



Canadian Charolais Youth Association

Fall 2015 Newsletter

The newsletter consists of articles written by the CCYA National Board. The newsletter includes important dates and information about our programs and conference.

Welcome from Shae-Lynn

Hey Juniors! I hope everyone had a great rest of their summer and is enjoying being back in school for the fall! For anyone who hasn't met me yet, my name is Shae-Lynn Evans and I am your newly elected National Board president. I grew up on a farm east of Kenaston, Saskatchewan with my mom, dad, and sisters. We operate a mixed grain and cattle operation, Horseshoe E Charolais. I am currently in my third year of university in Saskatoon taking my degree in nursing. I am very excited to be taking on this role with the national board, and look forward to helping out with the conferences for the next few years. We have a great group of members on this year's national board, who will be working hard to make the programs and conference better than ever! Joining me is Wyatt Ching (Vice President), Tomina Jackson (Secretary), Courtney Black (Treasurer), Luke Marshall (AB), Megan McLeod (AB), Shelby Evans (SK), and Keegan Blehm (MB), as well as Kirstin Sparrow, who is our youth coordinator again this year!

There are some important upcoming events for youth to mark in their calendars! First is our Annual Semen Auction, which will take place at the national sale this year at Canadian Western Agribition on Thursday November 26, 2015. Courtney Black is working hard to get semen donations from breeders, which will be sold with all proceeds going to the CCYA. The Genetics Program is also fast approaching, and will get underway in the New Year.



2015 Conference Members

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Youth can apply for FREE semen from some of the leading bulls in the industry! Stay tuned for details about this program, and others, by following us on Twitter, Facebook, accessing our webpage at youth.charolais.com, as well as our columns in the Charolais Banner and the Charolais Connection. I look forward to seeing many of the youth members throughout the fall, and hope to see you all next summer in Alberta for our next conference! I wish you all good luck as harvest wraps up and look forward to catching up with you this fall!

Shae-lynn Evans, President



National Board Members in Yorkton

Social Media as a Marketing

Facebook, You Tube, Twitter, Instagram, etc. are various types of social media which are becoming popular tools for advertising cattle. An increasing number of breeders have Facebook pages today. It is a way you can display pictures and videos of your cattle instantly and it's free. However, it takes time for people to find your page or account, you can't expect to create it and have lots of people looking at it right away. Good pictures and videos are very important though, because you're putting them out there for potentially the whole world to see. A poorly taken picture or a mediocre animal isn't going to get you any business no matter where you put it.

It is crucial to remember who you're trying to sell to and the types of media they are most comfortable using. There are many people you can reach through social media, but you need to remember that a good website is still a useful advertising tool and can be linked to your social media account. Advertising through social media is a good way of keeping in touch with your tech savvy customers but there are still lots of producers who don't have social media or don't use the internet. Catalogs and flyers are still a necessary means of advertising your cattle to all of your potential customers. Although a breeder cannot solely rely on social media as a marketing tool it is becoming more and more beneficial as time goes on and technology advances and becomes more widely used.

Wyatt Ching, Vice President

Find us on facebook: CCYA and Twitter

@charolaisyouth



Fun at the Mixer!

Important Dates:

- November 26: Semen Auction @ National Charolais Sale- Agribition
- January 1: Membership Deadline***
- January 30: Genetics Program Deadline
- July: CCYA 2016 Conference & Show



The Charolais Industry Now

Charolais Cattle is one of the top-producing beef breeds and as a result the Charolais Breed plays a huge role in everyday life on global stage. Beef is eaten by people of diverse social, economic, cultural and ethnic groups all around the world, and beef plays a huge role in the global economy. Although it may seem that beef is strictly connected to agriculture and farming alone, beef production and consumption impacts many industry sectors. While the cattle business is the largest job provider in agriculture, it generates many other employment opportunities as well. It's important to point out the spin off activities and economic benefits generated from beef production such as trucking and transportation, feed and fertilizers, butchering and processing, wholesale, marketing and grocery activities, and veterinary services, it adds up to quite a lot of additional downstream activities and employment opportunities. The cattle business tops all other forms of meat production with annual cattle sales producing about \$40 billion dollars. The sale of fresh beef contributes to the economy up to \$50 billion dollars annually. As purebred cattle breeders we have an important role to play in providing quality livestock to the beef industry. Commercial cattlemen rely on purebred breeders for good quality breeding stock to complement their herds and to help them raise beef as efficiently as possible.

