



2021 Annual Report

ANNUAL GENERAL MEETING
January 19, 2022
via Zoom

2022 Message from the President

Brent Brooks, President

Greetings LMS Members,

On behalf of the Livestock Marketers of Saskatchewan, I would once again like to commend our member marketers and industry partners for the professionalism and leadership demonstrated in dealing with this past whirlwind year of widespread drought, wildfire, flooding, and the never-ending disruption of the ongoing Covid-19 pandemic. These continue to be trying times for everyone in our communities, however, the resilience represented by all has been truly admirable.

With the fall run starting in early July and recently ending in the third week of December our member marketers have done a stand-up job in representing the livestock industry and the producers of western Canada with the orderly and effective movement of livestock within the marketing system. The feed shortages and high costs of feed sources looked for sure to deplete pricing throughout western Canada, but the cattle markets remained strong and benefited the producers.

We at LMS were pleased to see the Federal and Provincial Government come forth with the AgriRecovery Funding to help Saskatchewan Livestock Producers that were faced with extraordinary costs caused by the drought. LMS, along with other industry partners, was instrumental in weekly round table discussions with the Saskatchewan Ministry of Agriculture pertaining to the drought-affected producers of western Canada and, out of these discussions, the AgriRecovery Funding was formed by our Provincial and Federal Government.



With full Federal participation, \$200 per breeding female would be available to livestock producers. The Government of Saskatchewan issued the initial payment of \$100 per head, the remaining \$100 being issued by the federal government with confirmation of the breeding herd retained at year-end.

I would like to once again welcome the new members, associate members, and sponsors. Your support and valued input are very much appreciated and will prove beneficial in future discussions and decisions made involving our industry.

A handwritten signature in blue ink, which appears to be 'Brent Brooks', followed by a horizontal line.



LMS Active Members

Cowtown Livestock Exchange

Gibson Livestock

Heartland Livestock Services

Holdstock Livestock

JGL Livestock

Johnstone Auction Mart Ltd.

Kelvington Stockyards

Mankota Stockmen's Weigh Co.

Meadow Lake Stockyards Ltd.

Miller Livestock Order/Buy Co. Ltd.

Northern Livestock Sales – Lloydminster

Northern Livestock Sales – Prince Albert

Prairie Livestock

Saskatoon Livestock Sales

Spiritwood Stockyards (1984) Ltd.

Weyburn Livestock Exchange

LMS Associate Members

Calgary Stockyards Ltd. (TEAM)

Canadian Cattle Buyers Credit

Corman Park Vet Services

Farm Credit Canada

B & L Livestock

Lazar Equipment

Roberge Transport

Stochmanski Livestock Hauling Ltd.

LMS Sponsor

The Hartford

LMS Aims & Purpose

- To promote, foster, and advance the auction method of competitive marketing in the livestock industry.
- To otherwise promote, foster, and advance open and fair competition in the marketing of livestock.
- To secure uniformity in customs and grading practices in the marketing of livestock.
- To safeguard and improve the operations of persons engaged in the marketing of livestock in the best interests of producers, buyers, and sellers of livestock.
- To prepare and distribute educational, statistical, and economical information pertaining to the livestock industry and livestock marketing.
- To formulate and recommend plans and measures to protect and promote the welfare of the livestock industry.
- To advocate the enactment of appropriate laws, whether statute or regulation, affecting the marketing of livestock and the livestock industry, and to make representation therefore to any federal, provincial, municipal, or other regulatory authority.
- To aid in improving measures to assure financial protection for producers, brokers, dealers, buyers, and sellers of livestock.
- To develop safe handling practices that ensure both animals and market staff are treated under the best possible safety standards.

Associate Membership

By investing in an annual \$500 Associate Membership with the Livestock Marketers of Saskatchewan, your organization will receive the following benefits:

- Visual support for the efficient and transparent marketing of livestock in Saskatchewan.
- Input regarding industry issues at the local, provincial and national levels.
- Representation regarding related industry issues and organizations.
- Networking and connections with others in the livestock marketing industry in Saskatchewan.
- Invitation to the LMS annual meeting.
- Recognition at the LMS Annual Meeting.
- Recognition in the LMS Annual Report.
- Timely information about current and emerging industry issues through our newsletter, our website, and emails.
- Invitations to LMS events, including webinars, seminars, workshops, student activities, etc.
- Invitations to professional development and educational opportunities such as workshops, webinars, and other forums.

