



[charolaisyouth@gmail.com](mailto:charolaisyouth@gmail.com)

Follow us!  @charolaisyouth

Facebook: CCYA



Welcome to our Fall Newsletter! 2017 has been great year for the Canadian Charolais Youth Association. We had a rewarding week in Barrie, Ontario for the 2017 Conference and Show. Have a look into the October Charolais Banner for all of the conference coverage. The new CCYA National Board has put together this newsletter for you. We hope you enjoy it!

## In this Issue

Page 2: Be Identifiable- Shelby Evans & Upcoming Events

3: CCYA vs AIJCA- Wyatt Ching

4: Vaccines- Keegan Blehm

5: Perks of being a CCYA Member- Tyson Black & Hair Management- Raelynn Rosso

6: Cattle Marketing- Bradley Fergus

7: The Way of the Future- Aidan Jamieson

## Be Identifiable!

If you are involved in the Charolais breed, like many of you are, I'm sure you've heard the slogan being used for promotion lately... "be identifiable". There is no doubt that our breed stands out in terms of colour, but what other things make our breed stand out? Here's a few of those things: High feed to gain conversions, tremendous performance leading to high weaning, lean meat yield, profitability. High feed to gain conversions means that producers are getting more pounds of weights gain in their cattle for the amount of feed they are putting into them. This is key in the beef industry today, where prices of inputs such as feed are continually on the rise. To be able to get more weight gain on your calves using smaller amounts of feed is more economical for beef producers, making Charolais a top choice for cattlemen!

Anyone who has raised Charolais can speak of their incredible growth. At every stage of life - from new born calves in the corral, to being put out to pasture at a few months of age, to when they are brought in at weaning time - it is obvious that calves with Charolais influence have the ability grow fast and grow efficiently. This all leads up to higher weights at weaning time for commercial cattle producers, which means more money in their pockets!

If you compare the carcass of a primarily Charolais influenced animal to a primarily Angus influenced animal, one thing you will notice is the fat in the meat. Angus cross cattle do put more marbling into their meat, but Charolais have been proven to have higher yields. With less fat to cut off of the carcass, there is more sellable meat that comes from a Charolais cross carcass, which once again means more money.

As all of these points have mentioned, using Charolais cattle will increase your profitability! Whether it means putting less money into feed costs, selling your calves at a higher weight at weaning time, or having more yield in the meat when the carcass is sold, Charolais cattle are your key to being more profitability in the beef industry. So go ahead, be identifiable, and use Charolais!

Shelby Evans, President

### Upcoming Events

**MCYA Heifer Raffle at National Charolais Sale- October 26**

**CCA Scholarship- deadline October 31**

**Agribition Semen Auction Fundraiser- November 23, 2017**

**2018 Membership- due January 1, 2018**



## CCYA vs AIJCA

In June, four members from the National Board, Shae-Lynn, Shelby, Aidan and myself traveled to Grand Island, Nebraska to take in the AIJCA Show and Leadership Conference. AIJCA stands for American International Junior Charolais Association, which is the American equivalent to CCYA. AIJCA just like CCYA has a conference and show every summer that moves from state to state and is attended by youth from all over the country. The four of us went down for the whole week to get the full AIJCA experience and we noticed many differences compared to CCYA.

The size of the conference was probably the biggest shock to us. AIJCA had approximately 300 youth attending the conference along with about 500 head of cattle. This was pretty cool to see as we are used to Canadian conferences with around 50 youth and 50 cattle.

The AIJCA conference is much more intense than CCYA. At CCYA conferences parents aren't allowed to help because the youth members are supposed to do the work so they can learn and improve by doing it themselves. At AIJCA, the youth can do as much or as little as they want. Some do all the work and fit their own cattle whereas others have parents and fitters that do all the work and fit the cattle and the youth just leads the animal in the ring. We helped work the ring for their show and it wasn't uncommon to see parents coaching from the sidelines.

There were no herdsman groups, most exhibitors stalled by themselves but the barn was organized by state. Having more youth members, the Americans are able to have state Charolais youth associations. Some of the states like Kansas and Texas had almost as many youth at the conference as there are at CCYA some years.

The way the AIJCA does their show was also different from CCYA. They have a two-strike rule in the ring which means if the youths animal gets away twice they are disqualified and have to leave the ring. It was strange to see because in Canada it's so common for seniors to help juniors lead their animals in the ring. While working the ring we helped capture many animals over the two days of showing.

