Coulee Blondes, who have represented the breed at the show for many years, and have earned their well deserved rest.

There were many interesting people from Canada and around the world to meet and talk to, including Jim McPherson who was involved with the breed in the early years, and whose wife Isabel (now deceased), managed the Canadian office for many years. I also made contact with people from South America looking for embryos, met past Blonde breeders and talked to a couple men who had imported Blonde females during the original importations from France.

The calf was the big attention getter, especially when she got up to suck. Many ladies cringed when she would give mom a good bang to let down more milk. The Blonde Country banner (pictured) was also a favourite with the blonde haired girls who walked by, and made its way into many pictures. The bull was appreciated by the cattlemen/women, and garnered many favourable comments. Visitors invariably commented on how beautiful the Blonde cattle were, and asked where the breed originated, when the breed came to Canada and were they a beef or milk breed.

We plan to attend again next year, and possibly with some cattle for the finished cattle show and carcass competition. ■

Olds Agricultural Society salutes...
Canadian Blonde d'Aquitaine
National Meeting, Show & Sale

Best of luck to all exhibitors and breeders for a successful show!

Check out the new
Olds Fall Classic Beef Show
October 1st - 3rd, 2010
www.oldsagsociety.com/lbeef.html

Olds Fall Classic
October 1-3, 2010 Olds, AB

Olds Agricultural Society
Box 3751 5116 54th St
Olds, AB T4H 1P5
403.556.3770
office@oldsagsociety.com
www.oldsagsociety.com

For all your facility and event planning needs!



PHOTO CONTEST!

Photo Contest Judge, Kathleen Windsor, is pleased to announce the latest winner of our Photo Contest - Kirk McGee from Rondakk Acres in Codrington, Ontario! The winning picture shows when the girls from "Northfork" stopped by the pond for a drink and a cool down after a hot and humid August day. This shot would look great as a website header.



This entry now gives Rondakk Acres a \$25 credit towards their next fullblood or purebred registration.

The Photo Contest Judging Criteria is on the Association website, with a list of previous winners. We accept photos all year long, so make sure you get your pictures to us.