"Promoting competitive bidding in the marketing of livestock"

Projects & Activities

Adele Buettner, Executive Director

The Livestock Marketers of Saskatchewan (LMS) is an important organization as its board and members are hardworking competitors who collaborate for the common good of their industry. The Saskatchewan Livestock Markets Association was founded in 1972 and, while the name has changed, the dedication to promoting, fostering, and advancing open and fair competition in the marketing of livestock remains at the heart of the organization half a century later.

Furthermore, LMS strives to improve areas related to animal health and welfare, transportation standards and regulations, market safety, education, and financial protection for producers, brokers, dealers, buyers, and sellers of livestock. The LMS board of directors are to be commended for their unwavering commitment to the organization and time they spend participating in meetings, researching areas relevant to the livestock industry, volunteering to sit on additional boards and committees, and reaching out to stakeholders in efforts to expand the LMS membership and support.

In January of 2021, LMS held its Annual General Meeting via Zoom. While it was disappointing to not meet face-to-face, technology enabled us to “get the job done” while following safety protocols.

Following the AGM, LMS was also pleased to host a webinar with Jordan Levi of Five Rivers Cattle and Arcadia Asset Management. He presented his predictions for the US cattle marketing industry and implications for Canada. Jordan’s session was well-attended and well-received by stakeholders from across western Canada. The event was so successful that the board decided to host a webinar featuring Travis Hickey with Cattlenomics on January 25, 2022, and is researching additional topics and speakers.

LMS President Brent Brooks and I participated in weekly, then bi-monthly, calls with the Saskatchewan Ministry of Agriculture pertaining to the state of the industry, as impacted by COVID-19. The LMS office disseminated the regular Ministry Cattle Market Updates, the Saskatchewan Livestock Regulations PowerPoint, and information regarding the AgriRecovery program.

In 2021, conversations around the virtual board table about herd health and marketing led to the proposal of a series of video vignettes. In no time at all, the concept evolved to the creation of a national herd health and marketing app. Our office conducted significant research into the appetite for such an app and the feedback was overwhelmingly positive. In fact, the more we spoke with stakeholders, the more suggestions they had to make the first Canadian app of this nature even better for users and sponsors. As the scope of the project quickly grew to include recordkeeping capabilities in addition to videos and written information, so did the price tag. Unfortunately, while we secured a number of sponsors, our grant proposal, which represented 50% of the project’s budget, was unsuccessful and impacted our

ability to raise enough capital to bring the herd health and marketing app to fruition. Because support for the app was strong, we have retained all of the research and suggestions from members of the livestock value chain should grant opportunities arise.

LMS continues to pursue opportunities to advance the livestock marketing industry and carries a commitment to student outreach. After missing a year due to the University of Saskatchewan’s lock-down, Alan Jackson, LMS immediate past chair, graciously agreed to provide a virtual presentation on cattle marketing in March of 2021. The LMS team worked with Professor Rob Roy at the U of S and recording technicians at Prairieland Park to create a video of Alan’s lecture which was then posted along with accompanying worksheets on the College of Agriculture and Bioresources student portal.

In September, the LMS board of directors attended a strategic planning session. Among the general observations, relating to our role, past and present, the following key points were noted:

- LMS has had input into the code of practice/animal care issues related to beef.
- LMS is active and influential regarding the role of brand inspection.
- LMS has a voice on many issues related to the beef industry.
- If the livestock marketing industry does not have an association that provides a collective voice, then the industry would not have a voice at all, and LMS has had noticeably more conversations with the industry and government in recent years.
- LMS is the voice of both the provincial livestock marketers and order buyers as not all provinces nor the Livestock Markets Association of Canada represent both.
- Although the LMS mandate is provincial, the organization has also been engaged regarding national issues.

Board members are committed to expanding the LMS active (voting) memberships, associate memberships, and sponsorships through the individual efforts of the directors. According to current LMS bylaws, only livestock marketers located in Saskatchewan qualify as active members; however, director outreach efforts have increased the number of associate members within and outside Saskatchewan. This is an ongoing initiative and we encourage members to help promote the organization.

As the Livestock Marketers of Saskatchewan enters its fiftieth year, the board and management extend sincere appreciation to the members, associate members, sponsors, and affiliates for their ongoing support of this collaborative organization and encourage you to contact us should you have any questions about our mandate and initiatives. We are also pleased that the LMAC AGM and auctioneer contest is scheduled to take place in Lloydminster on May 4-8, 2022 and LMS has the opportunity to partner with LMAC in hosting the event.

