



Canadian Heritage Breeds Newsletter

Spring 2020

2020 BOARD OF DIRECTORS

Welcome to Spring, CHB Members!

As another winter draws to a close it becomes impossible not to look longingly for signs of spring. On sunny days it's easy to imagine that spring is already here for another year. But for those of us not living along the warm west coast, it's likely to be a few weeks before we can smell fresh, fertile garden soil, feel warm breezes and enjoy the music of birds and insects filling the air. In 2020, the spring equinox (also called the vernal equinox) falls on Thursday, March 19, which is earlier than it's been in over a century! So we really can count on an early spring this year!

While we look eagerly forward to spring time, this newsletter is actually focused on looking back. Canadian Heritage Breeds is celebrating a milestone this year – in October it will have been 10 years since CHB was incorporated as a registered society. With this in mind it seems fitting to review some highlights from the past decade and remind ourselves of the progress and many achievements of this organization, and of the people who have made this all possible. This includes you, the members who support CHB! 2020 is a new year with unlimited possibilities! Remember, enthusiasm is contagious, so please share your own successes with the CHB team so we can, in turn share them with the rest of the members. Your stories will help encourage others in their journey of heritage breed conservation!

Photo Credit: Stacey Maloney



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About CHB

What We Do

Our mandate is "Conservation through Education". Shows: Every year CHB organizes at least two poultry shows and has more recently begun to host dairy goat shows. Poultry and livestock shows are an excellent public forum to showcase and promote the dazzling and diverse assortment of chickens, turkeys, geese and ducks, as well as several breeds of goats. These exhibits also provide opportunities for people interested in breeding to connect one-on-one with top breeders.

Information: We compile and distribute quarterly newsletters to inform and inspire members. We conduct interviews with successful breeders to facilitate the sharing of their valuable knowledge and the insights they have gained through experience. CHB offers social media resources and networking opportunities to anyone interested in learning more and connecting with others in the world of heritage livestock.

Support: CHB strives to encourage and support heritage breed advocates through educational seminars and hands-on workshops. Our members provide youth and family



mentoring, and we partner with other

Photo Credit: Steven Vincent

organizations such as agricultural societies and 4-H to lend our support to their members and programs.

Promotion: We present displays of animals and printed materials at public venues to demonstrate the diversity of heritage breeds to both urban and rural people.



Why Is This Important?

- ❖ Heritage livestock and poultry are the perfect alternative for non-commercial farmers and families interested in self-sustainable alternatives
- ❖ These animals allow producers to capitalize on unique and niche markets
- ❖ Protecting genetic resources and survival traits is a crucial strategy for ensuring future food supplies
- ❖ Heritage breeds are a living link to our agricultural history and culture
- ❖ Traditional livestock breeds are rapidly disappearing from the rural North American landscape, but keeping a current census of numbers is difficult. Some are on the verge of extinction, and are in desperate need of saving.

You can advertise in the CHB Newsletters!

Ad pricing:

Full Page \$40.00 (8.5 x 11)

1/4 page or business card \$20.00

Contact us to submit your ad, or for more info:

canadianheritagebreeds@gmail.com

Become a Member

- Quarterly Newsletters and access to the Members Only area of the website
- Discounts or free access to select CHB Events
- Advertising opportunities
- The satisfaction of contributing to a great organization with lots of opportunities to become involved!

[Register online today!](#) Canadian Heritage Breeds is a Registered Non-Profit Society.

CHB Upcoming Events 2020

July 18-19: K-Days Summer Poultry Show – two-day Poultry Show, Edmonton Northlands

July 18-19: K-Days Dairy Goat Shows - Canadian Goat Society West National Double Show, Edmonton Northlands

Nov 14-15: CHB Fall Show/APA Canadian National Poultry Show – Olds, AB

Get Ready For Fun At K-Days 2020!

