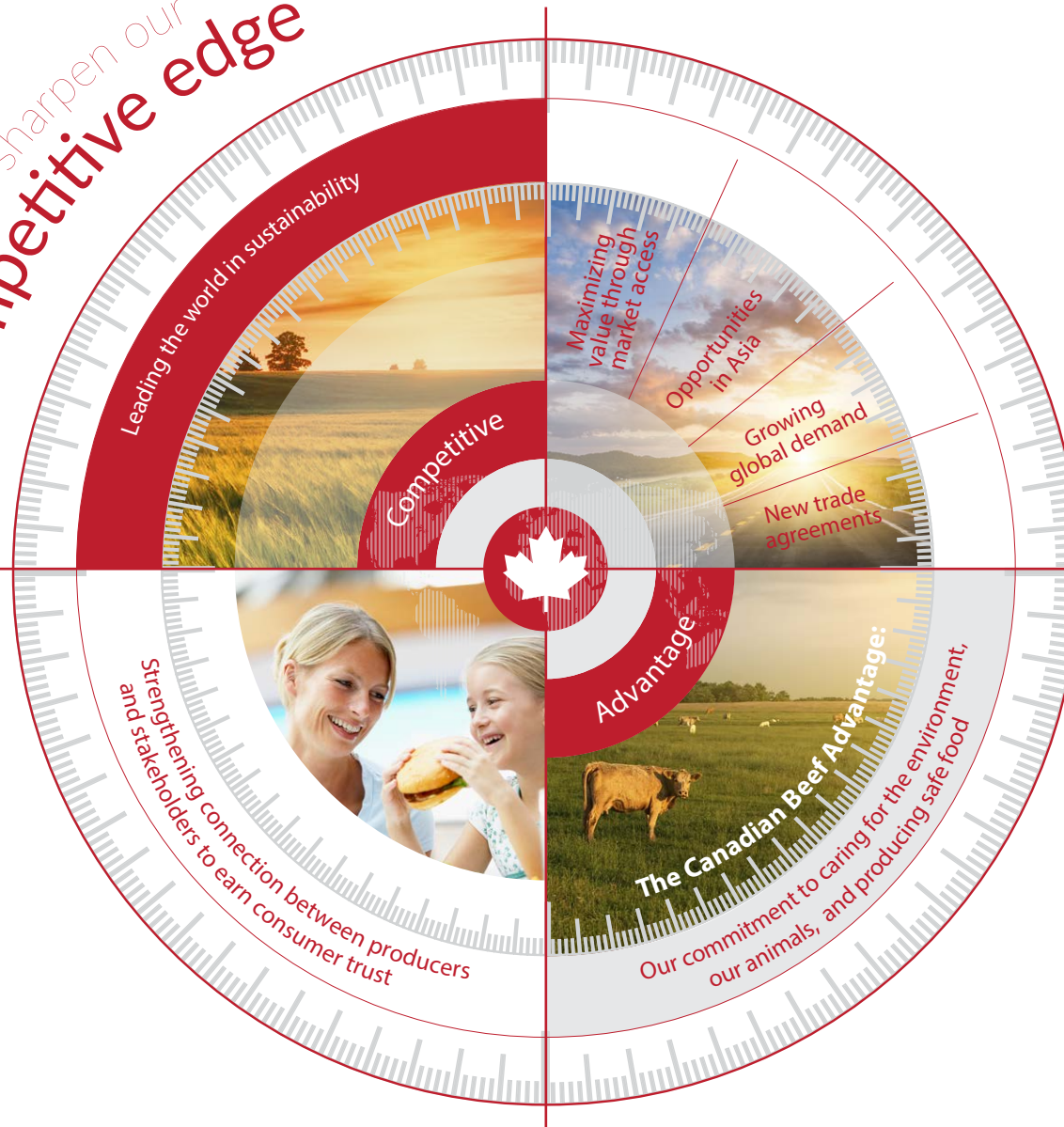


Time to sharpen our
competitive edge



CANADIAN CATTLEMEN'S ASSOCIATION

2016 ANNUAL REPORT

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Many significant factors that tempered the progress of 2016 will require us to **sharpen the competitive edge** of the Canadian beef industry.



A number of successes in breaking down barriers in international markets were achieved in 2016. Expanded access to Mexico, Taiwan and China marked significant results for the Canadian beef sector. Improved access to international markets with an appetite for high quality Canadian beef supports the demand pillar of the National Beef Strategy.



However, other factors in 2016 tempered this progress, requiring industry to sharpen its competitive edge. Prices continued to be under pressure as the market readjusted to increasing cattle numbers and larger North American meat production. A renewed focus in Canada on a carbon tax and fighting climate change brought sustainable beef production to the fore. A changing political landscape in the U.S. brought uncertainty regarding the status of multilateral trade agreements of benefit to Canada's producers.

To enhance industry competitiveness in international and domestic markets, the Canadian Cattlemen's Association (CCA) actively engaged in the national Agricultural Policy Framework consultations to ensure a strong emphasis on research, science and innovation. With the Canadian beef sector already a global leader in environmental sustainability, as shown by the Canadian Roundtable for Sustainable Beef's National Beef Sustainability Assessment, CCA worked to ensure the broader benefits of beef production in terms of conservation, stewardship and sustainability, are well understood by the federal government and reflected in any new policy directions.

The CCA utilized its relationships with U.S. allies following the U.S. election, who were successful in persuading the Trump transition team to delete a reinstatement of Country of Origin Labeling (COOL) as



Above: CCA VP Haywood-Farmer welcomes Federal Agriculture Minister MacAulay to CCA's Picnic on the Hill event in Ottawa.

an objective from the Trump trade policy plan. This outcome demonstrates the value of CCA maintaining its relationships in Washington, D.C., and throughout the U.S. In the fall, Canada was notified that a case of bovine tuberculosis (bTB) had been found. The CCA was invited to lend our expertise to the investigation, a first from an industry-government collaboration perspective. The CCA worked closely with both federal and provincial officials and ministers to ensure financial

assistance was provided to the producers under quarantine in this non-trade impacting event. Another notable moment of 2016 was the successful launch of the Canadian Beef Industry Conference. Much work remains to be done going forward and by working together CCA will continue to ensure long-term competitiveness for the industry.

Below: L-R CCA Issues Manager Lynch-Staunton, Alberta Beef Producers Executive Director Smith, at inaugural Canadian Beef Industry Conference. Photo credit: Canadian Cattlemen





President,
Dan Darling, ON



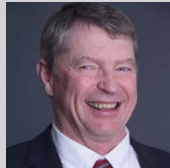
Past President,
Dave Solverson, AB



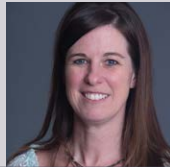
Vice-President,
David Haywood-Farmer, B.C.



BRITISH COLUMBIA
From left:
Lary Fossum
John Anderson



ALBERTA
From left:
Howard Bekkering
Bob Lowe
Colin Campbell
Doug Sawyer



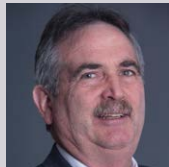
From left:
Bryan Thiessen
Cathy Sharp
Tim Smith



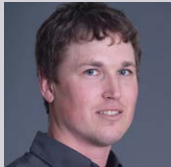
SASKATCHEWAN
From left:
Duane Thompson
Perry Rasmuson
Reg Schellenberg
Pat Hayes



MANITOBA
From left:
Heinz Reimer
Ramona Blyth
Tom Teichroeb



ONTARIO
From left:
Joe Hill
Rob Lipsett
Tom Wilson
Matt Bowman



From left:
QUEBEC Claude Viel (ex officio)
NOVA SCOTIA George Smith
PRINCE EDWARD ISLAND Ivan Johnson
NEW BRUNSWICK Nathan Phinney

Dan Darling, CCA President



“The year brought significant market access developments with the expansion of beef access to China, Mexico and Taiwan.”

I am pleased to report to you as President of the Canadian Cattlemen's Association (CCA). There were many interesting developments in 2016, not the least of which occurred in November with the changing political landscape in the U.S. The year brought significant market access developments with the expansion of beef access to China, Mexico and Taiwan, and the successful launch of the Canadian Beef Industry Conference as envisioned under the connectivity pillar of the National Beef Strategy.

The volatility of the cattle market in 2016, punctuated by very large and rapid market changes over the past three years, has left many cattle producers on edge as 2017 gets underway. At present, it is somewhat unfortunate that the extreme volatility has overshadowed the positive market situation. The start of 2017 saw calf prices back over \$200/cwt, and in some cases feedlots making over \$200/head. Traditionally, this would be considered very strong market conditions, but uncertainty and recent extremely high prices has made keeping perspective difficult.

In the fall, Canada was notified that a case of bovine tuberculosis (bTB) had been found. The CCA was invited by the Canadian Food Inspection Agency (CFIA) Western Area Emergency Operations Centre to lend our expertise to the bTB investigation. This is a first from an industry-government collaboration and CCA shared these duties with Alberta Beef Producers. The CCA worked closely with both federal and provincial officials and government ministers to provide financial assistance to the producers under quarantine.

In terms of the impact to the Canadian industry, one case of bTB does not impact

our trade status nor change Canada's TB-free status relative to the OIE Codes and the Canadian Health of Animals Regulations. One case can involve several positive animals but is still considered one case if, through the investigation, they are found to be connected. Canada's status can be impacted if another unrelated case is confirmed within 48 months.

The CFIA epidemiological investigation continues in the new year. This large undertaking requires several streams of investigative work to trace the movement of animals for the past five years, and resources to complete the testing and analysis of the test results. As trace-outs and trace-ins from the original infected premises proceed, producers can expect to see the number of premises quarantined to increase. At the same time, some quarantines may also be removed. This is expected and an important part of the investigation, which is expected to take several months.

The CCA is monitoring the investigation closely and communicates with CFIA on a regular basis and will update members of any developments impacting Canada's trade status.

