

CSPA NEWSLETTER LATE SUMMER 2023

Official Newsletter of the Canadian Speckle Park Association

President's Message

BY JANICE HARASYMCHUK

It is my firm belief we are standing on the threshold of an industry explosion. Unprecedented market prices paired with extremely high demand generally mean good things for all of us. In addition to this, our breed is experiencing a much-awaited market correction, as the color-coat discount is happening less and less. The word is out... our cattle are better, and the buyers are noticing this.

Our membership and registrations continue to grow. New breeders contribute their excitement and new ideas. Prominent breeders moving on to the next stage of life give the opportunity for breeders to purchase quality animals from established herds. Whenever there is an opportunity to share excellent genetics, this benefits all of us.

Another very successful AGM is behind us. I want to thank everyone for their hard work and dedication to making it a memorable occasion. Looking forward to CSPA AGM 2024 being held for the very first time in Manitoba.

Upcoming Sales

Future Forward Herd
Builder Sale
September 16th

UNDERHILL SPECS
DLMS FARM GATE TIMED
AUCTION

Calico Creek Speckle Parks
Herd Reduction Sale
September 23rd

CALICO CREEK
DLMS FARM GATE TIMED
AUCTION

Ladies of the Fall Sale
September 30th

CODIAK ACRES & RIVER
HILL FARM
ARDROSSAN, AB

Currently the board is working on a cow classification strategy and pursuing new international and domestic markets. Cooperation between international associations continues to thrive and breed interest south of the border is on the rise.

Please remember it is up to each of us as individual breeders to be diligent in our selections so we can continue to improve our animals. To put it in perspective, the biggest breeds have hundreds of years of culling and trait selection behind them, whereas we only have decades. To remain relevant, we must continue to cull hard and seek out and share the best genetics to improve our programs.

The old adage that lightning never strikes twice has been proven wrong. So far this show season, in two of our most recent exhibitions, two of our Senior Speckle Park Bulls have been crowned Supreme Champions....Lightning Does Strike Twice!!!

I've said it before, I am so grateful to be the president of this exciting organization and being involved with the dynamic people that make up the membership. My pledge remains the same, to represent every one of you to the best of my ability. Wishing everyone a safe and prosperous harvest!

-Janice Harasymchuk

Autumn Debutante Sale
October 21st
LISTOWEL, ON

Red Maple Speckle Park
Purebred Herd Dispersal
October 28th
RED MAPLE SPECKLE
PARK
HAVOVER, ON



Message & Reminders from the CSPA Office

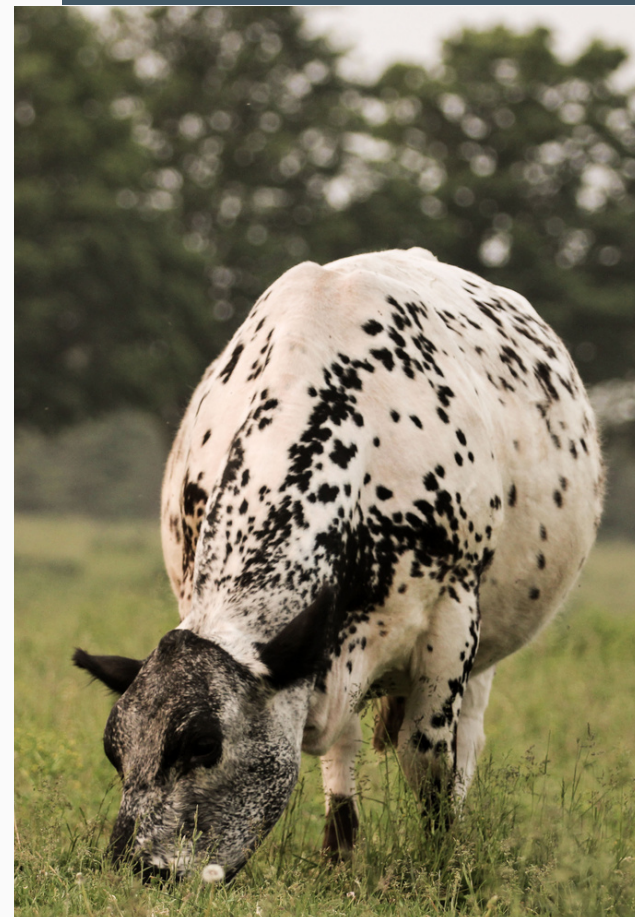
Did you know?!