Edmonton Northlands Exhibition Grounds

CHB is thrilled to announce our **3rd Annual K-Days Poultry and Goat Shows!**



Building on the overwhelming success of 2018 and 19, CHB is expanding this year to a **2-day poultry show**. As in previous years, we're including an APA Open Show, APA Junior Show, Egg Show, and Junior Showmanship Competition. We are excited to welcome back Bryan Shelton to judge this year's show! Bryan is an active judge on the show circuit and brings with him a great deal of experience judging poultry all around Canada, the US, and even Mexico! He is always happy to share his knowledge and offer helpful advice to everyone from first-time exhibitor to seasoned breeder, so don't forget to bring your list of questions!

Dairy goats will once again be getting clipped, washed and trimmed for the show ring as CHB hosts a **Canadian Goat Society Double Show!** Two days of dairy breeds shows offer some excellent prizes for competitors, and great entertainment for spectators.

Watch for more information and entry instructions coming to the CHB website, Facebook Group and in the next CHB Newsletter.



Heritage Babies!



Spring is in the air, and that means a whole new crop of cute and cuddly critters. Share the magic of this beautiful, blooming season! Send in photos of your chicks, ducklings, calves, lambs, kids, piglets, foals - or whichever purebred babies you are welcoming this season - and they will be featured in the June CHB Newsletter! Please be sure to let us know what breed they are, and feel free to tell us a bit about them. Send your photos to: canadianheritagebreeds@gmail.com

Looking Back - 10 Years of CHB

The year is 2010. The exhibition poultry scene in Alberta has been in a state of decline since October of 2005 when Edmonton Northlands Park announced that their poultry and pigeon show was canceled. This show had been a long-standing part of Farmfair International, and was Alberta's primary poultry show at the time. Organizers had been expecting 3,000 pigeons and hundreds of poultry entries. The press release stated that the bird show was called off as a "proactive measure to protect public and agricultural interests in light of worldwide concerns over Avian Influenza". Another long-term organization, North Central Alberta Poultry and Pigeon Association continued to host their show in Wetaskiwin, but the loss of Edmonton Northlands left a void that was felt deeply in the exhibition poultry community.

An enthusiastic group of like-minded individuals decided to take matters into their own hands. They saw the need for a new organization to arrange shows and other related activities in central Alberta, but they also wanted their new club to have room to grow and expand without constraints. Their new non-profit society was registered in October of 2010, and was named Canadian Heritage Breeds Association. **The mission: to encourage the preservation and growth of the historic breeds of livestock and to help people recognize their value and relevance in today's marketplace.**



Left: A CHB founding member, Liz Munro, shows residents her Dorking rooster during a CHB visit to a nursing home in 2012.

Over the past 10 years CHB has grown considerably and currently serves members in 6 provinces plus the US. It has evolved and adapted to utilize the strengths of the individuals serving on the board, as well as to address areas of interest as expressed by the general membership. The club has seen some organizational changes and some shifts in focus, but some things haven't changed. The

board of directors has remained dedicated to fulfilling the worthy goals first established for the club and captured in the CHB Mission Statements. Scores of shows, displays, workshops and other events have been organized and hosted by hardworking CHB volunteers to encourage and educate heritage breed advocates, engage the public and provide unique and exciting learning opportunities. Join us as we take a look through the past decade, re-live some highlights and celebrate CHB's many achievements!

Displays

After forming their new association, the enthusiastic group got to work right away organizing shows and activities. One area they identified as important was to get out into the community to make connections and captivate the public. They set up live displays of birds and animals at a wide range of public places and community events. These displays proved to be an effective way to reach out to people of all ages and give them a chance to get up close and personal with domestic breeds of birds and animals. Some interesting locations over the years have included the Ellis Bluebird Farm, a World Plowing Competition, a long-term care centre, a large number of Peavey Mart stores, and even Asparagus festivals! CHB displays are still considered an important club function, with the most recent one taking place in September 2019 during Lacombe Culture and Harvest Days.