Another source of uncertainty is around what the year ahead will bring with our largest trading partner. At time of writing, the inauguration of U.S. President Donald Trump on January 20, 2017 had yet to occur. Prime Minister Justin Trudeau shuffled his cabinet, signaling that he is preparing for the incoming Trump Administration. Former International Trade Minister, Chrystia Freeland was appointed Canada's new Minister of Foreign Affairs. François-Philippe Champagne was named the new Minister of International Trade.



Above: Changing of the guard at the CCA 2016 Annual General Meeting. Darling acclaimed as president, Solverson moved to past president.



The former Parliamentary Secretary to the Minister of Finance has a professional background as a lawyer and international trade specialist. The CCA will work to maintain existing relationships and establish strong working relationships with new ministers of importance to the beef industry as the spring session approaches. The CCA will ensure that the interests of Canadian beef producers are advanced regardless of any action on trade agreements President Trump may make now and into the future.

The CCA places a high priority on relationship building with governments, and industry stakeholders and counterparts domestically and internationally. We continue to grow the Canada-U.S. relationship at every opportunity. In January, CCA was part of the Canadian delegation attending the State Agriculture and Rural Leaders (SARL) conference in Baton Rouge, LA. The SARL conference is one of several vehicles CCA has utilized over the years for U.S. agriculture



Above: CCA President Darling, director Lowe at MP Rona Ambrose's Ottawa BBQ fundraiser for families impacted by Fort McMurray wildfires.

The CCA was able to leverage relationships with allies who effectively explained to the Trump transition team why COOL was bad policy and jeopardized U.S. jobs, resulting in its deletion from the Trump trade policy plan. The CCA is taking every opportunity to reinforce the importance of Canada retaining its right to impose retaliatory tariffs if the U.S. reintroduces COOL in a manner that causes renewed discrimination against imported livestock.

At the bigger picture level, the movement of Minister Freeland to Foreign Affairs, and taking with her the responsibility for North American

(TPP) will ensure Canadian beef producers can compete fairly in a global marketplace. Free trade agreements create jobs for Canadians and contribute to economic growth and long-term prosperity across the country. Further details on our plans can be found in the Foreign Trade Committee report on page 20.

The CCA has been actively engaged in the national Agricultural Policy Framework (APF) consultations. Our overarching recommendations are that the programs under the next APF be finalized for a seamless rollout on April 1, 2018, and that program delivery is

A high priority for the beef cattle sector is to ensure that the next APF enhances our competitiveness in both international markets and here in Canada. This will require a strong emphasis on research, science and innovation.

policy discussion and debate. The trip was among a handful of Canada-U.S. relationship-building events CCA attended in January, with meetings at the American Farm Bureau in Phoenix, AZ, a Canada/U.S. Roundtable in Denver, CO, and the National Cattlemen's Beef Association convention in Nashville, TN.

These meetings are an opportunity for CCA to advance its objectives with Americans who have influence. The value of having and maintaining these long-established relationships was demonstrated in the days following the U.S. election in November when media reports inferred that the Trump transition team had included reinstatement of Country of Origin Labeling (COOL) as an objective.

Free Trade Agreement (NAFTA) trade policy, is the Government of Canada's first move toward ensuring that Canada maintains its preferred relationship with the U.S. that NAFTA currently provides, and to identify possibilities to further improve trade opportunities. The CCA also expects the government to encourage industry groups and individual companies to reach out to U.S. counterparts to ensure that all fully appreciate the value of maintaining our close relationship. The CCA is fortunate to already be well advanced at such efforts, but we understand that we must never take these relationships for granted.

The CCA will continue its uninterrupted focus on trade in the future. Exports are the lifeblood of Canada's beef industry, and forward-thinking trade pacts like the Trans-Pacific Partnership

simplified and approval processes are more transparent and consistent.

A high priority for the beef cattle sector is to ensure that the next APF enhances our competitiveness in both international markets and here in Canada. This will require a strong emphasis on research, science and innovation.

Industry and government have a shared responsibility for research that contributes to the competitiveness, innovation and sustainability of the beef cattle industry. Research is integral to providing science-based information to support consumer confidence and to ensure that Canada's beef industry is globally competitive and able to take advantage of current and emerging trade opportunities.

Below: At the International Beef Alliance leaders meeting in New Zealand.



One of the most successful programs under Growing Forward 2 is the Beef Science Cluster and we feel strongly that it should be retained and expanded. It has encouraged increased industry investment in research and allowed the beef industry to fund a more comprehensive



research portfolio that goes beyond focusing on producers' bottom lines, including significant investments in areas like animal health and care, environmental sustainability and antimicrobial resistance.

On the APF's environmental sustainability programming, CCA encourages government to support ranchers' conservation actions through funding and further developing ecological service and agri-environmental programs. Programs such as these promote natural resource conservation, improve the environmental health of Canada's landscape and build resiliency into the agriculture sector. These programs will be most successful if they are incentive-based, community delivered, and voluntary.

The CCA has contributed to the government's consultation on climate change and we have

found officials very cooperative. The CCA advocates the importance of government working in collaboration with Canada's beef industry in order to achieve common environmental and economic targets. Working together to find solutions for species at risk on agricultural landscapes will help to maintain an economically viable beef industry and avoid regulations that limit the ability of Canadian cattle production to compete on a national and global scale. The CCA also advocates for the support of research and agri-environmental programs, believing that investing in research, innovation and agri-environmental programming are some of the best investments to make.

Fortunately, the Canadian beef sector is already

Below: Enjoying the festivities at the Canadian Beef Industry Conference with director Johnson and CCA staff Teel. Photo credit: Canadian Cattlemen



a global leader in environmental sustainability. We are working to ensure the broader benefits of beef production, in terms of conservation, stewardship and sustainability, are well understood by the Minister of Environment and Climate Change and reflected in any new policy directions.

Changes to the Agricultural Marketing Programs Act and associated regulations came into force in 2016, allowing for new forms of security to be used to obtain advances under the Advance Payments Program (APP). Cattle producers in Western Canada can now choose between AgriStability or their coverage under the Western Livestock Price Insurance Program (WLPPI) as secondary security. This change represents a first step towards achieving CCA policy: "That the list of risk management programs that qualify producers for the APP be expanded to increase the accessibility to the APP for cattle producers."

Finally, progress continues on the National Beef Strategy regarding increasing the check-off to \$2.50 per head marketed to meet the strategy goals. Discussions between the Canadian Beef Check-Off Agency and the provinces continued throughout 2016 and we continue to watch for developments with interest.

Respectfully submitted,


Dan Darling



“The year 2016 brought with it a stark reminder of the competitive forces that can challenge our industry. It also raised many questions about price discovery in the North American market.”

Another year has come and gone. The year 2016 brought with it a stark reminder of the competitive forces that can challenge our industry. It also raised many questions about price discovery in the North American market.

In my previous report to you in 2015, I began by commenting about the change in the political landscape in Canada with the election of the new Trudeau government federally and the Notley government in Alberta. I also mentioned the Canadian Cattlemen’s Association (CCA) approach to work effectively with the new federal government and to support the work of our provincial members.

I am pleased to report that we have established a strong rapport with the federal government.

As it turned out, the political changes in Canada paled in comparison to the events that occurred on the global stage in 2016.

The election of Donald Trump as president of the United States tops them all and moves U.S. politics into uncharted territory. This coupled with the congressional elections where the Republicans maintained their majority in both the House of Representatives and the Senate sets the stage for major change in U.S. policy.

Across the ocean, there was Brexit where the United Kingdom (U.K.) voted to leave the European Union (EU). It was another vote for change that will lead to major shifts in policy there as well. Longer term, the departure of the U.K. will test the durability of the EU. To some degree, the Brexit vote assisted in the approval of the Comprehensive Economic and Trade Agreement (CETA) between Canada and the EU, as the EU stepped forward to demonstrate it would continue to govern effectively.

Heading south, the change in government in Argentina, albeit in late 2015, signals a new conservative outward policy environment that will favour exports, including beef.

After the president of Brazil was impeached over allegations of corruption, the new president appears to be cracking down through a series of investigations.

In Asia, South Korea voted to impeach President Park Geun-hye.

What all this means for Canada’s beef industry is still unclear, but the general shift is against status quo and towards reducing the regulatory burden in the U.S., the U.K., and Argentina. One thing is certain – the Trans-Pacific Partnership

agreement is not moving forward. The CCA is already advocating Plan B – the completion of Canada’s bilateral negotiations with Japan.

More generally, there is a growing anti-trade sentiment that is very troubling and that must be met head-on. In October, the International Beef Alliance (formerly the Five Nations Beef Alliance) committed to work together to address this challenge and to promote the many merits of trade liberalization and the need to tackle and eliminate non-tariff trade barriers.

On the positive side, Prime Minister Justin Trudeau and International Trade Minister Chrystia Freeland (appointed Minister of Foreign Affairs in January 2017) deserve recognition for stepping up to champion the many benefits of global trade. Both were instrumental in getting the CETA approved in Europe.

South of the border, the CCA plans to be active with our many friends and allies in the U.S. Canada is the largest export customer for almost all large U.S. agricultural producing states. Canada purchases around \$714 per capita of U.S. agricultural products while the U.S. purchases around \$69 per capita of Canadian agricultural products. Canada is their



Above: Deep in discussion with MP Bezan at CCA Fall Picnic on Parliament Hill.

top customer and their closest ally. If NAFTA is to be reopened, we are prepared for that discussion, with a list of unfinished work dating back to 1989.

The other big shift in 2016 was the decline in prices from the record highs we had seen for the past several years. Unfortunately, as we have witnessed in the past, when prices soar that quickly, they often can come down just as quickly. A large increase in U.S. production as a result of faster than expected expansion

and record carcass weights, record pork and poultry production, and the strong U.S. dollar all contributed to the correction. Retailers also took back some margin. The two factors that can improve the outlook are the strengthening U.S. economy and growing middle-class demand in Asia.