AIJCA has what they call composite classes in their show whereas we have commercial cattle classes. CCYA has events like the mixer and keep and cull that AIJCA doesn't. AIJCA has a big



cook off and a 3 on 3 basketball tournament which CCYA doesn't have. We noticed many differences between their conference and ours but they really aren't all that different. Both conferences are designed to encourage youth involvement in the Charolais breed and create an event for youth with Charolais cattle to get together, have fun and make friends within the Charolais breed. Going to the AIJCA conference was very interesting, I'm glad I got the opportunity to go and I'd encourage anyone who's interested to go check it out.

Wyatt Ching, Vice President



## How do Vaccines work?

Vaccines expose an animal to a specific pathogen, misleading the body into thinking it has encountered the actual bacteria or virus creating memory cells for the antigens belonging to that specific pathogen. The body is then able to recognize when it is under attack from the same pathogen and will generate a quick response before the pathogen can cause disease and will therefore develop immunity. There are two types of vaccines: live or killed.

Live vaccines include a small number of bacteria or virus that has been modified so it does not cause clinical disease. The virus or bacteria in the vaccine will replicate in the body, supplying the vaccinated animal with a very mild form of the disease to stimulate life-long immunity.

Killed vaccines are the most common and require two doses. The first dose stimulates the antibodies however, the level produced is often small and protection generally only lasts a few weeks before immunity declines, hence a second vaccination is required to boost immunity.

I hope these facts on vaccines were interesting!

Keegan Blehm, Manitoba Director



## The Perks of Being a CCYA Member

When it comes to CCYA there are a lot of perks. Meeting new people that have a common interest in Charolais cattle is just the tip of the iceberg. CCYA also has programs for its members that can help increase your herd or your pocketbook.

In June, you can write an essay that will be judged at the CCYA conference that summer. Each year a new topic is chosen for each age group to write about. If your essay is chosen for first or second in senior you will receive a cheque for \$300 or \$200. If you are an intermediate for first you will receive \$200 and for second \$100, and if you are a junior for first place you will receive \$125 and for second you receive \$75. I think that more youth should participate in this event.

Another perk of being a CCYA member is that in February you can enter to receive two straws of Charolais semen for free! You complete an application form and the CCYA semen committee will contact you with what is available for you.

CCYA also has a “Buy and Show” program. If a CCYA member purchases a Charolais or Charolais cross animal and has a bill of sale you can send it in and receive a \$50 rebate. If the animal is shown within a year of purchase another \$50 rebate is available. If you show the animal at the CCYA conference another \$25 rebate is available.

Not only is CCYA a lot of fun but there is a lot of advantages of joining. For more information on any of the above programs please look at the CCYA website.

Tyson Black, Ontario Director



## Hair Management

White hair, black hair, curly hair, and straight hair. When it comes to showing cattle and the art of fitting it all boils down to the hair on the animal.

Everyone wants to have lots of hair for show day, am I right? It all boils down to what you do at home to prepare beforehand. What's the age old saying of showmanship class? “It's the work you do at home that shows in the ring”. If you don't manage the hair you have on your calf – if you have hair or not - fitting it will be a pain in your butt.

Some everyday hair care should include: combing, blowing and soaking and conditioning. When I am first training and working the hair the comb I use the most is the scrub brush. Brush the calf's entire hair forward - body hair, leg hair, tail hair - all of it. I know what you're probably thinking I shouldn't comb my leg hair forward, but upwards like when I'm fitting. It could be just my personal preference but when I comb it forward vs upwards I find that it was easier to work with during the actual fitting process.

Rinsing your calf everyday will also help train and grow hair. When you are rinsing your animal always make sure the water is pushing the hair in a forward direction (I'm sensing a theme here). You should also fully shampoo and condition your calf once in a while if you are rinsing every day because you don't want to dry your calf's skin out. When scrubbing soap into your calf try not to make circles in the hair. Scrubbing in a circular motion will cause the hair to naturally twist all the time. So, when you're scrubbing the soap in be sure comb that hair, you guessed it, FORWARD. A personal preference of mine it to comb the hair forward then when time to rinse soap out I comb it down so the dirt drains down the calf and once again when rinsing the soap out make sure you are still using the water to move that hair forward.