Livestock Services of Saskatchewan Report

Rick Oakes

As the Livestock Marketers of Saskatchewan representative on the Livestock Services of Saskatchewan (LSS) Board, I am pleased to report that it was another good year for the organization. Cattle inspection numbers were up with the majority of yearlings coming off grass early in the summer and a very strong run of calves this fall. There were some additional challenges presented with COVID, but the organization was able to successfully navigate through these rough waters.



As many are aware, there has been an ongoing regulatory review at the Provincial Government level. LSS was very involved in this process and provided input to ensure the application of the regulations moving forward is practical. These reviews do not happen too frequently and there was a desire to get it right when the opportunity was presented. There has also been a lot of discussion and input in reference to the development of Transportation Regulations with the federal government. This process is ongoing.

The RCMP has expressed a desire to improve our working relationship with their organization. There have been ongoing discussions and improvements to ensure the security of assets and the resolution of disputes which are positive for the industry.

LSS is also very happy to report that they have purchased and moved into their own building in downtown Regina. The move was made during the summer and all staff are now settled into their new surroundings.

Livestock Marketers of Saskatchewan Webinars

2021

LMS Special Event - Jordan Levi
Thursday, January 21, 2021 @ 10:00 am via Zoom

The Livestock Marketers of Saskatchewan are pleased to invite you to a special presentation by Jordan Levi of Acadia Commodity Opportunity and the Nebraska Cattleman's Association. Jordan Levi will speak on marketing projections for the U.S. and potential impact on the Canadian beef marketing industry.

Attendance is free, but limited, so please RSVP soon.

[Click here for Zoom Registration Link](#)

Jordan Levi will share his marketing projections for the U.S. and potential impact on the Canadian beef marketing industry. Join the presentation to hear his projections on:

- U.S. cattle marketing outlook for 2021 (cattle on feed and cow-herd)
- U.S. price spread outlook
- Potential for Canadian export of feeder cattle into the U.S.
- Potential changes for the industry in the future
- Overall outlook on the future of the North American cattle industry.

2022

CATTLE MARKET DYNAMICS
featuring Travis Hickey, Founder of Cattleonomics

presented by

Tuesday, January 25, 2022 @ 10:00 am SK/CST via Zoom

The Livestock Marketers of Saskatchewan are pleased to invite you to a special presentation by Travis Hickey of Cattleonomics. Travis will present marketing projections for the U.S. and the potential impact on the Canadian beef marketing industry.

[Click here for Zoom registration link](#)

Attendance is free, but limited, so please RSVP soon.

CATTLEONOMICS
DATA • STRATEGY • INSIGHTS

Travis Hickey has extensive marketing, cattle-trading, data analysis, and trading experience. He managed feeder cattle placements, cow-calf marketing, and cattle risk management for a number of years. Travis worked with the management of a large feed yard in Dallas, Texas under 400 Cow-Share-Cattle Feeding. He worked his way up to the position of head of cattle trading at 200-head in Colorado where he was responsible for all the future and options related to the North American beef business.

Travis started his consulting business, Cattleonomics, in December 2015.

Thank you to our 2022 webinar sponsors!



About LMS

The Board of Directors and members of the Livestock Marketers of Saskatchewan remain committed to our goal of promoting competitive bidding in the marketing of livestock.

This is achieved through collaborative relations with industry partners; educational projects for our members; and adherence to sound business practices and responsible animal welfare at members' auction markets, among other initiatives.

We share the responsibility of ensuring the free marketing of livestock runs smoothly, transparently, and efficiently.

LMS is actively involved in addressing issues affecting members of our industry, such as Traceability, Brand Inspection, Dealer Licensing/Bonding, Labour Training, Worker Safety Protocol, Animal Handling/Welfare Protocols, and CFIA Requirements.



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www.livestockmarketers.ca

Livestock Handling Practices for Marketing Centre Staff and accompanying DVD

\$110.00 plus shipping & handling and GST

To further enhance the quality of livestock marketing operations for the industry at large, the Livestock Marketers of Saskatchewan Inc. compiled this inaugural safe and humane handling manual.

Current, straightforward, and easy to understand, this manual introduces new employees to auction market operations and is a handy reference for all employees. The manual addresses employee safety within the context of humane and responsible animal care and should only be used as a supplement to, but not a replacement for an employee safety manual.

To order your copy, contact the LMS office at 1-306-933-4404 or office@agribiz.ca.



President:

Brent Brooks
Northern Livestock Services

Vice President:

Rick Oakes
CCBC Cattle

Past President:

Stewart Stone
Heartland Livestock Services

Directors:

Tyler Cronkhite
Cowtown Livestock Exchange

Scott Gilroy
JGL Livestock

Wade Kot
JGL Livestock

Pat Tellier
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