

## Advertising by BCHA; past, present and future

1. We continue to advertise in all six issues of **Beef in BC** every year. Our message mirrors the CHA except when we have a local message such as our Bull sales in the spring or our fairs and AGM etc. Circulation is to every member of the BC Cattlemen's Association plus associated Government officials for print run of 1500. Recently all are 4 color and we vary size depending on the message and its importance to our members.
2. We advertise monthly in the **Country Life in BC** newspaper which goes to 9000 addresses in all parts of the BC Agriculture scene, similar message as Beef in BC. Again, most ads are now color with an occasional black and white in past. Again, we have variation in size of ad dictated by importance of the message. In return we are listed as a link on their web site under the heading of AGRI LINKS.
3. We continue to support the sale catalogues with ads in Williams Lake Bull Sale and the Vanderhoof Bull Sale There is no longer a Pacific Invitational Female Sale catalogue to support, last one being in 2016. We also have an ad in OII Livestock Brand Book which is up for renewal in 2018. We have a policy to advertise in the Fair catalogues if they are hosting a MOE show AND they request the ad. We do not advertise in other fair catalogues.
4. BCHA Newsletter, mailed 3X a year to all members with a movement to electronic newsletter in recent months.
5. The 2017 Hereford Influence edition which was dedicated to raising funds for Bonanza 2017. We had good participation from the breeders which made this a successful project yet again as we published the **Hereford Influence** as a marketing venue for our breeders so it could be distributed to all out of province guests at the 2017 CJHA Bonanza in Abbotsford. In addition, the remainder of the 3000 copies that were printed, 1500 were distributed bagged with March 17 Beef in BC to members of BC Cattlemen and the remainder were distributed in auction markets, the CHA office and at BC fairs and Cattlemen conventions.
6. We had last published the Hereford Influence in 2014 with 2500 copies, 1500 delivered with Beef in BC plus direct mailing to members and CHA office, hand out at auction markets, fairs, cattle events etc. as well as distributed via local businesses.
7. We had also published the 2015-17 BC Hereford Directory & Handbook in 2015 with 3000 copies. We had paid to have them bagged and distributed with March issue of Beef in BC and they were mailed to every member plus every advertiser. The 2017 fiscal year was the last for this directory and a new directory (2018-2020) was planned in late 2017 and went to print in early 2018 with 3500 copies to distribute.
8. The Hereford Influence, last two editions plus the one from 2017, as well as the new BC Hereford Directory & Handbook have all been placed on web site and on Issuu as a "flip book" with good coverage around the world
9. Web site is up to date but I feel it lacks some participation by breeders sending me fresh materials to post. We have decent traffic with over 4000 files down loaded each month (Nearly 6000 at Bull Sale time!) Current BCHA News Letters are always available in color on the web site.
10. We pay to have BCHA signs in 5 auction market sale rings
11. We pay for awards to various 4-H shows and get advertising credits in many show books as a result
12. BCHA is a Corporate Sponsor of the BC Cattlemen's Association and as such gets preferred exposure at the BC Cattlemen's Convention and a listing on their web site at <http://www.cattlemen.bc.ca/> with a link to our web site.
13. Sponsorship for two Bull Sale socials & Club field days each year to show commitment to the commercial cattle industry.
14. Please remember that it is the breeder commitment to support these directories and Hereford Influence magazines which allow us to fund our advertising budget for the BCHA

*Prepared for presentation to Annual General Meeting of BC Hereford Association on July 17, 2018 by Don Richardson,  
Director at Large*