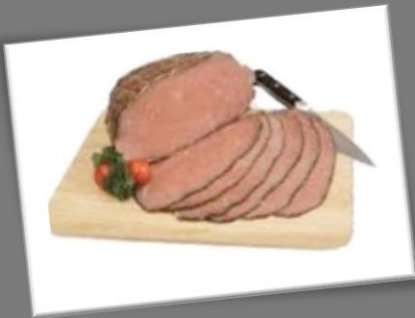
Focusing on the Charolais industry, we know that one of the reasons it is a leading breed is because of its consistency. People know what to expect when they consume Canadian Charolais beef. Charolais producers are continually working to provide a better end product for their consumers, through continuous improvement developing and implementing beef and agricultural standards. Health Canada and Agriculture Canada, along with various provincial departments, work hand in hand with industry organizations such as the Canadian Charolais Association and the Canadian Charolais Youth Association (CCYA) and the Canadian Cattlemen's Association to keep their members informed of these standards. Organizations like the Canadian Charolais Association support producers in their efforts to provide a consistent product, along with insight about consumer wants and needs regarding supply and demand of beef products. The Charolais industry has heard consumers' demands, stepped up to the challenge, and continually evolves to meet consumer goals for convenience and consistency.

With organizations such as the Canadian Charolais Youth Association, we too have a part to play on the world stage of beef production. Our role is to strive to develop and strengthen today's youth involvement in breeding, raising and promoting our favourite breed of cattle. The CCYA now has members from all over Canada ranging in ages from 6-21, fostering an enormous amount of friendship and communication across these regions. The Charolais industry benefits from CCYA members attending and participating in regular Charolais conferences because it offers the youth members the opportunity to network, generate and exchange new ideas for breed promotion, develop business networking skills. CCYA conferences also provide the forum for Charolais youth to learn about and evaluate Charolais Cattle genetic programs across the country. The Charolais Youth also play an important part in the beef industry's development through a new communication medium that complements in-person idea exchange by bringing social media communication tools to the industry. Charolais Youth have introduced tools such as facebook and twitter as effective means of information and idea exchange. So not only does the youth have an agriculture/beef production role to play but they also have a role to play in the evolution of effective communication as it relates to beef production and consumption, and more specifically Charolais Beef production and consumption.

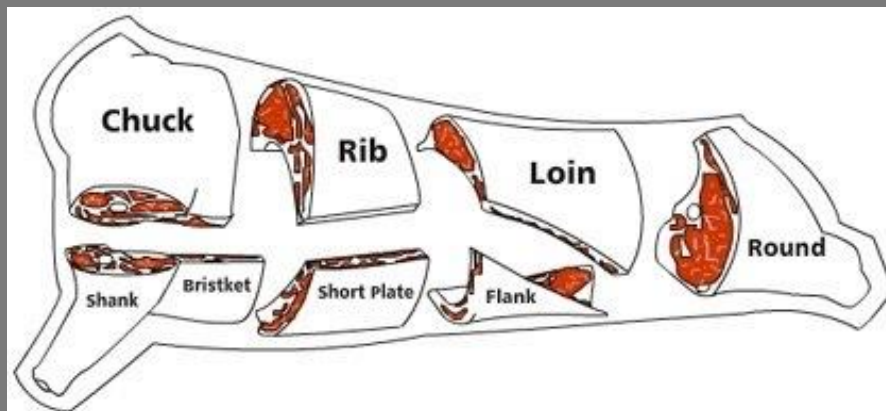
Courtney Black, Treasurer

Tough Stuff: Why Some Meat is Hard to Eat

Have you ever wondered why some cuts of beef are more *tender* than others? For example, tenderloin almost melts in your mouth, whereas a round roast is more chewy.



This is because the round roast is a **locomotion** muscle, or in other words it helps the animal move. Muscles like the tenderloin are simply there for **structural support**, or to hold things together. Therefore, muscles with a harder job are harder to eat!



So how can you make tougher meats tender? Using **moist heat** to cook tougher cuts of beef helps to tenderize meat, using a **marinade** can help to tenderize also.

