



**SERVING THE  
SASKATCHEWAN  
LIVESTOCK MARKETING  
INDUSTRY FOR  
HALF A CENTURY**

# **REFLECTING ON THE LAST 12 YEARS**

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# OUR PURPOSE

The Saskatchewan Livestock Markets Association was founded in 1972 then incorporated in 1989 as the Saskatchewan Livestock Marketers and Order Buyers Association, finally becoming the Livestock Marketers of Saskatchewan (LMS) in 2009. Although our name has changed over the years, our mission to ensure the free marketing of livestock runs smoothly, transparently and efficiently has remained our core goal. Our members represent the buying, selling and logistical components of the open market system for cattle sales in Saskatchewan and our Board of Directors has served these members with dedication for half a century.

Over recent years, we have seen LMS's profile rise and our organization has been frequently consulted on industry issues and invited to participate in various collaborations and committees. While agendas don't always work in our favour, we are proud to have a voice at the table.

On top of our projects and member-outreach initiatives we work to build relationships with others in the provincial livestock industry, monitor legislative issues and maintain regular communication with representatives of the government, academia and industry. We work to improve the climate of business for our members and have developed Canada's only safe handling manual with accompanying video, hosted numerous workshops, and invited experts from across the country to present at our annual meetings. Here is a glimpse of some of our other activities over the past dozen years.

# 2009

- In 2009, the organization known as the Saskatchewan Livestock Markets & Order Buyers Association (SLMOBA) became the Livestock Marketers of Saskatchewan (LMS). In that year a strategic plan for LMS was created, and LMS constitution and by-laws were reviewed and updated.
- LMS hired Adele Buettner (AgriBiz Communications) to serve as the executive director and to provide a professional office.
- LMS worked with the then Farm Animal Council and held a safe cattle handling workshop at Saskatoon Livestock Sales featuring Curt Pate and targeted at auction mart employees. (pictured below)
- An LMS website was designed and launched at [www.livestockmarketers.ca](http://www.livestockmarketers.ca).
- LMS strategically began to build industry relationships and met with Saskatchewan Cattlemen's Association, Saskatchewan Stock Growers Association and the Saskatchewan Ministry of Agriculture regarding common interests including brand inspection, mandatory age verification and changes to the livestock manifest.
- LMS applied for funding under the Saskatchewan Voluntary Traceback Initiative of Growing Forward, the Cattle Marketing Deductions Fund and the Horned Cattle Trust Fund.
- LMS met with then Minister, Bob Bjornerud, and his Chief of Staff, Tim Highmoor, to discuss several issues of mutual interest, in particular the need to modify the brand manifest.