The CCA is working on several fronts to sharpen the industry’s competitive edge. It is working with industry partners to approach this on three fronts through the National Beef Strategy:

Industry profitability

- Competitiveness
- Production competitiveness - increase by 15%
- Regulatory competitiveness – improve by 7%
- Market access – obtain expanded, equal to/ or preferential access
- Value creation – increase by 15%
- Innovation – be a world leader

Advocacy - positive public attitudes

- Positively positioning the importance of cattle producers and the beef cattle industry
- Public confidence

Crisis management preparedness

Connecting at all levels has never been more important. The CCA was proud to be part of the first ever Canadian Beef Industry Conference held in July. It was an outstanding success that brought groups and producers

from across Canada and beyond to meet in one location to connect on the important issues that are shaping our future. Nearly 700 participants attended, including close to 200 young producers.

The Canadian Roundtable for Sustainable Beef (CRSB) grew to 100 members and is leading the world in innovative projects and programs. The CCA provides support services to the CRSB and provides the largest industry financial contribution to it.

McDonald’s Canada completed a pilot project on Sustainability and passed the baton on to the CRSB.

The CCA with funding from the Canadian Beef Check-Off Agency created a new issues management position and employed Tom Lynch-Staunton. Tom will be working with our partner organizations to develop and implement a more cohesive, comprehensive and proactive program to engage with the public. Our objective is to “change the conversation” by engaging the many questions



Above: Ontario Corn Fed Beef and Jim Clark, exec. dir. Ontario Cattle Feeders’ Association (L) received the 2016 Beef Industry Innovation and Sustainability Award (BIISA).



consumers have about how we raise cattle, and sharing the great story we have to tell about how producers care for their cattle and the environment, and the many benefits of modern and innovative management systems.

The CCA continues its efforts to attract the next generation of producers and leaders for the industry through the Cattlemen’s Young Leaders Program. In 2016, CYL achieved its fifth year of graduates.

Many of the issues the Canadian beef industry faces are global in nature. In 2016, the CCA allowed me to serve as President of the Global Roundtable for Sustainable Beef (GRSB). I was recently re-elected to serve for a second (and final) year. The CCA feels it is imperative that cattle producers are represented on the GRSB executive to ensure practical outcomes are achieved and the importance of the cattle industry to sustainable growth is advanced.

In this capacity, I receive reports from around the world and it is shocking to see the range of misinformation or biased studies that are based on the least efficient methods. Many of these

are outdated, and in some cases scientifically discredited, work. Such studies are being used to condemn our industry and advocate for things as absurd as reducing or taxing beef consumption to meet greenhouse gas reduction commitments.

Efficient cattle production is part of the solution – not the problem. In fact, it is essential in order to protect the vast acres of grazing lands in Canada and globally that are being lost every day. We have much work to do with regard to telling our great story and the considerable factual information on our side.

Buckle up – 2017 should be exciting.

Respectfully submitted,

Dennis Laycraft



The Beef Cattle Research Council



The Beef Cattle Research Council (BCRC) is Canada’s industry-led funding agency for beef, cattle and forage research. Its mandate is to determine research and development priorities for the Canadian beef cattle industry and to administer the Canadian Beef Cattle Check-Off funds allocated to research. The BCRC is led by a committee of beef producers who proportionally represent each province’s research allocation of the Canadian Beef Cattle Check-Off.

On average nationally, the BCRC receives approximately 18 per cent of the Canadian Beef Cattle Check-Off, and plays a key role in leveraging additional funding for beef cattle research. Recognizing this, the council works to ensure the highest return on investment possible for industry contributions to research through ongoing consultation with other provincial and national funding organizations.

Investments in beef research have several benefits, including an improved ability to meet increasing global food demand and supporting responsible production efficiencies and profitability of Canadian beef cattle producers. Advancements in the industry also positively impact the nation’s economy.

Canada’s Beef Cattle Industry Science Clusters

The first Beef Cattle Industry Science Cluster directed \$10.5 million to 32 research projects between April 1, 2009, and March 31, 2013. Joint industry and government commitments

to the second cluster (April 1, 2013 – March 31, 2018) totaled \$20 million, including \$14 million in funding from funding from Agriculture and Agri-Food Canada (AAFC), \$1 million in provincial government investments, and \$5 million in funding from the research allocation of the Canadian Beef Cattle Check-Off and provincial beef industry groups. Funding was directed to 26 research projects. A summary of every cluster-funded project can be found on BeefResearch.ca.

The first and second clusters have proven to be very successful steps towards improving co-ordination of beef research funding in Canada, including AAFC, BCRC, provincial governments, provincial cattle associations, and other industry funders. The clusters motivated a growth of industry investment in research and technology transfer. Funding has been focused on a comprehensive outcome-based research program directly aligned with industry’s vision and priorities, including capacity development in critical areas. As a result, cluster investments are generating meaningful, applicable knowledge and technologies for the industry, as well as extension tools to increase adoption of the innovations.

The BCRC is working to renew this program under AAFC’s next agricultural policy framework and planning for the third Beef Cattle Industry Science Cluster covering the period April 1, 2018, to March 31, 2023. AAFC’s funding commitments for the third cluster are expected to be announced in 2017. The BCRC will then allocate available funding to research projects aligned with the outcomes

in the Canadian Beef Research and Technology Transfer Strategy that have the greatest potential to advance the industry.

Canadian Beef Research and Technology Transfer Strategy

Following a collaborative development process with input from industry stakeholders, grassroots producers, researchers, research institutions, and beef research funding agencies through various means including direct consultation, an online survey, and two workshops, the Canadian Beef Research and Technology Transfer Strategy was released in December 2016. The new Strategy builds upon the success of the 2012-2018 National Beef Research Strategy developed by the BCRC and the national Beef Value Chain Roundtable (BVCRT).



Like the first strategy, the 2018-2023 strategy is intended to ensure all of industry’s research priorities are adequately addressed, strengthen future funding requests from industry to federal and provincial governments, and maximize the value of all investments in research within the Canadian beef cattle industry.

Having developed specific outcomes under industry-identified priority areas, the strategy will support the industry’s core research objectives of enhancing industry sustainability and improving production efficiencies, improving consumer confidence and beef demand, and improving public confidence in Canadian beef. The new strategy’s research objectives are to be captured by 2023.

The strategy will guide the industry to achieve high-priority beef research objectives that support increasing productivity while remaining environmentally, socially and economically sustainable. It will better enable Canada to seize the opportunity to play a leading role in meeting rising global food production needs responsibly and contribute to the industry’s ability to remain globally competitive from a production, regulatory, and trade perspective through investments in agriculture research across a variety of disciplines.

The full strategy and a six-page overview can be found on BeefResearch.ca. The strategy is a dynamic document intended to continue to evolve based on stakeholder feedback and ongoing review as research outcomes are achieved and new outcomes arise. Feedback on the strategy and its outcomes is welcome and encouraged.



The National Beef Strategy

The BCRC will play an integral role in achieving several of the industry goals established through strategic investments in research and extension. Consequently, the BCRC has developed a long-term funding plan to identify the necessary funding requirements to achieve these goals.

The proposed increase in Canadian Beef Cattle Check-Off will be integral to maintaining existing BCRC research programming. Additional funding would enable an expansion of research programming into high priority areas, such as strategic investment in research capacity in meat science and forage utilization, and the expansion of research surveillance networks to monitor antimicrobial resistance, production limiting diseases and other animal health information.

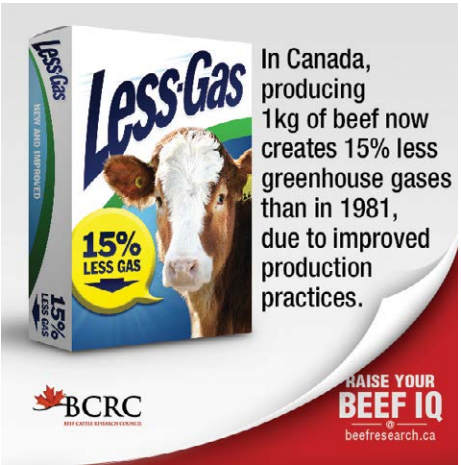
Technology transfer

The BCRC continues to advance the implementation of its Knowledge Dissemination and Technology Transfer

Strategy, which is focused on converting applied research into effective tools that drive industry competitiveness.

Bov-Innovation sessions were introduced at the 2016 Canadian Beef Industry Conference. The sessions featured researcher presentations on particular concepts, followed by producers who explained how they made the innovation work in their situation. The six short, exciting and interactive sessions focused on improving productivity and profitability in cow-calf and cattle feeding operations through advancements in animal health and welfare, forage productivity and genomics.

The BCRC website, www.beefresearch.ca, provides access to general information on research topics, summaries of in-progress and completed research projects, and information that helps producers make informed decisions on implementing innovation into their production practices. The website delivers



various BCRC-produced and other valuable extension resources, including articles, videos, webinars and calculators.

Communications from the BCRC can also be found through various cattle organizations’ publications, and through a regular research column that appears in Canadian Cattlemen magazine.

Advancement of the Verified Beef Production Plus program

In addition to sponsoring research and technology development, the BCRC oversees and supports the beef industry’s on-farm food safety program, Verified Beef Production Plus (VBP+).

The VBP program has worked with industry stakeholders to develop additional modules for animal care, biosecurity and environmental

stewardship. The additional modules will be available to producers in summer 2017.

These modules provide an opportunity for producers to secure further recognition for credible production practices. The program is now working with Canada’s Roundtable for Sustainable Beef (CRSB) in a process to determine equivalency of VBP+ and ProAction (dairy equivalent) with the CRSB’s sustainability indicators.

Please refer to the VBP report on page 13 to learn more.

For more information

To learn more about BCRC initiatives and take advantage of our extension resources, visit our website at www.beefresearch.ca and join our email list at www.beefresearch.ca/blog/subscribe



Peak cattle prices were certainly behind us heading into 2016, and prices continued to be under pressure this year as the market was readjusting to increasing cattle numbers and larger North American meat production. Both Canadian and U.S. beef production was up substantially. In 2016, U.S. protein production is projected to be up in all three proteins (beef +5.4%, pork +1.7%, broiler +1.7%).

Annual U.S. pork and broiler production has hit record highs and it continues to get bigger. Production in 2017 is expected to increase for beef +3.7%, pork +3.8%, broiler +2.2%. From 1970 to 2014 U.S. protein production grew on average 1.6% per year.