Have you ever noticed what ingredients are put into a marinade? There is often at least one **acidic** ingredient. **Acidic** ingredients are sour, like **lemon**, **lime** or **pineapple**. The acid helps to break down the tough muscle fibres and adds a yummy taste!

Tomina Jackson, Secretary

Photography Contest Tips

Getting the perfect shot for the CCYA photography contest is not always the easiest thing to do and it's pretty hard to walk out to the pasture with your camera in hand expecting to get a winning photo when you aren't really sure what makes a great picture in the first place. But you're in luck! CCYA alumni and this past conference's photography contest judge Suzanne Smyth has shared some of her top photography tips with us that will be sure to take your pictures to the next level!

Photography can be fun! And with some simple tips and techniques you can turn a nice image into a POWERFUL image. Take some time to play around with your camera and try out some of the following tips:

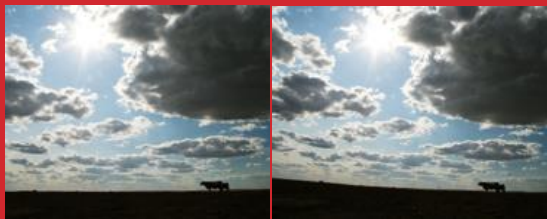
1. Rule of Thirds: avoid placing your subject in the center of the frame

- simply split the image into thirds vertically & horizontally and place your subject in the connecting locations
- also, it is more eye appealing to have your horizon line break the image into thirds rather than have your horizon line split your image in half.



Rule of Thirds

2. Straight Horizon Line: Unless done properly as a creative technique, having a crooked horizon line is very distracting. Pay attention to the angle you are taking your image at and try to minimize those crooked horizon lines in camera.



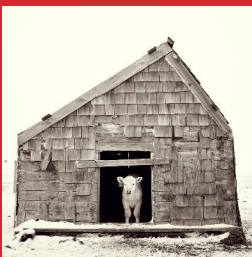
Straight horizon line vs crooked horizon line

3. Less is More! K.I.S.S. = Keep It Simple Silly! Having too much going on in one image can be distracting to the eye. Sometimes just a simple headshot makes for a powerful image!



Less is More

4. Frame within a Frame- is a technique used to frame a subject with another subject in the same image. This can be accomplished with trees, grass, buildings, etc...



Frame within a frame

Print Quality can really make or break it for you. Print your image for a competition at a reputable location - avoid printing from a home printer! And remember cell phones do not print good quality images!

Don't worry about putting all of these tips into one image! But play around with each tip and see how they can work for you! Happy Shooting!

So next time you go out to the pasture and are ready to start shooting, keep these in mind. You'll be surprised how something that seems simple can help you capture the perfect image that you've been trying for!

Shelby Evans, Saskatchewan Director



Take Your Pick

I've always been a believer that GMO's and growth hormones are safe and serve great purpose in terms of allowing more food to be produced using fewer inputs. However, there are many consumers worldwide that believe GMO's and growth hormones are bad and in places such as Europe they are even banned. Interestingly enough I believe these same consumers to be the ones that strongly believe in climate change. The ironic thing about people believing in both of these things is that they contrast each other.

If people accept GMO's and growth hormones then cattle, which are considered to be large contributors of methane, would spend fewer days on feed thus producing less

methane. Not only that but they are likely to convert feed more efficiently which would make food cheaper and free up more cropland to produce crops for human consumption, ultimately helping to feed the growing population.

So next time you are talking to someone and they say that they are against GMO's and growth hormones but think we need to stop climate change I challenge you to question them and give them this to ponder. At the end of the day it is the consumers that determine what we do in agriculture so why not try to help inform the consumers so that they make logical decisions that help agriculture and the beef industry to be progressive instead of backtracking.

Luke Marshall, Alberta Director

Semen Auction 2015

The Semen Auction is a fundraiser ran by the Canadian Charolais Youth Association (CCYA), where semen from top bulls in the breed is generously donated from various breeders across the country. All funds directly support the youth. The semen donated is auctioned off at one of the fall sales, and all proceeds go towards programs of the National Board. Particularly, leadership scholarships are presented at the conference and show from funds raised through the Semen Auction, recognizing senior members on their contribution to the Charolais breed and their leadership among other Charolais youth members. The CCYA National Board would like to thank everyone who has donated and supported in the past for making our programs and scholarship opportunities possible for our youth.