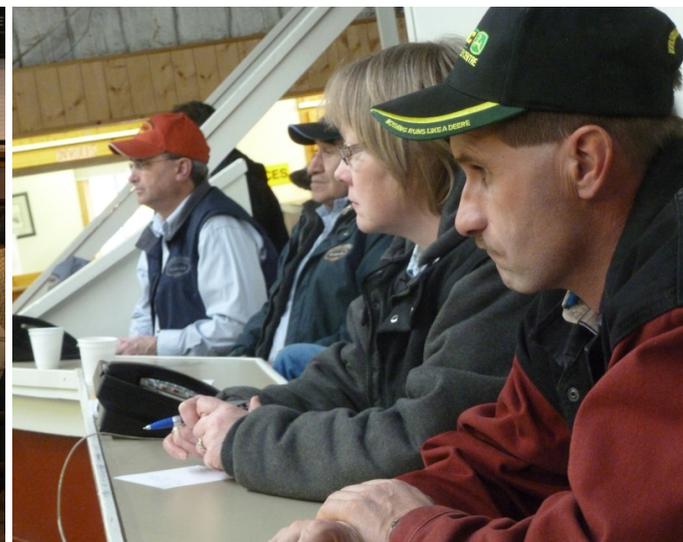


Livestock Marketers  
of Saskatchewan



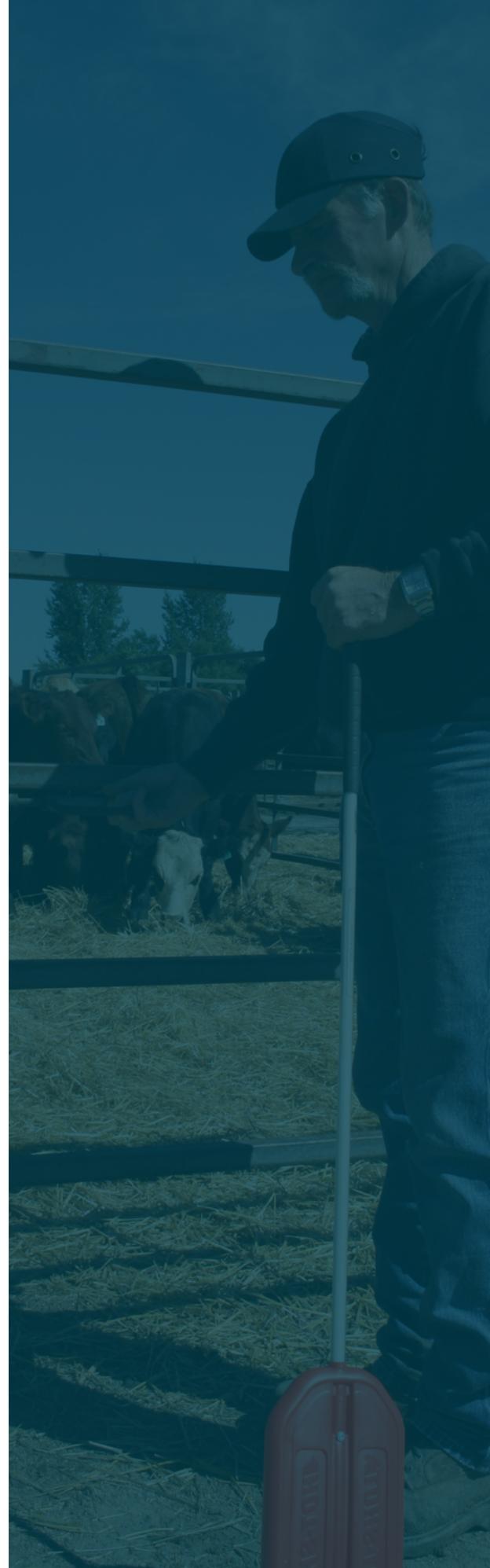
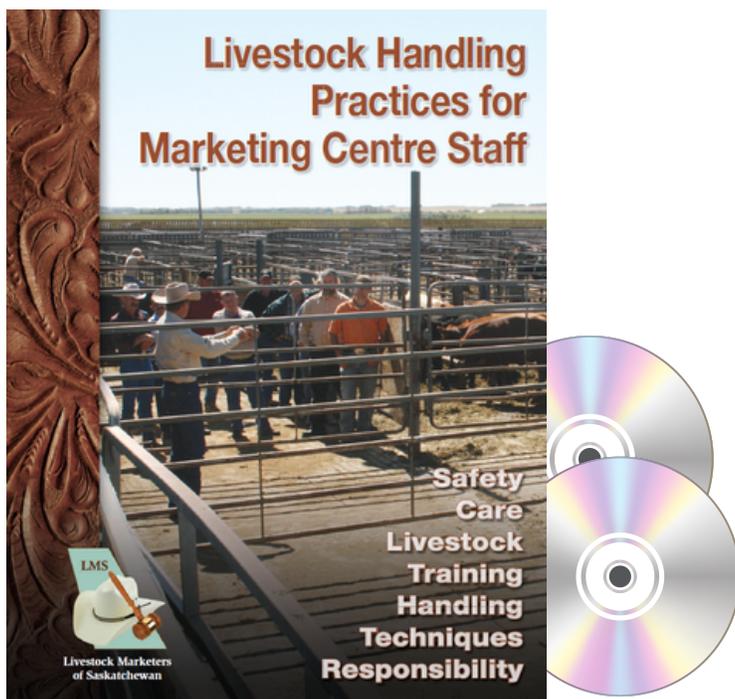
# 2010