There is a flat period after the global financial crisis (2009-14) before growth resumed in 2015. From 2015 to 2017, protein production is projected to grow 2.9%.

This jump in production requires larger exports or additional volumes will pressure domestic market prices down. Given the softer international demand, prices trended lower.

The stronger U.S. dollar adds further pressure to meat exports. U.S. per capita protein supplies were up 9 lbs in 2015, and are projected to be up 3.1 lbs in 2016. The 12 lb increase over two years will be the largest supply increase in history. But it is not done yet, another 3.2 lbs could be available in 2017 – for a 9% increase from 2014 to 2017.

* All YTD references were at time of writing in Dec. 2016

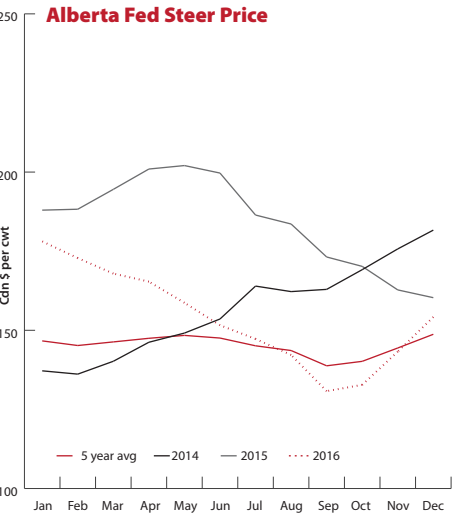
Canadian prices

The Canadian cattle market tends to follow the U.S. market, adjusting for the Canadian dollar. Fed cattle prices continued to be pressured down throughout 2016. In the first quarter, the Canadian dollar strengthened from a low of US\$0.69 in January to US\$0.80 in April. Every 1% increase in the Canadian dollar resulted in a 1% decline in Canadian fed cattle prices; this alone explained 16% of the price drop.

Fed cattle

Alberta and Ontario fed steer prices averaged \$153/cwt and \$148/cwt YTD* in 2016, down 18% and 20% respectively from last year. Through the year, prices dropped 28% from the \$178/cwt high in January, to the fall low of \$128.74/cwt in September.

Despite the different inventory and economic situations seen in each cattle cycle, prices typically move below the long-term trend line one or two years after prices peak with



lows being hit two to four years following the peak. Fed cattle prices in previous cycles have dropped 23-30% and taken 7-38 months. There are usually a number of rebounds along the way as prices move lower.

The Alberta to Nebraska cash-to-cash basis, while weaker in May and June, stayed strong in 2016, following the trend established in 2015. YTD the basis has averaged -\$5.42/cwt compared to -\$3.02/cwt during the same period in 2015 and the five-year average of -\$9.58/cwt. Fourth-quarter basis levels were historically strong.

Feeder cattle

Alberta and Ontario 850 lb feeder steer prices averaged \$181/cwt and \$184/cwt respectively YTD in 2016, down 26% and 24% from last year. These prices are still 8.5% and 10% above the five-year average. Feeder cattle prices were also pressured by losses at the feeding sector. Feeding losses were partly offset by a record large 15 billion bushel U.S. corn crop, a 4%

larger Canadian barley crop and a large amount of feed wheat being available. Lethbridge barley prices dropped 21% from \$210/tonne mid-July to \$165/tonne in October. Despite feed grain prices dropping significantly, feeder prices continued to be pressured lower by the falling live cattle futures.

The Canfax Trends report shows that the average Alberta feedlot selling on the cash market has seen the largest losses since 2003, and in some instances larger than 2003. Feedlots had lost money almost the entire year. There were finally some feeding profits at the end of 2016. The 850 lb feeder cash to futures basis remained stronger than the five-year average throughout 2016. The basis is projected to average near -\$9/cwt for the year, the strongest basis since 2011 (-\$9.33/cwt), which was also the last time U.S. feeder cattle were imported. The strong basis has discouraged feeder exports since September 2015,



contributing to larger fed marketings in 2016. As the basis remains strong, it will support fed marketings going into 2017.

Alberta and Ontario 550 lb steer calf prices dropped about 29% to \$218/cwt and \$213/cwt, respectively. This has brought cow-calf margins back to being in line with the long-term average. However, given the volatile market this fall, some producers may have not been profitable depending on their cost structure and when they sold their calves.

Cow prices

Alberta and Ontario D1,2 cow prices averaged \$98/cwt and \$90/cwt respectively in 2016, down 26.5% and 24.6% from 2015, but are still about 5% above the five-year average.

On average from January to November, Alberta cow prices traded at a \$4.74/cwt premium to the U.S. market, compared to a \$5.23/cwt premium in 2015. While the premium was weaker, it still shows a strong Canadian market compared to the five-year average, which is a \$2.75/cwt discount.

Beef production

Total beef production (domestic and live exports) is projected to be up 10% in 2016 at more than 2.9 billion lbs, rebounding back to 2014 levels. Domestic production is projected to be up 9% at 2.5 billion lbs while live slaughter exports are up 21% at 463 million lbs.

Beef cow numbers have not been growing, but production was able to expand because there were smaller feeder exports in late 2015 through 2016, as well as record large carcass weights.

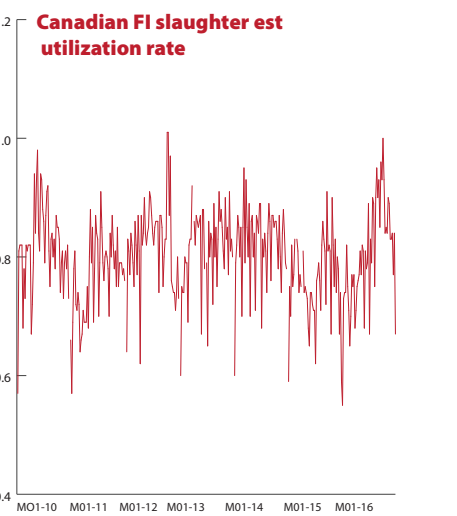
An extremely mild winter in 2015/16 resulted in tremendous performance and steer carcass weights ranging between 925 and 950 lbs from January through April. Overall, steer carcass weights are 25 lbs heavier YTD. By the fourth quarter, carcass weights were in line with a year ago, but remain record large.

Domestic slaughter and utilization

Larger fed cattle marketings have supported weekly slaughter and utilization levels in 2016.

Larger supplies were evident with fed cattle slaughter averaging 50,400 head per week in the third quarter. Weekly slaughter surpassed 56,000 head the last week of September for the first time since 2011.

Packer utilization is 78% YTD, up from 76% in 2015. In fact, mid-August through mid-October saw weekly utilization rates above 90%. This was the longest run above 90% since April-July 2010.



Trade

Beef exports

From January through October 2016, Canadian beef exports were up 13% in volume and 1% in value. Larger Canadian beef production and restored market access supported export volumes; while lower global beef prices and a stronger Canadian dollar reduced the per unit price. In August 2016, monthly volumes were above 30,000 tonnes for the first time since September 2010. The U.S. (76%), China and Hong Kong (7.5%), Japan (5.9%) and Mexico (4.6%) remain the top five markets for Canadian beef, accounting for 94% of export volumes (down from 96% in 2015).

Exports to the U.S. were up 18% in volume and 6% in value with U.S. domestic beef production up more than 5% and beef imports down 13%.

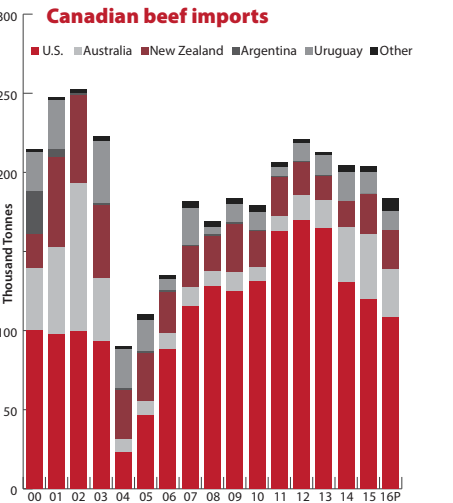
Exports to China and Hong Kong were down 30% in volume. The Chinese government's anti-smuggling campaign had driven product through official channels in 2015. But in 2016, the crackdown on smuggling had stopped and the government started testing official imports for ractopamine. This pushed many exporters back into the Hong Kong market. In addition, the Canadian Food Inspection Agency's (CFIA) "Canadian Beta Agonist-Free Beef Certification Program" has been in place voluntarily since early 2016 and is expected to be formally added to the Meat Hygiene Manual soon. This means CFIA is responsible for ensuring that all product exported to mainland China is free of ractopamine.

Exports to the Japan are up 62% in volume and 76% in value. Total Japanese imports are up, with larger volumes from Canada and the U.S. gaining market share over Australia and New Zealand.

Exports to Mexico are down 17% in volume and 29% in value. OTM access came into effect Oct. 1, 2016. However, this market has changed a lot over the last 13 years, and the full impact is still somewhat unknown.

Beef imports

From January through October, beef imports are down 10% in volume and 15.5% in value. Declines were seen from the U.S. -9%, Australia -31%, and New Zealand -10%. Imports from Uruguay were up 7%, and up almost 250% from Brazil.



Canada's 2017 cattle and beef supply outlook

The Canadian cattle herd on July 1, 2016, was up 1.3% at 13.2 million head. The beef cow inventories were up 0.3% at 3.8 million head. Beef heifers for breeding were up 4.5% at 641,800 head, the largest since 2008 but still well below the historic average.

Lower breeding stock prices have encouraged some producers to expand as they still see opportunities in the industry, while others are looking at higher costs putting them into the red. The beef cow culling rate is projected to be up modestly to 11.5% which is in line with the long-term average (11%) and would indicate continued consolidation. Producers are being prudently cautious as prices have come down rapidly from record levels.