The 2015 Semen Auction is being held at the National Charolais Sale at Agribition, Thursday November 26 at 3:30pm.

The semen for auction:

KayR Velocity 812Z- 5 straws- donated by
Wilgenbusch Charolais

Rosso Double Down 8Z- 5 straws- donated by
Rosso Charolais

Eatons Big Bud 10402 P- 10 straws- donated
by Pleasant Dawn Charolais

TR Mr Fire Water 5792R- 2 straws- donated
by Hunter Charolais



The Stomach of a Cow

Cows technically only have one stomach, but it has four distinct compartments. This allows the cow to digest and break down the tough and coarse food it eats. When the cow first eats, it chews the food just enough to swallow it.

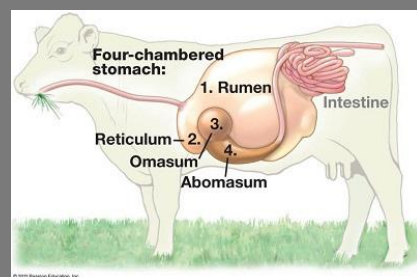
The food that is not chewed travels to the first stomach, the rumen, where it breaks down complex plant products like grass. Once the cow is full, she goes and lies down. This is where the food moves to the second part of the stomach called the Reticulum. Here the food mixes with the cow saliva and produces cud.

The cow will burp up the cud into their mouths and start to chew it. This helps in breaking the biological matter down further. Once the cow is done chewing her cud it then moves to the third part of the stomach, the omasum.

The omasum primary function is to absorb and filter the fluids the cows consume. Then there is the last compartment of the cow's stomach. The abomasum, much like the human stomach, is very acidic. The acid contains many enzymes that breakdown proteins into amino acids. Once the food is broken down it enters the bloodstream and is distributed throughout the body to produce milk, to grow an unborn calf and to maintain her health.

To conclude the four parts of the cow's stomach are necessary to a cow's life. Without it they would not be able to produce high selling bulls or top of the herd females.

Keegan Blehm, Manitoba Director



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CHAROLAISYOUTH@GMAIL.COM

New Membership Structure

NEW!

Who can be a CCYA Member?

CCYA members can be youth who are 21 or under as of January 1st of the current year – the same as 4-H age in many provinces.

Two different types of membership are available to youth. The CCA will manage a junior membership program only for youth members interested in having their own tattoo letters and farm name. Youth currently with tattoo letters will be invoiced in January for their fees. All other youth will be invoiced from the CCA office with membership fees due to the CCYA by January 1st.

The membership structure and benefits are detailed in the following table:

| | Junior CCA Member | CCYA Member |
|--------------------|---|---|
| Fees | \$25 + tax | \$20+ tax (if paid by January 1 st) or \$40+ tax (if paid at conference) |
| Paid To | Canadian Charolais Association 2320-41st Avenue N.E. Calgary, AB T2E 6W8 | Canadian Charolais Youth Association 922 Stonebridge Common Saskatoon, SK. S7T 0N2 |
| Due Date | January 1 | January 1 |
| Application | CCA Website | CCYA Website |
| Benefits | Semi-Annual Newsletter | |
| | Conference & Show Attendance | |
| | Essay Competition | |
| | Leadership Scholarship | |
| | Incentive Programs | |
| | Genetics Program | |
| | Tattoo Letters/Herd Name | |
| | Registration of Animals | |
| | Performance testing (EPDs) | |

- All current members will be invoiced by January 1 by the CCA. If members wish to become a CCYA member at conference time, they will be invoiced at the higher fee.
- If anytime during the year, a CCYA member wishes to change their membership to a JrCCA membership, they can notify the CCA office. They will be required to pay the additional \$5, and the CCYA will transfer their original \$20 fee to the CCA.
- The advantage of paying your CCYA membership fees by January 1 rather than July offers you more time to participate in all of our youth programs for the entire year.

So what does this mean? Watch your mailbox in the upcoming months for your chance to pay your fees. Send them to either the CCA or the CCYA, depending on which membership structure best suits you so you can get the most out of being a Charolais youth!

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