- In 2010, LMS met with Sask Cattlemen's to lobby for a dealer rebate to be increased from 3 cents/head to 5 cents/head.
- The LMS Annual General Meeting was moved to be part of the Saskatchewan Beef Industry Conference.
- LMS held Low Stress Cattle Handling workshops in Saskatoon and Moose Jaw.
- Formal communication was sent to the Saskatchewan Ministry of Agriculture regarding support for proposed amendments to the *Livestock Inspection and Transportation Regulations, 1978* and the changes to *The Brand Regulations*.
- LMS initiated correspondence with various industry stakeholders regarding modifying the brand manifest to reflect proof of free and clear ownership.
- LMS submitted an application and received funding from the Canadian Agriculture Adaptation Program (CAAP) for development of a training manual with accompanying videos geared towards livestock auction market staff. The manual is the only one of its kind in Canada. With the funds they began development of the "Livestock Handling Practices for Marketing Centre Staff" training manual and corresponding DVD to enhance safety of livestock and livestock handlers in an auction mart setting.
- Research and development began on a livestock traceability program.
- LMS conducted an 'external' review of financials and has continued to do so each year since.



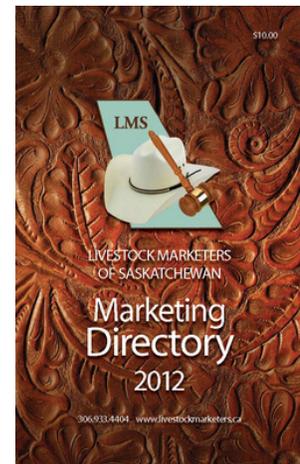
# 2011

- LMS provided a letter of support to the Saskatchewan Ministry of Agriculture supporting the amendments to *The Animal Protection Act, 1999*.
- LMS had formal communications and meetings with the Saskatchewan Ministry of Agriculture regarding the establishment of a Livestock Patrons' Assurance Fund in Saskatchewan through the *The Livestock Dealer Regulations, 1995*.
- LMS finished development and distributed the "Livestock Handling Practices for Marketing Center Staff" training manual. Plans were made for an accompanying DVD.
- LMS conducted research and secured sponsorship to develop a marketing directory for the Saskatchewan cattle industry.



# 2012

- LMS secured sponsorship and organized speakers for a Traceability and Herd Health Series for producers and auction mart employees. Fourteen sessions were held at LMS member facilities throughout the province, attracting hundreds of producers and industry affiliates.
- LMS participated on the Saskatchewan Ministry of Agriculture's advisory committee to examine industry-led delivery options for a livestock brand inspection service.
- LMS filmed the videos for the DVD that accompanies *Livestock Handling Practices for Marketing Center Staff* at Saskatoon Livestock Sales.
- LMS completed the Marketing Directory and distributed it to producers and Saskatchewan cattle industry stakeholders.
- LMS met with the Saskatchewan Ministry of Agriculture regarding the expansion of the Cattle Price Insurance Plan (CPIP) to Saskatchewan.



# 2013

- LMS began working with the University of Saskatchewan regarding the possibility of introducing students to career options in livestock marketing. While this sounds simple, it took multiple meetings and considerable time to build this relationship.
- LMS collaborated with the Saskatchewan Ministry of Agriculture to address issues related to:
  - Brand Inspection
  - Premise Identification
  - Cattle Price Insurance Programs
- LMS hosted the ManSask Auctioneers Competition.
- LMS began organizing the 2014 Livestock Marketers Association of Canada (LMAC) convention and auctioneers' competition.