CHB has presented displays at numerous events and locations around Alberta



CHB Market Sales

During the first few years of the club's existence, the board realized that buying and selling opportunities were needed to provide sellers with marketing opportunities and to help aspiring poultry-keepers get a start. CHB market sales were held in Red Deer to fill this need.



Delivering on the CHB mandate: “Conservation through Education”.

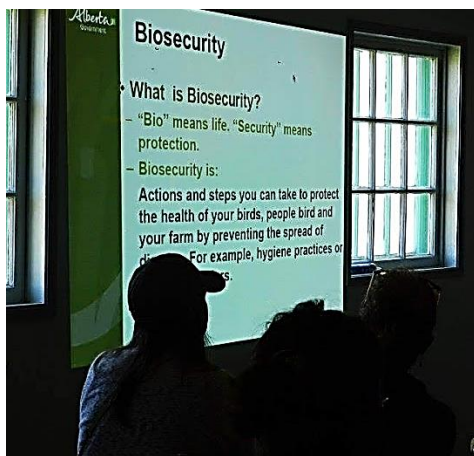
Education is fundamental to ensuring the survival of heritage breeds. People need support and guidance when starting out, and even as they become more experienced they will continue to benefit from ongoing learning opportunities.

In 2013-2014, there was an upsurge of interest in poultry breeding around the province of Alberta - both for the purposes of exhibition and for general breed conservation. In response to this demand, the board set out to address the educational component of CHB that had been lacking.

In 2014 the board was excited to announce they had organized an intensive two-day poultry workshop. The Sustainable Poultry Network, based in North Carolina, was contracted for a comprehensive, two-day seminar covering everything related to breeding and raising standard-bred poultry. Topics covered breed descriptions, nutrition, evaluating birds for rate of growth and meat characteristics, flock selection and culling practices, assessing egg production capabilities and Hogan Principals, detailed breeding strategies and record keeping. There was an emphasis on marketing, networking and long-term sustainability. Participants came away feeling energized and infused with new ideas to help them find success raising and breeding standard-bred chickens.



Sustainable Poultry workshop participants



The strategy to deliver high quality, reliable information continued in 2015 and 2016, and a concerted effort was made to broaden the focus to other species. Informative, full day conferences were jam-packed with a wide range of themes such as goat milking, chicken health and biosecurity, poultry housing, sheep and goat evaluation, raising rabbits for meat, plus other topics of value to heritage livestock producers. Presenters with extensive knowledge, experience and credentials were brought together to teach and inspire participants.



The idea of conferences and workshops seemed to appeal to the membership, but unfortunately this interest didn't translate well into actual attendance. The distance factor made it difficult for some, and others couldn't take time away from farm and work responsibilities. As a result, the conventional workshop approach was found to be an inefficient and cost prohibitive way to reach out to today's busy farm families.

By incorporating lectures and demonstrations with our already well-established events we found a more convenient and cost-effective way to share information. Short sessions on topics like show prep, poultry genetics and junior showmanship are now often held in conjunction with shows to add value to the entire poultry show experience.



Left: a good crowd gathered to learn about poultry genetics from APA Judge and accomplished breeder, Joseph Marquette during the CHB Fall Show weekend.

Nov 11, 2016

Fundraising

It's no surprise that the two biggest challenges faced by nonprofit organizations is 1) maintaining a committed volunteer workforce, and 2) a stable source of operating revenue.

A corporate sponsorship contract through Peavey Mart Industries gave CHB the operating funds needed to maintain an active presence and stay solvent. This business granted sponsorship funding to CHB for several years, but amounts varied and eventually the funds dried up. A one-time grant from the province of Alberta made it possible to purchase show cages for the club and avoid the recurring expense of renting them. Another grant helped cover the extra costs associated with the major undertaking of hosting a National Poultry Show. Annual membership fees cover essentials like liability insurance, website hosting and the storage fees for the club's show cages and tables.