- Females transferred to you as bred animals with breeding details submitted at time of transfer will pre populate when you go to enter the resulting calf from that female in the online system.
- There are several ways to enter your Weaning and Yearling weights into the system. Under the resources tab on the website there are step by step instructions that will walk you through entering your Weaning and Yearling weights quickly and easily. If you are unable to enter your data this way, you can email the office an excel worksheet with the animal IDs, weights and date weighed and we can enter them for you.
- Be sure to send the office an email with the list of animals whose samples you are sending to the lab prior to sending them in. From receipt of email to test set up of the digital request, we typically have a 24 hour turnaround, so your samples can be sent anytime after you have notified us. Ensuring you let to office know first will speed up the process at the lab, allowing the lab to start testing as soon as the sample arrives. This also reduces any possibility of your sample(s) being sent to storage rather than testing due to there being no digital request made at the time it is received.

Attn. Ontario & Quebec breeders!

The deadline for the Lindsay, ON Fall Fair is quickly approaching!

See additional info along with links to enter both Lindsay EX & The Royal Winter Fair + other relevant info in the body of this email.



News of Interest

Export Requirements for Bovine Embryos to New Zealand from Canada

New Zealand has recently changed their requirements to allow bovine embryos to be brought in from Canada. This document provides a general outline of the requirements, but they are subject to change by New Zealand authorities at any time. These are only general guidelines and are not meant to be used for the purposes of qualifying embryos for export to NZ. These are only intended to be a guideline for breeders to use when looking to export embryos. Ultimately, the responsibility for meeting the export requirements is up to the breeder and the embryo veterinarian.

- The embryo collection team must be CFIA approved for the production of exportable embryos and under the supervision of a Canadian Embryo Transfer Association Certified Practitioner.
- Only conventional in-vivo derived embryos are allowed. IVF embryos are not allowed.
- Embryo donors must be housed in the embryo collection herd for 28 days prior to the flush. The embryo collection herd is the herd/location where the flush is occurring. Either at your farm or at a donor centre.
- If the donor was imported to Canada then she must have been resident in Canada for 60 days prior to embryo collection and could only have come from the USA, EU, United Kingdom, Australia, or Switzerland.
- On the day of the embryo collection the veterinarian from the export approved embryo collection team must inspect and certify that the donor(s) are free from clinical evidence of infectious disease that can be transmitted via embryos.

The Fall issue of Spotlight on Speckle Park will be published October 1st!

Contact Cayley at info@canadianspecklepark.ca to book your ad space for this upcoming issue!

The print ready ad deadline is September 15th.



- Some of the disease testing requirements can be fulfilled with pre-flush testing. If this is done, then the donors must only be housed with other animals meeting the same requirements, essentially forming a quarantine herd.
- There are several different disease testing options on the export certificate. Which options are chosen needs to be a discussion between the breeder and the certified veterinarian. Testing is done for BVD virus, Q-fever, and Mycoplasma bovis.
- The donor must have never had a positive Q-fever test. If she tests positive, then no further embryos can be exported to NZ from her.
- The donor must come from a country free of Tuberculosis and the embryo collection herd must be free of TB.
- The donor must be treated with a single injection of Oxytetracycline at a dose of 20 mg/kg of body weight intramuscularly between 2-10 days prior to the flush date.
- The semen used must be at least exportable to the USA or higher standard.

Please note that New Zealand could change these requirements at any time which would render this document out of date. Always talk to your ET Vet for the latest requirements.

-Dr. Rob Stables, Bow Valley Genetics

New Official CSPA Carcass Scanning Time Windows

Attention Breeders! Moving forward, all carcass scanning must take place between 320-460 days of age for females and 320-440 days of age for males in order for it to be recognized as valid test results.



Special Fall Speckle Park Feeder Calf Sales

Provost, AB - OCT 30th

Yorkton, SK - NOV 01st

Saskatoon, SK - NOV 14th

Westlock, AB - TBA

please reach out for more details

Thank you to everyone who supported the 2023
CSPA Summer Sale On Ice!

Thank you to our consignors:

Andchris Farms, Colesdale Farms, Grand Specs,
Greenwood, Greenwood/Ivery Downs, Highmark
Stock Farms Ltd., INC Cattle Co., Marblen Farms, Peak
Farms Ltd., Rafter JL Livestock, Red Maple Speckle
Park, Skye Line Farms, Underhill SPECS, Watson Land
& Livestock Inc. and Wolf Lake Speckle Park.