Fed cattle marketings

Despite only a small increased in beef cow numbers, improved reproductive efficiency resulted in a 3.9% larger calf crop at 4.3 million head. In addition, feeder exports were down 154,000 head in 2015 and are projected to be down another 134,000 head in 2016. Consequently, fed cattle marketings could be up again in 2017, and near 2014 levels.

In October 2016, the feeder basis was strong enough to encourage feeder imports from the U.S. Although numbers were not too significant, it could add to fed marketings and exports in 2017.

Carcass weights are not expected to increase from the record highs reached in 2016, but weights are expected to remain historically large. Feedlots are starting the year more current than a year ago, and less co-operative weather could be a potential challenge to the large carcass weights.

Low grain prices have raised the opportunity for cow-calf producers to retain ownership and add weight. This is attractive for some as they have feed available and more pounds would help offset the lower price they received in the fall of 2016. However, this will mean delayed

placements into feedlots and a shift of fed cattle marketings into the second half of 2017.

Cow marketings

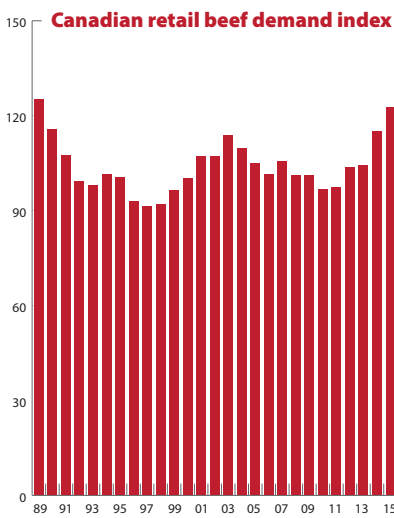
The beef herd is expected to remain stable in 2017 with the beef cow culling at the long-term average of 11%. Non-fed marketings are forecast to be steady at 660,000 head with both domestic slaughter and exports steady.

Beef production

Domestic beef production is projected to be up 4.2% in 2017 to 2.6 billion lbs after being up 6.8% in 2016 to 2.5 billion lbs. Part of the increase in total beef production will be a result of larger live slaughter cattle exports to the U.S. This is anticipated to remain just below the five-year average. An important factor to watch in regard to Canadian beef production is the number of feeders exported to the U.S.

Feeder cattle exports

All indications are that feeder exports will remain near these reduced levels as Western



Canada has ample feed grains available, and has a slight feed cost of gain advantage.

If the above market factors lead to a 7-11% increase in fed cattle marketings, it raises the questions of how demand will hold up and how much prices will be pressured lower.

Consumer demand

Canadian retail beef demand was projected to be slightly softer (0.8%) in 2016 – remaining near the highest level in 25 years. Solid exports resulted in limited increase in per capita consumption and retail prices softened only marginally in the second half of the year.

In 2017, further drops in retail prices are anticipated, with price pressure coming from competing meats.

After a very volatile three years, cattle markets may finally be finding some stability at these levels. A key factor will continue to be the Canadian dollar. Cattle markets hit a major low in October, and with the increasing livestock numbers and meat supplies, these lows are likely to be challenged again.

Canfax Research Services (CRS) continues to focus on the delivery of accurate data, market information, and economic analysis of issues that are of importance to the Canadian beef industry. In 2016, CRS has been focused on the launch of several new initiatives, as well as the enhancement of existing activities.

These include:

1. The Business Data Working Group presented their report to the All-Chairs of the Value Chain Roundtables in April 2016.
2. The Reliability of Fed Cattle Prices by Dr. Ted Schroeder and Eric Belasco was funded by AgriRisk Initiatives and completed in March 2016.
3. The Economic Assessment for the Canadian Roundtable for Sustainable Beef (CRSB) Sustainability Assessment was published in October 2016 and presented at several events throughout the year.
4. On behalf of Canada Beef’s NCO Committee, CRS provided project management on an update of the National Check-Off Evaluation with Dr. James Rude from the University of Alberta. The report was completed in July 2016.
5. Canada Beef – CRS provides market outlooks, environment scans and ongoing data sets to assist Canada Beef in communication to industry and the public. Enhancements to this contract include: six articles, Quarterly SnapFax, and quarterly market updates with staff.

5 (continued)

- a. A producer survey was completed during August to October 2016 by 250 English speaking respondents across Canada. A French version was completed in November by 27 respondents, for a total of 277 respondents.
 - b. The Cost of Trade Barriers to the Canadian Beef Industry with Dr. Pascal Ghazalian at the University of Lethbridge was started June 2016 for Canada Beef and will be completed in April 2017.
6. BCRC: the Animal Health and Welfare Priority Area Review was published in March 2016. The Historical Analysis was completed in May 2016. The Economics of Preconditioning Calves was presented at Bov-innovation in August 2016 and a webinar on the ‘Economics of Preg-Checking’ in September 2016.
 - a. CRS is managing a Beef Production Economics call for proposals that will be added to the Beef Cattle Science Cluster II which runs April 2017 to March 2018. Industry matching funds were provided by the Saskatchewan Cattlemen’s Association, Manitoba Beef Producers and Beef Farmers of Ontario.
 7. Alternatives on the Intensive Livestock Tax Proposal was completed for the Alberta Beef Producers in August 2016.
 8. An update on the feasibility of A packing plant and feedlot at Prince George and Vanderhoof, B.C. for Brand Marketing & Consulting was completed in December 2016.

Verified Beef Production Plus Program



Verified Beef Production Plus (VBP+) is an expansion of the Canadian beef industry’s recognized food safety program to include animal care, biosecurity and environmental stewardship, all areas of interest for consumers and food companies. The new modules were launched June 15, 2016, and provide a way to demonstrate responsible practices at the farm and feedlot level. Cattle producers and post-farmgate stakeholders were involved in its development.

VBP+ will allow Canadian beef producers, cow-calf and feedlot, to align with the outcomes of the multi-stakeholder Canadian Roundtable for Sustainable Beef (CRSB) which includes food service companies such as McDonald’s and large food retailers. VBP specialists continue to participate in the CRSB’s indicator and verification committees, working toward a CRSB verification framework in 2017.

Launch activities for the new VBP+ include a new logo, auditor/coordinator training, media interviews and policy development with the new producer advisory committee called the VBP+ transition management committee.

This committee is chaired by producer Cecilie Fleming and includes producers representing provincial cattle associations in B.C., Alberta, Saskatchewan, Manitoba, Ontario, Quebec, and Atlantic region.

VBP+ allows producers to prove their practices against national standards such as the Code of Practice for the Care and Handling of Beef Cattle, national beef biosecurity standard, and environmental farm plans. On-farm pilot testing was done in B.C., Alberta, Saskatchewan, Manitoba and Ontario and priority education areas, potential risk and auditable components were identified. A VBP+ Producer Manual outlines outcomes, with a summary checklist. Training and a self-assessment is available for producers to begin enrollment in VBP+.

VBP+ adheres to the founding principles as a practical solution that is robust, affordable, and credible, with a voluntary auditable option based on recognized audit principles. The on-farm food safety component is recognized as technically sound by the Canadian Food Inspection Agency. The approach to developing these was risk-based and in co-operation with the dairy industry, which is also molding similar programming.

VBP+ continues with its goal for credible and practical low-cost programming, and continues to look for ways to provide value to producers and customers.



2016 Provincial Recipients



As stewards of a vast portion of the Canadian landscape, Canada's beef cattle producers play a significant role in protecting and enhancing the environment. They continuously strive to improve existing stewardship conservation practices to create a sustainable future – always farming for tomorrow.

Since 1996, TESA has recognized producers who go above and beyond standard industry conservation practices and set positive examples for other cattle producers and the general public.

At the local level, a producer receives provincial recognition for their outstanding contributions. These recipients move forward as nominees for national recognition from the Canadian Cattlemen's Association (CCA). The national TESA recipient is announced during the CCA's semi-annual meeting.

Each nominee exemplifies significant innovation and attention to a wide range of environmental stewardship aspects in their farm operation. Such innovations extend beneficially to areas far beyond their land, including water, wildlife and air.

For nomination and general information, please contact your provincial cattle association.

Previous TESA recipients

Many outstanding Canadian farm families have been TESA recipients over the past 18 years. At the provincial and national level, these individuals and families lead the way in creating a sustainable future for Canada.

To learn more about the significant contributions of past TESA winners, please visit:
<http://www.cattle.ca/sustainability/the-environmental-stewardship-award/>

2016 Provincial Recipients



VXV Farms Ltd
Jack and Merry Vandervalk & family
Porcupine Hills, AB

Alberta Beef Producers
Environmental Stewardship Award Recipient



Anderson Ranch Inc.
Miles and Sheri Anderson
Fir Mountain, SK

Saskatchewan Stock Growers Association
Environmental Stewardship Award Recipient



SG&R Farms
Boyd Family
Glanton District, MB

Manitoba Beef Producers
Environmental Stewardship Award Recipient



Y U Ranch
Bryan and Cathy Gilvesy,
Tillsonburg, ON

Beef Farmers of Ontario
Environmental Stewardship Award Recipient



2016 National Recipient



Photo credit: NFB.ca

Miles and Sheri Anderson Anderson Ranch Inc., Fir Mountain, SK

Anderson Ranch Inc. of Fir Mountain, Sask., is the 2016 recipient of The Environmental Stewardship Award (TESA).

Miles Anderson and his wife Sheri manage a ranching operation that includes private holdings and large provincial grazing leases south of Fir Mountain.

The Andersons were honoured during the inaugural Canadian Beef Industry Conference in Calgary, where Canadian Cattlemen's Association (CCA) Environment Committee Chair Bob Lowe and a representative from Platinum TESA Sponsor MNP presented them with the award. They expressed sincere gratitude as they accepted the award during the conference banquet in August.

The Anderson Ranch features a wide range of ecosystems including natural prairie, rich riparian areas and sprawling sagebrush in the heart of the Great Plains. The area includes extensive native grasslands within the Milk River watershed. The connection of the Saskatchewan portion of the Milk River watershed and the Missouri River system across the nearby U.S. border creates a biodiversity corridor, where the grazing lands leased by Anderson are a keystone link.



