



A review of the last 60 plus years!

In the winter of 1953 Wayne Malmberg from Southern, Alberta was searching for more growth and vigor in his cattle. He went into the history books for purchasing the first Charolais in Canada from the Ferris ranch in Wyoming. The bull he picked out was a 7/8 Charolais called C 15 and he paid \$1,100 for him. In the spring of 1954 he went down to Clint Ferris's to pick up C 15 and brought him back to Spring Coulee, AB.

If Wayne Malmberg had been able to look ahead to all that would happen to the breed he introduced to Alberta & Canada, he might have been astonished, but not likely!

Ed Lyons lived near Cheadle, Alberta, east of Calgary and in 1956 purchased 15 heifers and 1 bull from George Grimshaw of Bunkie, Louisiana and where set out by train to Cheadle, Alberta.

During the late 50's in Alberta, Charolais was fortunate to have what farmers didn't ever think they'd live to see a friend in government. He came in the person of Harry Hargrave, and during the late 50's Mr. Hargrave was head of the Animal Husbandry section of the Department of Ag Experimental Station at Lethbridge. Harry believed in Charolais before many Albertans knew they existed. He felt they could be the answer for Canada's shrinking beef industry.

In the heart of Alberta cattle country from 1954 to mid 1958, many Charolais pioneers established small percentage Charolais herds. Purebreds were still hard to come by and full bloods, direct descendants of the French bulls with no other breed's blood in their pedigree were not allowed into North America due to Foot and Mouth outbreaks in France.

There was no doubt that Charolais were filling a commercial cattleman need and were creating their own demand by the 50's and 60's. They were becoming a breed to be reckoned with. In the early 60's Alberta Charolais breeders wanted to improve the cattle by using Full French Blood lines from France but the Government would not allow this because of Foot & mouth disease and the unknown risk utilizing the newly popular Artificial Insemination technique. The Americans brought some Charolais females to the Bahamas and were using Full French bulls to get around the Foot and Mouth issue in France which prevented importation. The Canadian government allowed resulting

progeny from this cross in to Canada en route to the US as the Bahamas was considered Foot and Mouth free. One of those bulls stayed in Canada and went into stud and was a source of new genetics for breeders across Canada.

The Canadian Association was formed in the late 50's by many Alberta Charolais pioneers but it wasn't without many set backs and creative thinkers. The original members did not know who in Canada had Charolais cattle as many had been brought up from the United States. It wasn't like it is today where you put an ad on Facebook and people responded immediately. They eventually organized and in 1959, the CCA was recognized as an official breed in Canada.

The North Central Alberta Charolais Club was started in 1960 in protest to the newly formed CCA executive over a trip to France that some did not agree with by James Rawe. The North Central group actually drew a territory on a map that went as far south as the fenceline of then CCA president Wayne Malmberg. The CCA reacted by not allowing the North Central Alberta group from being nothing more than a "club". But cooler heads prevailed and in 1965, the North Central Alberta Charolais Club became the Alberta Charolais Association. The first president was James Galley.

Those early pioneers worked with the Canadian government and eventually organized a shipment of Charolais from France to the the quarantine station at Grosse Isle with the help of the Canadian government. On October 9, 1965, 110 Full French cattle entered into Canada from France, at the Maximum Security Quarantine facility on Grossee Ile in the St. Lawrence river. The animals had to stay for a period of 90 days but the ice in the channel prevented any boats from nearing the island to remove the precious animals until spring thaw. So in May of 1966 they decided to move them to unload in Quebec City. They moved the cattle by CN rail and 4 cars came to Alberta between Hanna and Calgary. In August 1966 the new full French were legally free.

The 1st World Charolais Sale was held July 6, 1967 in Calgary, AB. Lot 1 Amour de Paris was sold for \$58,000 and lot 2 sold for \$50,000. Over all 6 animals sold for over \$20,000 and 16 over \$10,000. By the end of the day 3 charolais auctions records had been shattered with new bull & female prices!!!

The Second World Charolais Sale was held for July 1968 in Red Deer, AB. More then 2000 people attended and in the first 50 minutes 8 bull calves with full French Charolais blood brought in a total of \$244,000 and averaged \$30,500 and the amazing part was each animal was 2 or 3 months old. Included in the crowd were influential multi-millionaires, entrepreneurs, cattlemen and cattlemen. They grossed over half a million dollars that day.

In 1973 the AB pioneer Francie Borgal of Priddis, AB became the first lady President of the Alberta Charolais Association. Francie is also recognized as the first female to hold the office of President of any breed organization in Canada. As an aside tonight we will be honoring the niece of Francie.

The Alberta Charolais Association became incorporated on November 18, 1974 in order to help strengthen the areas of cattle promotion, breed improvement and continuous education for its members. The Alberta Charolais Association continues this tradition of assisting its breeder members and associates in realizing all the value that is to be gained by use of Charolais cattle and by their participation in the Association's activities.

In the 70's the ACA Hosted the Ballroom Sale held in Red Deer, AB. This Ballroom sale was very fancy with woman in their fine furs and diamonds and men in there best suits. In order to enter the ballroom, the cattle had to come up through a freight elevator and walk through the kitchen. Don Pochylko was on the halter leading the way, walking a bull past the stoves. He even commented to the bemused chef, "Here are your steaks Papa!". The breed was alive and well!

