

Dear Alberta Simmental breeders,

Congratulations on a tremendous year; Bull sales were as strong as they have ever been with Simmental cattle being 1<sup>st</sup> choice for the majority of astute cattlemen this spring.

As you know, promotion of the Simmental breed is of utmost importance in this competitive and ever-changing marketplace. You have probably received a letter from the Canadian Simmental Association dated June 1, 2009 with regards to a proposal to introduce a new \$50 annual levy collected from all active members, by the CSA, and then forwarded to the provincial associations for provincial activities and promotion.

On behalf of the ASA, we feel that you need the appropriate information to make an informed decision as to the impact the levy will have. The proposed \$50 levy will go towards the promotion of Simmental on a provincial level, which equates to a stronger, unified promotion of Simmental-much stronger than we as individuals can be. Please vote in favor of the fee so the ASA can continue and expand the promotion of the breed.

## **Do YOU Know What the Alberta Simmental Association (ASA) is doing for YOU????**

- The ASA has been hosting the Simmental Double Crown Show at Farmfair International in Edmonton (and all associated Simmental Activities including the Sale) for the past several years. *In 2009, Simmental was the largest breed represented at Farmfair, and the highest averaging sale the past two years.*
- The ASA organizes feeder calf sales every fall in conjunction with local auction marts, where Simmental influenced calves are featured. *In 2008, almost 20,000 head of Simmental feeder cattle were sold through these sales.*
- The ASA pays for all print advertising, seen in AB Beef, Beef Illustrated, GrainNews, AdVisor/AgVisor, etc.
- The ASA is a huge supporter of YCS and 4-H, and provides approximately 2500 Prizes annually to 4-H members across the province who exhibit Simmental 4-H projects.
- The ASA sends a booth and a representative to 8 Trade shows and cattle events per year, where Alberta Simmental is promoted to the public.
- The ASA recognizes one Commercial Breeder per year, where an outstanding contribution is made by a Commercial Breeder to the Simmental breed.
- The ASA recognizes one Purebred Breeder per year, who has made an outstanding contribution to Simmental.
- The ASA is comprised of 9 elected board members and 3 contract employee's, as well as countless volunteers. All are committed to promoting Alberta Simmental.
- **Please join the ASA on June 20, 2009 at the Annual General meeting for more discussion on this topic.**