Many fundraising ideas have been used to help boost reserves and ensure the club's viability and sustainability. In 2015 and 2016 an industrious committee decided to hold a Heritage Dinner as a way to demonstrate the practical – and delicious! - qualities of heirloom vegetables and heritage meats, while generating some revenue for the club.



A main drawback of putting on a fundraising event is the amount of effort and coordination that goes into its planning and execution. Small nonprofits like CHB need to be mindful of the limitations of a small, core group of volunteers. It's important to choose activities carefully to guard against volunteer burn out. Very careful fiscal management and sound decision-making is keeping Canadian Heritage Breeds strong and sustainable going into its 10th year.

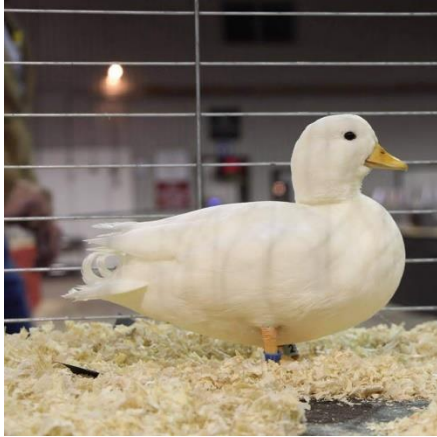
Poultry Shows

Hosting poultry shows has been a main priority for CHB since its inception. For the past 10 years, the primary CHB event has been an annual fall poultry show. In the beginning, this was named the Urban Farm Show and was held in Red Deer. Later the name was changed to simply the Annual Fall Show and was moved to Lacombe, and then most recently to Olds, Alberta. At least one smaller and less formal show is also planned each year. The first summer show location was at Sunny Brook farm in Red Deer. For the past few years summer shows have been held in conjunction with Red Deer's Westerner Days and, since 2018, with Edmonton's K-Days. Our club has also partnered with, or assisted other clubs and fair boards to lend support and help ensure they, too have successful shows.



Above: The July 2013 CHB Lawn Show offered exhibitors a fun and relaxed outdoor show experience.

Poultry shows are far more than just an opportunity for poultry-keepers to compete for ribbons. These events provide so many excellent opportunities to engage with the general public, and ultimately to further the CHB mission of heritage breed conservation. Petting zoos and heritage livestock displays often enhance and complement our poultry shows, to extend and broaden our ability to share knowledge and passion for historic breeds.



Showing also provides many advantages to the exhibitors. A well-earned win at a show is an acknowledgement of an individual's expertise and skills. For many, it represents a long-time commitment of dedicated breeding and continual flock improvement, not to mention the time and effort spent on preparation and presentation of the victorious bird. Shows are also a perfect venue to gain knowledge and learn how to improve the quality and performance of our flocks. Participants will have their birds assessed by a certified poultry judge and will also have plenty of time for conversation with fellow breeders to make contacts, gain helpful feedback and often good, solid advice on

how to move forward to build a top-notch flock.



Former CHB Secretary-treasurer Duane Kary and Judge John Monaco at 2014 Canadian National Show.

In 2014 CHB made history by hosting Alberta's first ever APA Canadian National poultry show. The most recent AGM elections had resulted in several new members being elected to key positions within the club, so the new batch of officers and directors were a bit out of their depth! But where they lacked experience, they more than made up for in eagerness and determination. November 22-23, 2014 was blessed with fine weather and good road conditions for the exhibitors coming to Red Deer from all over Alberta, plus BC, Manitoba and Saskatchewan. 806 poultry entries filled the space nicely, along with 620 pigeons competing in the CPFA National. The 2014 Canadian National was a great achievement and a source of pride for the organizers.



Left: APA Judge and CHB board member, Rico Sebastianelli at a Red Deer Westerner Days Summer show, 2016.