So now that you got your calf either washed or rinsed, it's time to comb and dry them. I take my scrub brush and brush all the hair forward again (body and leg hair). When your blowing it can be a long and tedious process depending on how much hair your calf has. You always blow front to back and all the hair forwards. Try and not go to many directions when blowing because it can cause the hair to get twisted in it and become a pain when trying to fit.

I am sure there a ton of other tips and tricks to get the perfect hair to work with on show day, but here's a start and always remember to work that hair forward. Thanks for reading!

Raelynne Rosso, Secretary



## Marketing Cattle

With today's technology, it has really changed how we can market cattle. Social media has become a huge part of that. Why is that? It's simply because it's free! People use social media to their advantage because it costs nothing and you can use videos to show your product off instead of only photos in catalog. Social media also allows you to become part of groups so it can help you have a certain targeted audience. It's also for potential buyers to ask a quick question about your cattle over social media instead of making a call to you. Having a website is also a great way to push your genetics because it allows you to advertise your whole herd, along with sale results and upcoming sales. Sale catalogs are still a great way to attract people because it shows them everything you have on offer. With help to make a good sale catalog, having good video and photos are very important because it makes the cattle you're selling look more presentable and can interest more breeders.

Online sales are becoming the new way to selling your cattle due to the way technology has taken us, these types of sales are good because it makes it easier to buy cattle from different countries, provinces, or even towns. It also gives you a chance to watch and see what all the cattle are selling for, so if there's more than one that you're interested in you can keep track or

bid on both at that same time. Technology advances such social media and the internet are becoming a great way to market and advertise your cattle.

Bradley Fergus, Ontario Director

## The Way of the Future

No more late night checks in -40 weather, no more searching fields for hours on quads looking for that missing cow, and possibly no more crop monitoring? This may just be the way that the agricultural industry is heading. With advancements taking place daily in technology, farming has seen recent strides as a result of this; and the newest endeavour is on the brink of breaking through the market. UAVs (Unmanned Aerial Vehicles) also known as Drones may bring a new side to the farming industry never seen before. Several drone companies have been introduced to the farming market and have seen the ability to rapidly grow within it and have begun to develop more than your standard drones. Drones are now being built with heat monitoring cameras to monitor herd health. As well, GPS ear tags are rumored to have the drone fly over pasture on a pre-programmed grid pattern and counting every GPS ear tag that it passes over. Similarly, UAVs are being programmed to fly over crops and detect changes in colour that lead to disease. This is just the beginning of an untouched market with more room to expand and develop, so let's wait and see where this advancement will bring our industry.

Aidan Jamieson, Treasurer







## 2017-2018 National Board

**Shelby Evans-** President

[sle379@mail.usask.ca](mailto:sle379@mail.usask.ca)/306-561-7490

**Wyatt Ching-** Vice President

[w.ching476@gmail.com](mailto:w.ching476@gmail.com)/306-476-7439

**Aidan Jamieson-** Treasurer

[awjamieson@gmail.com](mailto:awjamieson@gmail.com)/403-354-9402

**Raelynne Rosso-** Secretary

[littlerosso@hotmail.ca](mailto:littlerosso@hotmail.ca)/306-690-3302

**Bret Marshall-** Alberta Director

[bret@futurefarms.ca](mailto:bret@futurefarms.ca)/403-877-177

**Keegan Blehm-** Manitoba Director

[keegb34@yahoo.ca](mailto:keegb34@yahoo.ca)/204-384-6913

**Tyson Black-** Ontario Director

[blackbern@hotmail.com](mailto:blackbern@hotmail.com)/613-433-1169

**Bradley Fergus-** Ontario Director

[bradleyfergus3@gmail.com](mailto:bradleyfergus3@gmail.com)/519-938-7103

**Shae-Lynn Evans-** Ex-Officio- [evans32s@uregina.ca](mailto:evans32s@uregina.ca)

### Adult Advisors:

Alberta: Kasey Phillips- [kphillips@mcsnet.ca](mailto:kphillips@mcsnet.ca)

Saskatchewan: Suzanne Smyth- [suzannetylersmyth@gmail.com](mailto:suzannetylersmyth@gmail.com)

Manitoba: Donna Jackson- [jackson7@mymts.net](mailto:jackson7@mymts.net)

Ontario: Billie-Jo Saunders- [dbjsaunder@gmail.com](mailto:dbjsaunder@gmail.com)

**Youth Coordinator:** Kirstin Sparrow- [kp.sparrow@hotmail.com](mailto:kp.sparrow@hotmail.com) 306-380-4508