

The Alberta INFLUENCE

by Brad Dubeau

First off, I would like to wish all of our Alberta members and commercial producers a Happy New Year and all the best in 2002. Alberta had an extremely busy year in 2001 with Feature Breed at Calgary Exhibition & Stampede, hosting Bonanza 2001 in Camrose, adding of production sales to the field route and kicking off Hereford Hellraisers during the Calgary Stampede and Edmonton's Farmfair. When looking at the upcoming year, 2002 is shaping up to be as busy as ever.

Like the last couple of years, the Alberta Hereford Association plans to continue visiting auction markets, feedlots and commercial producers while attending all consignment sales, beef and bull congresses and all other events where Herefords need to be represented. In 2001 we also added production sales to the mix. The response to this move by the majority of the membership was extremely positive, but there will be some changes for 2002. The sales will be placed into a rotation allowing me the opportunity to continue to devote a sufficient amount of time in all areas. This new plan will allow for your association to be present at events on a provincial wide basis.

At our first Directors Meeting of the New Year, it was discussed and agreed upon unanimously to put together another Female Fantastic. The Female Fantastic will be a commercial bred heifer sale held in November or December. There is a great deal of work yet to be done in developing this sale and a place for holding it will be announced in an upcoming Hereford Digest or the Summer Sizzler. The success of this sale is directly related to commitment from our members in getting to their customers and encouraging them to participate. We need your help with this venture and we encourage your suggestions or ideas in its development. Please call the AHA at (403) 275-5101 to discuss it in more detail.

The Calgary Bull Show and Sale will be the launching pad for a new fundraiser, which the Alberta Hereford Association will be undertaking this year. The AHA plans to sell 50/50 tickets to buyers with winners to be announced on sale day. The winner's share of the funds is to be directed towards the purchase of any bull at the Calgary Bull Sale. This fundraising project is not limited to the Calgary Bull Sale. If successful, we hope to expand this project to include many other sales. The 50 per cent raised

for the AHA will be directed towards advertising and promoting of the Hereford breed in Alberta.

The Alberta Hereford Association Annual meeting will be held in the Peace Country the 13th through the 16th of June 2002. The 13th and 16th will be used as travelling days with meetings, tours, cattle displays and much more on the 14th and 15th. This is a great opportunity to travel north into the Peace to see all it has to offer. Currently, we are working on having two long distance buses starting from Medicine Hat and Lethbridge and making periodic stops to Grand Prairie allowing for our members to travel at ease and enjoy each other's company. More details will be forthcoming on the annual meeting, but it is essential for us to advertise the dates so as to give our members sufficient lead-time to make plans. We need 40 couples per bus, so if you plan on attending it would be appreciated if could let us know soon. (403-275-5101). It's your Association and your Annual Meeting, so finding 80 members out of 700 should not be difficult. In order for this to work we are asking for our breeders to participate. We will be lining up our full schedule and publishing it in the Spring Issue of the Hereford Digest.

One last issue that I feel our members will be relieved to hear concerns the 4-H program. The Alberta Hereford Association Board of Directors and myself have heard loud and clear that our members wish to continue with the print which is given out to approximately 600 4-Her's across Alberta. We will continue with the same program purchasing our pictures from Lorraine Mack Liboiron and distributing them as before. Your Board was encouraged by the participation from our members when it came to this project. One thing is for sure, we know that the print program is very popular and I want to thank those members and clubs for being active in this issue helping your board and me to come to the best solution for everyone and the project.

Remember that we always like to hear from our members or commercial producers about issues in my articles or other issues facing our association. Please feel free to call the AHA office at any time and I will get back to you as soon as possible.



Ring Creek Farm – Reserve Champion Purebred Pen of Heifers – Peace Country Beef Congress



Peace Country Beef Congress Steak Challenge
Left to right: Gene Slette, Steve and Lorraine White