In the fall of 2019 Canadian Heritage Breeds once again had the honour of being selected to host the APA Canadian National Poultry Show. As exhibitors began rolling in on the Friday afternoon, it was evident this would be a weekend to remember. The CHB show committee was thrilled to welcome exhibitors and poultry fanciers from coast to coast for an unforgettable poultry show extravaganza!



Left: Judge Bart Pals with Clerk, Colin working through bantam classes

Below: Decorated egg and rooster photo credit: Heather Van Esch





Canadian Nationals 2019 – an abundance of fanciers, feathers and fun!

Working with Edmonton's K-Days to present our annual summer poultry show has been a very advantageous collaboration. It is estimated that around 10,000 people pass through the show hall over the course of the poultry and goat show weekend. This ability to reach out to the urban public is invaluable in promoting the fancy; particularly in such a large urban centre that is often far removed from agriculture and rural pursuits. This fantastic opportunity is coming to CHB again in July!



Above: spectators crowd the aisles during K-Days 2018 poultry show

Goat Shows

By 2018, the CHB board was experienced and confident in hosting poultry shows and felt ready to expand into new territory. With a couple of members on the board already well-established in the world of goat breeding, showing and judging, hosting a dairy goat show was a natural CHB progression. Goat shows have been held in conjunction with Edmonton's K-days fair in both 2018 and 2019, with exhibitors from across the prairie provinces attending. Plans are already well underway for the July 2020 Dairy Goat Show!



Above: 2018 Dairy Goat show at Edmonton's Northlands during their annual K-Days fair

Youth - the future of the hobby

Attracting and retaining youth is key to ensuring our historic breeds will live on into the future. Looking for ways to encourage and inspire kids of all ages has long been a CHB priority, and over the years the club has tried a number of different approaches. From initiating a school chicken project in Canmore, to offering valuable prizes to Junior exhibitors...the positive results of our youth projects are a wonderful CHB success story!

Right: Callum interacts with the kids taking part in the 2017 Youth Poultry Workshop





4-H members get a lesson about standard bred poultry in Vermilion



Judge Bryan Shelton encourages Jillian to share breed knowledge during K-Days Showmanship class.



Callum, Crystal, Kyle and Kathy provided guidance and encouragement throughout the 2017 Youth Mentorship program



Andrew Greene of Nova Scotia works with a large group of keen young poultry-keepers during CHB's 2019 Canadian National Poultry Show



Rico counting tail feathers with Sam, an aspiring poultryman.



Leila displaying her ribbons and prizes which included a new APA Standard of Perfection book presented by Canadian Heritage Breeds.

Going forward... the next 10 years

It's been quite a journey! The past ten years have been a time of growth, expansion and new ventures. So what's next for CHB?

The board is always throwing around ideas and discussing ways to keep the club relevant and innovative as we move forward. New ways to engage members and foster growth will be fundamental for keeping a stable membership and to grow our public awareness campaigns. This is an exciting time with technology now readily available to provide online webinars or breeder interviews via live video feed, so these are a few new initiatives currently being considered to help CHB continue to transform.

Your Board of Officers and Directors is a small team consisting of eight volunteers, plus our dependable newsletter editor. Another handful of reliable and committed CHB members can be counted on to pitch in and lend a hand with tasks like show set-up, making community connections and helping with numerous chores at CHB events. By working together we'll make sure CHB shows, displays and newsletters continue for now and into the foreseeable future.

But in order for us to branch out to offer more fun and educational experiences, we need a bit more help. Bringing in new people who can share their knowledge and passion is an ongoing goal for the club. There is potential to learn more from business people about how to improve our marketing, gain more sponsorships and raise awareness. Growing our networks will increase our reach across regions and localities.

Input from you, our valued member, is a great place to start! Your ideas are always most welcome and appreciated, and each request or suggestion will be carefully considered. We also need people with new energy and skills to jump in! If you have some time and talents to offer, or if you know of someone who could help get a new project off the ground, please let us know! *We are only limited by our imagination!*