The trend of lavish sales and shows continued throughout the 80's and 90's. But then it just seemed to stop. - Ladies what happened? The ACA hosted an event called White Excitement in 1994 in Edmonton in conjunction with the CCA Annual mtg where the headquarters were the newly built West Edmonton Mall. Both the waterpark and Galaxyland was rented out for an evening exclusively for CCA members.

The ACA applied to host the first National Show outside of Agribition in 2000. It was a truly unique event they called Char2000. This progressive thinking started the trend of moving the National Show around Canada between the major shows. Events such as the Breeder's Classic, Sirvivor, MooLaMania and recently the Player's Club were all started and run by the ACA. The ACA hosted the World Congress in Edmonton in 2006 and will be an event that those of us lucky to be around for will remember for ever.

In 2008 the British Columbia Charolais Association became a part of the Alberta Charolais Association. The ACA continues to add value to breeders in BC, like it has to its AB members since 1960.

The Alberta Charolais Association (A.C.A.) currently has 250 plus members, many of whom have been breeding Charolais cattle since 1960 and have seen second and third generations continue the family business and tradition in the Charolais breed. The business of the Alberta Charolais Association is conducted by a volunteer group of directors who are A.C.A. members and Charolais breeders.



**ALBERTA CHAROLAIS
ASSOCIATION**

Alberta Past Presidents:

1960 - Chairman James Rawe, Strome, AB & 2nd Lona Rouse, Stettler, AB

1961 - Chairman James Rawe, Strome, AB & 2nd Lona Rouse, Stettler, AB

1962 - Chairman James Rawe, Strome, AB & 2nd Lona Rouse, Stettler, AB

1963 - Chairman James Rawe, Strome, AB & 2nd Lona Rouse, Stettler, AB

1964 - James Golley, Tees, AB

1965 - James Golley, Tees, AB

1966 - James Golley, Tees, AB

1967 - Dennis Cluley, Calgary, AB

1968 - Dennis Cluley, Calgary, AB

1969 - Ron Rouse, Stettler, AB

1970 - Wilfred Sieger, Coronation, AB

1971 - Wilfred Sieger, Coronation, AB

1972 - Harvey Anderson, Taber, AB

1973 - Francie Borgal, Priddis, AB

1974 - Francie Borgal, Priddis, AB

1975 - Francie Borgal, Priddis, AB

1976 - Francie Borgal, Priddis, AB

1977 - Don Pochylko, Erskine, AB

1978 - Don Pochylko, Erskine, AB

1979 - Don Pochylko, Erskine, AB

1980 - Verne Wiese, Alix, AB

1981 - Gerry Roe, Airdrie, AB

1982 - Reuben Ehret, Hilda, AB

1983 - Reuben Ehret, Hilda, AB

1984 - Bill Bullick, Coronation, AB

1985 - Bill Bullick, Coronation, AB

1986 - Ralph Thornton, Sedalia, AB

1987 - Ralph Thornton, Sedalia, AB

1988 - Doug Moore, Bentley, AB

1989 - Tim Bullick, Coronation, AB

1990 - Tim Bullick, Coronation, AB

1991 - Jack Rairdan, Stettler, AB

1992 - Leroy Martin, Warburg, AB

1993 - Leroy Martin, Warburg, AB

1994 - Allan Marshall, Innisfail, AB

1995 - Allan Marshall, Innisfail, AB

1996 - Allan Marshall, Innisfail, AB

1997 - Frank Cholak, Lamont, AB

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2000 - Frank Cholak, Lamont, AB
2001 - Randy Kaiser, Hussar, AB
2002 - Lyle Pederson, Calmar, AB
2003 - Lyle Pederson, Calmar, AB
2004 - Lyle Pederson, Calmar, AB
2005 - Brent Stutheit, Rimbey, AB
2006 - Brent Stutheit, Rimbey, AB
2007 - Dwane Stauffer, Eckville, AB
2008 - Dwane Stauffer, Eckville, AB
2009 - David Prokruda, Glenevis, AB
2010 - Dorry Gerrard, Innisfail, AB
2011 - Darren Paget, Donaldda, AB
2012 - Darren Paget, Donaldda, AB
2013 - Lyle Bignell, Stettle, AB
2014 - Lyle Bignell, Stettle, AB
2015 - Lyle Bignell, Stettle, AB
2016 - Stephen Cholak, Lamont, AB
2017 - Stephen Cholak, Lamont, AB
2018 - Stephen Cholak, Lamont, AB
2019 - Stephen Cholak, Lamont, AB
2020 – Stephen Cholak, Lamont, AB

Alberta Charolais Pionners 1959

Bud Tull, Forestburg, AB
Fletcher Bennett, Pincher Creek, AB
Ray Branum, Craigmyle, AB
Ed Lyons, Cheadle, AB
O.E & J.V. Rawe, Strome, AB
D.E. Scott, Rockfort Bridge, AB
Rodney James, Lacombe, AB
H.J. Hargrave, Lethbridge, AB
Herman Rawe, Strome, AB
Malmberg Bros., Spring Coulee, AB
John Ferries, Nobleford, AB
A.W. McCallum, Mayerthorpe, AB
J.M. Ballachey, Calgary, AB
Bert Hargrave, Walsh, AB
JD Gilchrist, Milk River, AB
Dr. R.T. Berg, Edmonton, AB
J.M. Jacobs, Calgary, AB
D. Bresee, Ponoka, AB
James Golley, Tees, AB
Ivan Ohler, Carmangay, AB
Art Lund, Milk River, AB