# 2014

- LMS hosted the Livestock Marketers of Canada (LMAC) Convention and Canadian Livestock Auctioneer Championships in Regina, SK.
- In February and March, the LMS Traceability and Herd Health Information Series was held at ten locations across the province. Topics covered in these sessions included: improving the profitability of cattle operations, Western Livestock Price Insurance Program (WLPPI) and Saskatchewan's Premise Identification (PID) program. LMS secured funding for these sessions through Agriculture and Agri-Food Canada, the Saskatchewan Ministry of Agriculture's Saskatchewan Livestock Traceability Initiative (Growing Forward 2), Bio Agri Mix and Merck Animal Health. (pictured below)
- LMS was asked to be represented on the board of the new provincial brand inspection entity, Livestock Services of Saskatchewan (LSS), and has since held an active role.
- LMS met with the Saskatchewan Ministry of Agriculture for two Livestock Strategy Consultation meetings. These meetings were an opportunity for industry stakeholders to provide feedback on government initiatives. Topics included: security declarations on manifests, input on the importance/future of the Horned Cattle Purchases Act and position on Assurance Funds for producers and dealers.



# 2015

- LMS board members lectured to 3rd and 4th year students in the College of Agriculture and Bioresources in efforts to promote the cattle marketing industry as a career option.
- The LMS board provided feedback to the Saskatchewan Ministry of Agriculture on their review of *The Livestock Dealer Regulations, 1995*.
- LMS met with the Saskatchewan Cattlemen's Association (SCA) to discuss industry issues, including: brand inspection, premise ID, dealer licensing/bonding, training/education and animal handling/welfare protocols.
- LMS board members participated in the Saskatchewan Ministry of Agriculture Premise ID Communications Committee and the Ministry of Agriculture Industry/Labour Roundtable.
- LMS provided a letter of support to LSS in their application to replace the Livestock Information Management System with new technology.

# 2016



- LMS designed a new logo in efforts to modernize its image.
- LMS board had a planning meeting to determine priorities.
- Correspondence was sent to the Saskatchewan Ministry of Agriculture regarding the implications of retaining/cancelling the Horned Cattle Trust legislation.

# 2016 CONTINUED

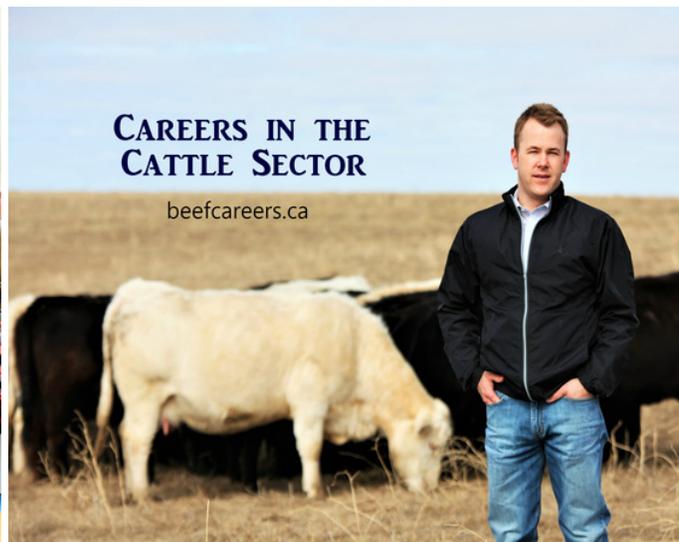
- LMS conducted the Student Outreach Project in partnership with the Saskatchewan Cattlemen's Association (SCA) to promote careers in the cattle industry to students at the University of Saskatchewan. These activities included:
  - Five lectures to classes in the College of Agriculture on various aspects of livestock marketing.
  - A field trip to Saskatoon Livestock Sales for students from the College of Agriculture and Western College of Vet Med. (pictured below, right)
  - Two academic awards were offered through the College of Agriculture Awards Program, both valued at \$2,000. One from SCA and one from LMS.
  - Development of two Careers in the Cattle Sector brochures and a display promoting careers in the beef industry at the College of Agriculture's Career Fair, which board members attended.
  - An information session at the USask campus to talk about career opportunities in Saskatchewan's cattle sector which featured 7 speakers from different areas of the industry. (pictured below, left)
  - LMS acquired and modernized the Beef is Your Future website (**BeefCareers.ca**). The website features career profiles, salary expectations and videos aimed at high school students, college students and others interested in careers in the cattle industry.