Photo credit: NFB.ca

The ranch is home to many endangered and at-risk wildlife species that the Andersons work hard to protect. For example, Anderson has studied sage grouse nesting habits and adapted his grazing rotation to ensure dense vegetation necessary for nesting is kept intact during peak times of the year.

He has also installed an innovate style of fencing to prevent endangered sage grouse from becoming injured in collisions. This innovation also holds benefit for antelope and other species and has captured the attention of sustainable ranchers and conservationists around the world.

"The relationships that the Andersons have built between the conservation and agriculture communities to work together on species at risk habitat are truly unique," said CCA Environment Committee Chair Lowe. "They have no misgivings reaching across the fence and accepting suggestions in order to truly do what's best for the species that live on their ranch."



Photo credit: NFB.ca

The ranch is home to many endangered and at-risk wildlife species that the Andersons work hard to protect.

Anderson's management style is focused on sustainability and the well-being of both his livestock and wildlife. His operation is a clear example of the harmony between grazing and the preservation of native grasslands and he is a vocal advocate for maintaining this relationship.

As a father and grandfather, Anderson is ensuring that cherished Canadian grasslands are protected for generations to come.

Animal Health and Care Committee

The Animal Health and Care Committee is responsible for monitoring current issues and trends in animal health, care and welfare including federal legislation and regulation, activism, research and international bodies such as the World Organisation for Animal Health and the International Meat Secretariat. For both animal health and animal care, the committee advocates for regulations that are based on sound, current science and do not unnecessarily impede trade.

Bovine tuberculosis

The most significant issue in 2016 was the discovery of a cow originating from Alberta and shipped to a U.S. packing plant where a positive diagnosis for Bovine tuberculosis was made by the U.S. Department of Agriculture/ Food Safety and Inspection Service. This has resulted in the quarantine of approximately 26,000 head of cattle on approximately 50 premises. To date, 18 premises have been designated as the infected herd with five additional positive diagnoses. Through the trace-out investigation, approximately five premises have also been quarantined in Saskatchewan.

Herd testing was undertaken from November to late December on all herds currently under quarantine. The trace-out investigation may implicate additional herds, depending on the findings of the current investigation and testing.

The Canadian Cattlemen's Association (CCA) and Alberta Beef Producers directors and staff have been engaged with the Canadian

Food Inspection Agency's (CFIA) Western Area Emergency Operation Centre in Calgary and have advocated on behalf of the affected producers with both the federal and provincial governments to ensure appropriate support is being provided. Additional information can be found at <http://www.inspection.gc.ca/tb>

BSE surveillance

As of Dec. 31, 2016, 27,346 samples had been tested for BSE, all negative. The trend is once again indicating that Canada will fall short of its target number of 30,000 annual samples, which is indicative of the shrinking herd and the challenge of identifying qualifying samples in a timely manner for testing.

Traceability

A consultation meeting was held during the Beef Value Chain Roundtable meeting, on May 5, 2016, in Calgary. Several meetings with CFIA and Agriculture and Agri-Food Canada (AAFC) have taken place in an effort to ensure that the proposed regulations meet the approval of industry. The CCA is hopeful that the proposed regulations will indeed reflect many of the key components found in industry's Cattle Implementation Plan. We expect to see the proposed regulations in the Canadian Gazette Part 1 mid year 2017.

Clarity was achieved in the following areas:

- 1) Industry would strongly object to have move-out reporting or individual identification numbers required on the movement document.
- 2) Industry supports leaving auction marts and assembly yards without responsibility to report move-in of individual animal identification.

- 3) Industry now understands and supports the passive read principle for move-in reporting at all sites currently not required to report move-in (with the exception of auction marts and assembly yards).
- 4) Industry no longer sees the need to have a performance standard for tag reading equipment incorporated by reference into the regulations.

The CCA is hopeful that the proposed regulations will indeed reflect many of the key components found in industry's Cattle Implementation Plan.



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Areas identified to explore further and next steps:

- 1) Reporting group move-out to linked co-mingling site (ie Crown lands and community pastures).
- 2) Dropping the proposed requirement to have coloured replacement tags (other means to increase compliance were discussed as it is likely that keeping this requirement would lead to the illegal removal of coloured tags).
- 3) Applying the passive read principle at farms and feedlots for individual movement reporting, but group movement reporting at auction marts and assembly yards; explore what kind of information is available at feedlots.
- 4) Including date on the movement reporting document (there was no agreement on adding "time" to the movement reporting document, but it is likely this would be needed to support efficient disease investigations).
- 5) Industry to meet to develop the funding requirements and rationale for their funding needs.
- 6) Encourage federal government to take responsibility for consistency on funding across Canada.

Antimicrobial resistance and antimicrobial use

Health Canada's Veterinary Drug Directorate has published the proposed amendments to the Food and Drug Regulations (FDR) to enhance Canada's oversight on veterinary antimicrobials.

This proposal seeks to make amendments to the FDR to improve the regulatory oversight of antimicrobials for veterinary use. The proposed regulations would require veterinary active pharmaceutical ingredients (APIs) imported or sold in Canada to be manufactured in accordance with good manufacturing practices (GMPs); require persons who import, fabricate, package, label or test veterinary APIs to do so in accordance with an establishment licence (EL); restrict the own use importation of unauthorized veterinary drugs; require manufacturers, importers and compounders of veterinary antimicrobials to provide sales volume information by species; and introduce an alternative, less burdensome pathway for manufacturers to legally import and sell certain low-risk veterinary drugs, known as veterinary health products (VHPs), that could reduce the need for antimicrobials.

Amendments would incorporate by reference into Division 1 of the FDR a list of veterinary drugs (List B) that may be imported (but not sold) in Canada despite not being authorized for sale by Health Canada. The proposed regulations would also prohibit the importation of a drug for the purpose of administering it to an animal that produces food or an animal that is intended for consumption, if its sale would contravene the *Food and Drugs Act* or regulations, unless the drug is set out in List B. In effect, this would mean that food animal producers would no longer be able to import unauthorized drugs for their own use, other than those drugs that appear on List B. Drugs on List B would be identified by manufacturer, brand name, dosage form, strength and country of origin.

Feed regulation modernization

The CCA continued as a participant on a steering committee looking at modernizing the feed regulations to align the issues associated with ingredient approvals, manufacturing processes, efficacy of commercial feed, labeling of complete feeds (and supplements) and inspection and compliance. It is expected that the amended regulations will be published in Canada Gazette I in 2017.

Transport regulations update

After a significant number of years of debate, discussion and advocating against a 'made in Europe' approach to animal transport in Canada, CFIA pre-published the regulations in Canada Gazette Part I on Dec. 3, 2016.

As anticipated, the new regulations have reduced the maximum time mature and fed cattle will be allowed to be in transit without feed and water from 52 to 36 hours and from 18 to 12 hours for ruminants too young to be fed hay and/or grain.

Recent studies led by AAFC have found that 99.95% of long-haul (>400km) and 99.98% of short-haul cattle arrive at their destination with no signs of injury or stress. This indicates that current industry practices have largely delivered positive welfare outcomes.

However, producers need to continue playing a key role in making sure that positive welfare outcomes are delivered before and after transportation. Making good pre-transport decisions is imperative – only animals that are healthy and can handle the stress of transport can be loaded.



The CCA will assess the regulatory proposal and will provide official comments by late February (75-day comment period). The CCA has always stressed that any regulatory changes must be based in science applicable to Canadian operating conditions, focused on welfare outcomes rather than arbitrary, prescriptive rules and recognize industry initiatives that have concentrated on improving cattle transport.

COMMITTEE MEMBERS:

Pat Hayes, Co-chair,
Reg Schellenberg, Co-chair; John Anderson, Heinz Reimer, Howard Bekkering,
Matt Bowman, Nathan Phinney,
George Smith, Ivan Johnson,
Rae-Leigh Pederzoli, YCC ex-officio.
CCA STAFF: Rob McNabb, Jill Harvie,
Brady Stadnicki.

The Domestic Agriculture Policy and Regulations Committee deals with non-trade related regulatory issues, such as general government policy, safety nets and transportation regulations. It also makes representation to the government and works with other committees or groups on issues of mutual interest.

The launch of official consultations for Growing Forward 2's (GF2) replacement, which is currently being called the Next Policy Framework (NPF), was the main event in domestic agriculture policy for 2016.

In July 2016, federal, provincial and territorial agriculture ministers met in Calgary to discuss what was successful under GF2, what improvements can be made under the next framework and how to best consult stakeholders going forward. At the meeting's conclusion, the ministers released the Calgary Statement, which outlined the key priority areas that will guide the development of the next agricultural policy framework.

The six priority areas under the Calgary Statement are: 1) Markets and Trade; 2) Science, Research and Innovation; 3) Risk Management; 4) Environmental Sustainability and Climate Change; 5) Value-Added Agriculture and Agri-Food Processing, and 6) Public Trust.

Following the release of the Calgary Statement, the Canadian Cattlemen's Association (CCA) and Domestic Agriculture committee engaged in a number of forums to make policy makers and government officials aware of the cattle industry's priorities for the NPF. Committee chairs and CCA staff participated in three national engagement sessions held by Agriculture and Agri-Food Canada (AAFC), which covered

all six of the NPF priorities. Committee chair Ivan Johnson and vice-chair Tom Teichroeb participated in an AAFC interview regarding the performance of business risk management (BRM) programs for cattle producers. The CCA also appeared before the House of Commons Standing Committee on Agriculture and Agri-Food to share cattle producer's views of GF2 and priorities for the NPF.

On business risk management, which is central to the committee, the message delivered was that there needs to be sufficiently funded national agriculture risk management programs that are delivered consistently across all jurisdictions and do not create a competitive imbalance between agriculture sectors or regions. Programs should minimize the risk of adverse impacts on international and inter-provincial trade, minimize distortion of market signals and minimize influence on business decisions. The CCA also supports some flexibility in government contributing to regional/provincial livestock insurance programs, assuming the overall level of support is even across the country and the programs are market neutral.

