

## Your loyalty to CIAQ is rewarded!

Each CIAQ client will soon receive from his A.I. technician or his farm service representative his "semen loyalty bonus" equalling to 5 % of his semen purchases made in 2007.

After a fruitful year for CIAQ and its owner breeders, the CIAQ Board of Directors decided last December to

pursue the payment of the "semen loyalty bonus" on the basis of the estimated financial results. Once more, the contribution of the Québec dairy and beef producers in the CIAQ results is therefore rewarded by this bonus that amounts to a little over one million dollars.

This bonus adds up to the "insemination loyalty bonus" that is given all year long, therefore paid each time breeders use our A.I. services with a CIAQ semen dose. The rate is maintained at 7 % of the price of the semen dose used and thus reduces the cost of the A.I. services.

Since the year 2000, CIAQ has paid more than 14,5 million \$ as loyalty bonuses to its clients, for an average of 1,7 million \$ per year.

We are entering our 60<sup>th</sup> anniversary with all the optimism and professionalism that have been typical of the organization over the years, as a supplier of high-quality genetic and sanitary products and services. This anniversary will be celebrated with you, the Québec breeders, who have helped us to grow and to improve our offer in order to constantly go further in the genetic development of herds.

2008 announces to be a year full promises and exciting for all!

<b>For each dollar spent for semen,  43¢  was returned to producers</b>	<b>For the PEP cooperator herds</b> Financial support for young sire daughters and discount on the price of proven sire semen <b>4,3 M \$</b>
	<b>Semen and insemination loyalty bonuses</b> <b>2,2 M \$</b>
	<b>Promotion and equalization</b> Proven sire "specials" and equalization on A.I. service <b>1,1 M \$</b>
	<b>Support of your activities</b> <b>1,1 M \$</b>