## CAREERS IN THE CATTLE SECTOR



# 2017

- LMS designed and distributed an e-newsletter which was sent to members in January, May and September.
- In efforts to strengthen our association, LMS introduced the Associate Membership option for non-dealer businesses who would like to show visible support for the free marketing of livestock in Saskatchewan.
- LMS continued with the Student Outreach Program in partnership with the SCA. This included:
  - Guest lectures in multiple College of Agriculture classes.
  - The continuation of the two College of Agriculture Awards from 2016.
  - A student information night which featured six representatives from different sectors of the cattle industry. (pictured below, left)
  - LMS produced two short video resources to promote careers in the cattle industry – *Career Opportunities in Livestock Health, Nutrition & Research* featuring Ryder Lee from the SCA and *Career Opportunities in Livestock Marketing & Operations* featuring LMS members Stewart Stone, Mike Fleury and Alan Jackson. The videos were promoted by both groups and hosted on YouTube and the **BeefCareers.ca** website.
- In efforts to join other industry efforts, LMS created a short video celebrating 150 years of Canadian Food entitled *Livestock Marketing: A Long History*. The video highlighted advancements in Saskatchewan livestock marketing over the last 150 years and was shared through YouTube and Facebook.



# 2018

- LMS began the development of a health and safety program (later named CattleSafe Sask) targeted at auction market owners and operators. The project's focus is to develop a simple to use health and safety manual specific to the auction market setting that managers can tailor to their operations. The goal is to reduce the number of accidents and workplace incidences at markets and increase worker safety.
- LMS partnered with SCA on a cheque stuffer campaign featuring information on the importance of valid client/veterinarian relationships and coming changes to how animal medication is distributed.
- The LMS Student Outreach Project included:
  - Four lectures in the College of Agriculture on career opportunities and futures marketing.
  - The continuation of the two College of Agriculture Awards from 2016/2017
  - A student information session featuring JGL Livestock, Heartland Livestock and the new Livestock and Forage Centre of Excellence.
  - LMS provided Ag in the Classroom with copies of the Careers in the Cattle Sector brochure. They also provided a list of auction mart facilities that would be willing to host school tours.
  - LMS created a presentation template for LMS members who would like to present to classrooms in their communities about the livestock marketing industry and career paths within it.
- Newsletters were sent to members in June & November.



# 2019

- LMS continued the development of the CattleSafe Saskatchewan program and began a fundraising campaign.
- LMS organized a provincial consultation with industry stakeholders from SCA, the Saskatchewan Stock Growers Association (SSGA) and the Saskatchewan Cattle Feeders Association (SCFA) to discuss an industry-wide safety program.
- LMS Executive and Management met with Minister Marit and his senior staff regarding the proposed employee safety program.
- LMS met with Verified Beef Production Plus (VBP+) provincial coordinator, Erika Stewart, to discuss options for partnering in the future.
- The Student Outreach Program partnership with the Saskatchewan Cattlemen's Association concluded, but due to the value in the program, LMS continued with a few of the activities. These included:
  - A series of lectures within the College of Agriculture.
  - The continuation of the College of Agriculture Awards at \$1,500.
  - LMS handed the BeefCareers.ca website off to SCA to manage going forward.
- LMS partnered with SCA on a cheque stuffer campaign highlighting body condition scores and the VBP+ program.
- LMS continued to lobby for changes to the livestock manifest to reflect proof of free and clear ownership.
- Newsletters were sent to members in April & October.