The CCA committee specifically requested that caps on BRM programs should be removed so that all farm business structures are treated equally and are on a level playing field. Improved hay and forage insurance across the country is also needed. This should include a mechanism that helps producers account for increased feed prices during times of shortages and could alleviate calls for an AgriRecovery response to weather events. The CCA also requested that the Western Livestock Price Insurance Program (WLPPI) pilot should be made permanent under the NPF. Expanding this price insurance program beyond the western provinces would positively

contribute to a national plan that allows Canadian cattle producers to better manage price risk.

Strengthening research and innovation is one of the committee's top objectives for the NPF. It is vital to maintain and grow the Beef Science Cluster while ensuring there is no gap in programing in between frameworks and that government/industry leverage in support of research programming remains at 3 to 1. Additionally, CCA recommended that innovation will grow best by reinvigorating research capacity, infrastructure and knowledge transfer from the research facility to primary producers and across the value chain. The committee would also like to see increased NPF funding aimed towards addressing technical trade barriers for agriculture exporters and a more co-ordinated approach to implementing national verification programs. Directing NPF funding towards ecological goods and services programming and better data collection and analysis could further enhance the Canadian beef cattle industry's competitiveness and sustainability.

As mentioned in previous reports, the *Agriculture Growth Act* (Bill C-18) received Royal Assent in February 2015. The changes made to the *Agricultural Marketing Programs Act* and associated regulations that came into force earlier in 2016 allow for new forms of security to be used to obtain advances under the Advance Payments Program (APP). In May 2016, an announcement was made stating that cattle producers in Western Canada can now use their coverage under the WLPPI to secure a cash advance under the APP.

Under the APP, cattle producers can access an advance on calves, feeders, fed animals and breeding stock intended for sale using the

animals as the primary form of security, with a program as a secondary form of security. Before 2016, cattle producers could only use AgriStability as the secondary form of security. With this change, producers can now choose between AgriStability or WLPPI as secondary security. This change represents a first step towards achieving CCA policy: "That the list of risk management programs that qualify producers for the APP be expanded to increase the accessibility to the APP for cattle producers."

Looking back at 2016, the committee was thrilled to conduct the Domestic Agriculture Policy and Regulations meeting with a public audience at the Canadian Beef Industry Conference. The committee is composed of cattle producers with diverse business operations and has strong representation from all regions of Canada. It was valuable to engage with grassroots cattle producers on agriculture policy issues.

The upcoming year will be critical for domestic agriculture policy development. The federal and provincial/territorial governments will begin negotiating the multilateral framework, with the intention of signing the agreement in July 2017. Consultations will largely be concluded and policy-makers will shift to the development phase of programing design and details. The committee will actively work with policy makers and AAFC during this phase to stress cattle producer's programming priorities and emphasize that programs should be finalized for a seamless roll-out on April 1, 2018.

COMMITTEE MEMBERS: Ivan Johnson, Chair; Tom Teichroeb, Vice-Chair; Rob Lipsett, Bob Lowe, Perry Rasmuson, Ramona Blyth, Tom Wilson, Nathan Phinney, Joe Hill, Tim Smith, Duane Thompson, David Haywood-Farmer, Lary Fossum, Laura Bodell, YCC ex-officio.
CCA STAFF: Brady Stadnicki.

The Environment Committee will develop science-based information tools, programs and policies that help to ensure that Canada's beef cattle producers continue to be recognized as the best environmental stewards while maintaining a dynamic and profitable industry.

Environment and sustainability within the agriculture sector have come to the forefront of public policy and consumer discourse. Over the last year, CCA Environment Committee policy discussions and consultations have focused on climate change, the next policy framework and species at risk (SAR).

Climate change

The mandate letters, distributed at the beginning of the Liberal government's term, to both the Environment and Agriculture ministers included expectations of the agriculture sector making further progress in reducing greenhouse gas (GHG) emissions. These directives commenced a substantial national dialogue and consultation regarding public policy in relation to GHG and agriculture. The CCA has been engaging actively on this file to ensure accurate understanding of the sector in relation to GHG as well as to offer recommendations as to how strategic investments can be made to support the reduction of GHG per kg of production. The role that beef production has in maintaining and restoring grasslands, an essential store of carbon and habitat to many species across Canada, is also a key point of discussion.

The federal government's efforts to move forward on climate change continued with Canada's engagement in COP21. This was followed by the subsequent signing and ratification of the Paris Agreement, the Pan

Canadian Framework and the release of the Communique from the First Ministers meeting. Canada's overarching commitment is to reduce GHG levels by 30 per cent below 2005 GHG levels.

The First Ministers' Communique, released on Dec. 9, 2016, identifies the role of agriculture in sequestering carbon, increasing perennial and permanent cover crops, protecting natural areas like wetlands and increasing bioenergy and bio products. These focus areas are in addition to the previous announcement that a carbon pricing scheme would be implemented with carbon valued at \$50/tonne across Canada.

The extent of negative or positive implications of the carbon policies is yet to be fully understood as further development and implementation remains. Carbon pricing has the potential to add costs, even if agriculture is exempt (such as in on farm fuel usage) from the policies, through indirect costs. Examples of increased indirect costs could include trucking, fertilizer and packing and processing. Alternatively, if the value of carbon sequestration is recognized through ecosystem service payment programs or through payments for reduction of GHG emissions, potential benefit to the industry could also be realized.

The CCA will continue to engage actively in communicating our policies and recommendations regarding climate change and ecosystem service programs.

Next Policy Framework

The CCA has also been engaging in consultations regarding the Next Policy Framework (NPF) which is anticipated to be signed in mid-2017 with implementation in 2018. In addition to the environmental

policy recommendations surrounding climate change, the CCA encourages government to support industry conservation actions through funding and further developing ecological service and agri-environmental programs. Programs such as these promote natural resource conservation, improve the environmental health of Canada's landscape and build resiliency into the agriculture sector. The CCA also recommends further investment in initiatives that build trust and transparency with consumers, such as supporting programs like Verified Beef Production Plus, the work of the Canadian Roundtable for Sustainable Beef (CRSB) and Environmental Farm Plans. The Federal, Provincial and Territorial Ministers' recent Calgary Statement document outlines the overarching objectives and principles of the upcoming policy framework, with environmental sustainability and climate change being clear areas of focus.

Species at risk

As Canadian cattle producers manage lands that have species at risk and their habitats across Canada, clarity and implementation of the *Species at Risk Act* (SARA) is of great importance. Since SARA's beginning in 2002, the act has raised significant concerns for beef producers due to the uncertainty of how the act would be utilized and the subsequent impacts on their livelihoods.

In fall 2016, the federal government released seven draft policies under the SARA regarding topics such as conservation agreements and policy for SAR with critical habitat on non-federal lands. Submissions regarding the draft policies are to be made by March 31, 2017. The CCA along with provincial partners are working on recommendations on how to further improve the draft policies.



Among other comments, the submission will recommend a strong stewardship approach as the best way to engage with the agriculture community in SAR conservation, to further include socio-economic considerations and the ability to better manage for multi-species. The appropriate development and implementation of SAR policies may have the potential to enable the stewardship abilities of Canadians including Canada's farmers and ranchers, which is the original intention of the act.

Over the past year, the CCA Environment Committee has also actively engaged in discussions regarding the potential changes to the Fisheries Act as well as Canada's Sustainable Development Plan. Going forward, policy discussions surrounding food policy and food waste are anticipated.

COMMITTEE MEMBERS: Bob Lowe, Chair; Colin Campbell; John Anderson, Doug Sawyer, Bryan Thiessen, Pat Hayes, Reg Schellenberg, Joe Hill, Heinz Reimer, Duane Thompson, Tim Smith, Nathan Phinney, Glen Kummer, YCC ex-officio; **CCA STAFF:** Fawn Jackson.

The Foreign Trade Committee works to ensure favourable access to international markets for the Canadian beef industry and prevent exposure to unfair competition or dumping into the Canadian market, with a top priority focus on eliminating programs, measures and subsidies that distort world trade.

Trans-Pacific Partnership

In early December 2016, Japan completed its Trans-Pacific Partnership (TPP) ratification process, bringing the total to eight of the 12 TPP member countries that have either completed their ratification processes or are undertaking those processes. The remaining four who have not yet commenced ratification procedures are Canada, the United States (U.S.), Chile and Brunei. The Canadian government shows little outward sign of moving forward on ratification, instead opting to continue an extensive process of “consulting with Canadians.” It is the Canadian Cattlemen’s Association (CCA) belief that the Government of Canada would indeed ratify the TPP if it were not for the messaging that the U.S. will withdraw from the TPP on Day One of the incoming Trump Administration.

Under the current coming-into-force provisions of the TPP, if all 12 member countries ratify, the trade deal will come into force 60 days after the 12th ratification. Alternatively, if all 12 do not ratify by February 2018, the agreement will come into force if the U.S., Japan and any other four or more members comprising a total of 85 per cent of the TPP’s GDP ratify. Obviously, if President Trump does indeed pull the U.S.

out of the TPP, the 85 per cent mark cannot be reached and the TPP cannot come into effect, unless the formula in that provision is changed.

The CCA has encouraged the Government of Canada to pursue a strategy that delivers the trade access that Canadian beef producers need regardless of the action the U.S. takes. This could mean completing a Canada-Japan bilateral agreement or perhaps amending the TPP provisions so that it can be implemented by some of the remaining 11 members without the U.S. It remains unclear what strategy the Government of Canada will in fact pursue.

European Union

The Comprehensive Economic and Trade Agreement (CETA) was formally signed by Canada and the European Union in October 2016 and implementing legislation was introduced immediately in both the Canadian and European parliaments. These legislative procedures will likely be completed in spring 2017 and the CETA could come into effect in the summer or fall of 2017. The question for Canada’s beef producers is, when will the EU approve the technical conditions necessary for meaningful Canadian beef access to the EU?

On that front, there remains much research work to be done in Canada to prepare the efficacy data required by the European Food Safety Authority that would enable approval requests for use of citric acid and peroxyacetic acid in beef and pork production to be evaluated. This work is being led by the Canadian Meat Council through arms-length researchers with co-operation from the CCA, the Canadian Pork Council and Agriculture and Agri-Food Canada.