Thank you to those who supported the association &
CSPA Youth with donation lots:

INC Cattle Co., Rafter JL Livestock, Skye Line Farms,
Underhill SPECS, Watson Land & Livestock Inc. and
Wolf Lake Speckle Park.

And a big thank you to buyers:

SND Signature Speckles, Specklehaus Genetics, JC
Cattle Co., Far From Sandy Acres, Trestle Creek
Cattle Co., Chestnut Hill Ranch, Mansfield Amaroo,
Maple Lane Stock Farm, KFC Farms, Shadow Ranch,
INC Cattle Co., Mirrenna Farms, Hollycott SP, Hiller
Hay Farms and Chestnut Hill Ranch.

See the CSPA
Strategic
Marketing
Plan below!



CANADIAN 
SPECKLE PARK
ASSOCIATION

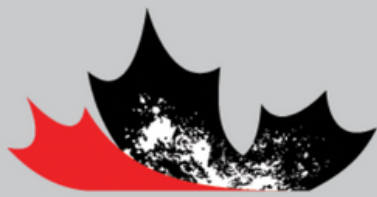
STRATEGIC MARKETING PLAN | 2023-2028



CANADIAN

SPECKLE PARK

ASSOCIATION



MISSION

To advance the position of the Speckle Park breed and brand and simultaneously strengthen the Canadian beef industry at large, by ensuring cattle producers' long-term profitability.

STRATEGIES

1. Continue to build the commercial marketing program, driving breed growth and breed education within the cow/calf and fed cattle sectors.
2. Leverage strengths of the breed to establish an industry leadership position.
3. Support future breed leaders.

Strategy 1:

Continue to build the commercial marketing program, driving breed growth and breed education within the cow/calf and fed cattle sectors.

- Collaborate on and help to develop research projects focused on the collection of data in regards to Speckle Park and Speckle Park Cross feed conversion, carcass quality, health data, etc.
- Facilitate the organization of Speckle Park influenced feeder calf sales across all provinces.
- Educate membership on what creates value in feeder cattle (health, phenotype, feed efficiency, etc.)
- Build relationships with order buyers, sale barns, packers, etc. and communicate data about the value of Speckle Park genetics.
- Create a stronger breed presence by ensuring CSPA representation (and sponsorship when applicable) at all major beef industry events along with taking advantage of print advertising in the Canadian Cattlemen's Publication.
- Develop a dependable Speckle Park Beef supply chain (feedlot through food service) and facilitate the development of one or more coordinated beef supply chains leveraging Speckle Park genetics.
- Work in collaboration with the Commercial and Beef Improvement Committees & CSPA Board on all of the above and leverage the use of social media, the CSPA website and Spotlight on Speckle Park breed publication to expand upon these initiatives.



Strategy 2:

Leverage strengths of the breed to establish an industry leadership position.

- Continue to educate breeders on the importance of eliminating issues related to foundational phenotypic traits.
- Develop EPD's to measure and improve upon breed strengths and to compete with all other major beef breeds.
- Position the CSPA as a thought leader in the realm of sustainability - where feed efficiency, longevity & meat quality converge.
- Explore mentorship opportunities between new breeders and established breeders.
- Leverage existing data and grassroots stories to develop marketing campaigns focused on the breed's efficiency advantages and sustainability story.
- Partner with chefs, foodies and key influencers to increase the visibility of Speckle Park Beef.
- Work in collaboration with the Breed Improvement committee & CSPA board on all of the above and leverage the use of social media, the CSPA website and Spotlight on Speckle Park breed publication to expand upon these initiatives.

Strategy 3:

Support future breed leaders.

- Develop new educational programs that include more "hands on" skill development events to equip our CSPA Youth with the knowledge and skills to be competitive in the beef cattle industry.
- Expand on all ongoing CSPA Youth programs.
- Explore mentorship opportunities between adult members and youth members.
- Work in collaboration with the CSPA Youth Director & CSPA Board on all of the above and leverage the use of social media, the CSPA website and Spotlight on Speckle Park breed publication to expand upon these initiatives.

CANADIAN SPECKLE PARK ASSOCIATION

STRATEGIC MARKETING PLAN

2023-2028

BUILT TO OUTLAST



www.canadianspecklepark.ca