# 2020

- LMS continued to promote Canada's only livestock safety manual and DVD, *Livestock Handling Practices for Marketing Centre Staff*, which was created by LMS.
- The Canadian Cattlemen's Association (CCA) draft Cattle Transport Record was circulated along with a request from LMS for suggested changes to enhance the document.
- LMS initiated discussion with the Western Livestock Price Insurance Program regarding challenges with WLPPI settlements and settlement data collection.
- Following a hiatus in membership, LMS rejoined the Livestock Marketers Association of Canada (LMAC) with a one-year membership.
- LMS continued to support the efforts of Farm & Food Care Saskatchewan.
- The COVID-19 pandemic impacted the cattle marketing industry and the way we operated as an organization; nevertheless, we:
  - Adjusted our board meetings and subsequent AGM to be held virtually.
  - Provided recommendations to members regarding COVID-19 protocols and made note of the need to contact individual sites on the LMS website.
  - Participated in frequent industry calls with the Saskatchewan Ministry of Agriculture. The calls included representatives from a range of provincial livestock and poultry stakeholders. The frequency of calls varied from once or twice per week to monthly.
  - Participated in multiple meetings held by the Agriculture and Agri-Food Canada as well as the CCA's Beef Industry Stakeholders Updates.
- The LMS board researched the value of producing a series of video vignettes related to topics that impact livestock producers and the marketing industry. Board discussion inspired the concept of developing a national herd health and marketing app.
- Rick Oakes represented LMS on the Livestock Services of Saskatchewan (LSS) board and dialogue continued regarding the livestock manifest.
- LMS was represented by Stewart Stone at disease outbreak simulation exercises as part of the Animal Health Emergency Measures (AHM) initiatives.
- LMS communicated the new Canadian Food Inspection Agency Humane Transport regulations to membership.
- Newsletters were sent to members in April and November.

# 2021

- LMS remained the only provincial organization with a mandate to represent all Saskatchewan auction markets and order buyers with a commitment to addressing issues affecting members such as traceability, brand inspection, dealer licencing/bonding, labour training, worker safety protocols, animal handling/welfare protocols, and Canadian Food Inspection Agency (CFIA) requirements.
- As we entered the second year of the global COVID-19 pandemic, LMS continued to provide leadership and consultation by participating in weekly and monthly calls with the Saskatchewan Ministry of Agriculture and national beef-related organizations, and forwarding Livestock Industry Call Notes.
- LMS members regularly received Ministry of Agriculture Cattle Market Updates via the LMS office.
- LMS was invited to participate in a presentation by the Saskatchewan Crime Watch Advisory Network.
- LMS received information and a PowerPoint from the Saskatchewan Ministry of Agriculture regarding the Saskatchewan Livestock Regulations.
- With support from the LMS office, Past President, Alan Jackson, recorded a video lecture on the principles of buying and selling cattle for U of S students. LMS has a strong relationship with the U of S College of Agriculture and Bioresources and has provided numerous lectures for the Department of Agricultural and Resource Economics so it was noteworthy that the organization could adapt to continue to provide this much-appreciated support. The video is posted on YouTube and has had over 300 views. <https://www.youtube.com/watch?v=ZJXgbC66s1E&t=38s>



# 2021 CONTINUED

- Following the AGM, LMS hosted a virtual presentation on the U.S. cattle market and potential impact on the Canadian beef marketing industry featuring Jordan Levi, with Five Rivers Cattle and Arcadia Asset Management, as the guest presenter. The webinar was very well-received and numerous participants signed in from across Canada.
- LMS members were invited to participate in a free Incident Command System Animal Health Emergency Management workshop, funded by the Agriculture and Agri-Food Canada AgriAssurance program.
- LMS disseminated information regarding the AgriRecovery program to address drought-affected cattle producers.
- LMS extensively researched the desire and useful content for a first ever national app pertaining to herd health and marketing. Research extended to a North American reach including producers, marketers, and stakeholders such as veterinarians, the Canadian Food Inspection Agency, transport agencies, beef researchers, specific cattle breed organizations, animal pharmaceutical companies, financial institutions, and related government branches. Board members drafted brief scripts for potential videos and the management team sought out collaboration opportunities as well as funding through outreach to compatible sponsors and grant applications. The project remains in early stages.
- As of early September 2021, the LMS board of directors had met five times and scheduled another fall meeting, in addition to participating in the AGM.