With the technical work ongoing, the CCA was invited to appear before the Standing Committee on International Trade in November to advise Parliament on the potential for expanded beef trade with Europe under the CETA. Prior to appearing before Parliament, the CCA Foreign Trade Committee held a conference call to evaluate the situation and determine our recommendation to Parliament. Despite the remaining technical work to be done, \$600 million annual beef export potential to Europe exists and our history of a positive collaborative industry/government effort to achieve market access success suggests that we can resolve the EU barriers as well.

Therefore, the CCA statement to the House of Commons Standing Committee on International Trade on Nov. 17, 2016, was that we support the passage of the CETA implementing legislation, with three conditions.

- First, we will expect a commitment from the Government of Canada to develop and fully fund a comprehensive strategy utilizing technical, advocacy and political skills to achieve the elimination of the remaining non-tariff barriers to Canadian beef.
- Second, we expect that any EU beef or veal imported into Canada is in full compliance with Canadian food safety requirements.
- Third, we expect that the beef sector will be afforded Government of Canada investment into both beef processing and beef producer operations to help us comply with the complexities of the EU market.

We have had initial positive feedback, pending the fleshing out of details, on these elements from members of Parliament and government officials. We are currently working on specific details and strategies to seek formal approval and move forward. We anticipate it will likely take a few years to achieve the resolution of the technical issues, but by working together and the commitment of resources and transitional assistance from government, we can get the job done.

United States

At the time of this writing, the transition to the Trump Administration was still ahead and still awaiting the naming of an Agriculture Secretary. Regardless, the CCA has worked hard over the years to build strong relationships with U.S. industry and government officials and we will continue to do so. One of the early questions is obviously related to the future of trade agreements and whether Trump will prefer for the U.S. to be the hub of several bilateral agreements instead of a participant in regional and multilateral agreements. It is our intention to ensure that the interests of Canadian beef producers are advanced regardless of what cards are dealt.

As Trump and his transition team began to work through the process of developing their policies and selecting Cabinet and sub-Cabinet appointees, the value of having these long-established relationships proved itself. Following media reports that the transition team had included reinstatement of Country of Origin Labeling (COOL) as an objective, the CCA was able to leverage relationships with allies who effectively explained to the Trump transition team why COOL is bad policy for the

U.S., and it has been deleted from the Trump trade policy plan. This outcome demonstrates the value of CCA maintaining its relationships in Washington, D.C. and throughout the U.S. with our U.S. allies. As we continue to monitor the situation, the CCA is taking every opportunity to reinforce the importance of Canada retaining its right to impose retaliatory tariffs if the U.S. re-introduces COOL in a manner that causes renewed discrimination against imported livestock.

We see an opportunity in the Trump transition policy to eliminate two regulations for every new one created. This could be an avenue to address some outdated requirements on Canadian live cattle shipments into the U.S.



At the bigger picture level, we expect that the Government of Canada trade policy apparatus will be geared toward ensuring the overall Canada-U.S. relationship is poised to maintain the preferred relationship that NAFTA currently provides and to identify possibilities to further improve trade opportunities. We expect the Government of Canada to encourage industry groups and individual companies to reach out to U.S. counterparts to ensure that all fully appreciate the value of maintaining our close relationship. The CCA is fortunate to already be well advanced at such efforts, but we must never take our relationships for granted.

Korea

Up until mid 2016, it seemed that the best opportunity to streamline Korea’s process for resuming Canadian beef imports in the event of a future Bovine Spongiform Encephalopathy (BSE) disruption may have been a clarification to the existing protocol in the context of a negotiation for Korea’s future entry into the TPP. Furthermore, acceleration of Korea’s beef tariff phase-out to match the U.S.’ access could have been another condition of Korea’s entry into the TPP. Of course, the opportunity to address these could be collateral damage in the event the TPP does not proceed.

Ongoing BSE-related issues

We are pleased to report that the list of significant BSE-related trade issues has become considerably shorter. Decisions in 2016 by China and Taiwan to expand our existing access and by Mexico to fully normalize Canadian beef access knocked most of the significant remaining BSE-related trade restrictions off our priority list. We would still like to see the resumption of meat and bone meal exports

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to Indonesia, but that appears unlikely until Canada achieves negligible risk status, which would currently be 2020, barring confirmation of any additional or future cases born after 2009. The CCA continues to work internationally to advance a proposal to amend the negligible risk criteria to ensure that countries that are conducting strong surveillance programs are not penalized for doing so.

COMMITTEE MEMBERS: David Haywood-Farmer, Chair; Doug Sawyer, Vice-Chair; Cathy Sharp, Colin Campbell, Bryan Thiessen, Duane Thompson, Tom Teichroeb, Rob Lipsett, Tom Wilson, Laura Bodell, YCC ex-officio; Rob Meijer (Canada Beef), Michael Latimer (Canadian Beef Breeds Council).
CCA STAFF: John Masswohl, Mark Klassen, Dennis Laycraft.

Value Creation and Competitiveness Committee

The mandate of the Value Creation and Competitiveness Committee is to seek out technologies, goods or services that create a more profitable business climate from birth to processing. The committee reviews issues related to competitiveness and adding value within the beef production chain.

Committee actions help identify important issues that need to be addressed and influence positive outcomes. Issues monitored this year include:

- Beef quality and safety research at the meat and retail level, which seeks to enhance the beef eating experience for consumers.
- Communication and advisory support for the Cattlemen's Young Leaders (CYL) program. A report on that also available on page 33 of this report.
- Continued concerns with access to labour for the agriculture and agri-food sector. Changes to the Temporary Foreign Worker program have eased concerns, however the shortage continues as people are wary of moving to rural areas in some regions of this country. This is a symptom of the looming baby boomer retirement, as businesses in many sectors try to manage this long-term trend affecting business survivability and potential expansion.
- Updates from the enhanced Verified Beef Production Plus (VBP+) program which added modules for animal care, biosecurity and environmental stewardship. This program continues to work with the Canadian Roundtable for Sustainable Beef



(CRSB) and its anticipated verification framework, to ensure a seamless method for producers to supply cattle into the sustainable beef value chain. VBP+ provides the umbrella for auditable points, and captures the essence of existing programs, such as Environmental Farm Plans, biosecurity and the Code of Practice for the Care and Handling of Beef Cattle in a manageable manner, in addition to the cattle industry's existing on-farm food safety program which is based on international certification standards. A report on VBP+ also is available on page 13 in this report.

- The Beef InfoXchange System (BIXS) continues its enhancements, including successful participation and services to track chain of custody with the McDonald's sustainability pilot project in 2016. Improved software to summarize

carcass data, protect producer privacy, and provide a base "highway" so that retailers can legitimately provide label claims to consumers was tested. This leverages existing industry programs such as VBP+ and Radio Frequency Identification (RFID) tags and works co-operatively with the Canadian Cattle Identification Agency's (CCIA) traceability software. A new website was launched at www.bixsco.com and includes a YouTube channel. Further information on BIXSco Inc. is available on page 23 in this report.

- Continued updates from the Canadian Beef Grading Agency with its work to categorize carcasses via Canadian beef grades, and efforts to harmonize yield grade assessment with the U.S. method.

Board members and cattle industry representatives are encouraged to forward issues for discussion and review to this committee. This committee serves to continually identify industry priorities and effect change through other committees, agencies and identified initiatives.

COMMITTEE MEMBERS: Cathy Sharp, chair; Ramona Blyth, vice-chair; Howard Bekkering, Perry Rasmuson, Matt Bowman, George Smith, Shane Klepak, YCC ex-officio, David Bolduc (CBBC), CCIA. **CCA STAFF:** Terry Grajczyk, Mark Klassen.

BIXSco Inc.



Collaboration and transparency are key to sustainability, and that sustainability must benefit the entire chain right down to the consumer. For the last 22 months, BIXSco Inc. has been working towards collaborative agreements with industry stakeholders, most notable of which is the master agreement with Cargill, while continuing negotiations with others. The master agreement encompasses the sharing of data critical to the industry for collaboration, transparency and sustainability.

One key to strengthening sustainability is knowledge consolidation, and for that to happen there must be benefits for the

producer. The producers want carcass data, that's a simple fact, and we continue to work towards agreements that will allow that information to flow. But just as BIXS protects the producers' privacy, until we get signed agreements with most major packers, we cannot allow Cargill's information into the system as their privacy would be compromised. We are well down the negotiating path with several additional packers so stay tuned.

As many already know, BIXS was the technology that delivered the chain of custody

multi-stakeholder group discussions around the Canadian beef industry. Retailers need to reassure their customers that they source with integrity, and consumers don't want to decipher confusing labeling. The CRSB members want a supply chain that's fit for the future and works in a way that reduces the difficulty for busy farmers, ranchers and feedlot owners to participate. BIXS fully supports this goal.

It is wise to consider that if we participate in this sustainability initiative, in years to come, we will have consumers who want to purchase

higher than those currently being paid for beef on the world market.

The management team at BIXSco Inc. continues to develop other information sharing initiatives, many with a business model attached to them. BIXS must be sustainable financially, so that it continues to exist to support the CRSB and other industry initiatives in the future.

A new website has been launched, www.bixsco.com, along with the BIXS Buying Club, the latest version of BIXS is in the latter stages

BIXS was the technology that delivered the chain of custody for the McDonald's Verified Sustainable Beef pilot assisting McDonald's in delivering on a global commitment they made years ago to begin sourcing their beef from verified sustainable operations in 2016.

for the McDonald's Verified Sustainable Beef pilot assisting McDonald's in delivering on a global commitment it made years ago, to begin sourcing their beef from verified sustainable operations in 2016. The plan is to continue this path nationally and globally.

BIXSco Inc. has been a member of the Canadian Roundtable for Sustainable Beef (CRSB) for more than a year now, and has been part of the

and consume our product. There are countries in the world where beef consumption is rising on a per-capita basis. China would be one of those countries, but more and more they are demanding verification and validation of production practices in the beef value chain. With tools like BIXS, CLTS (Canadian Livestock Tracking System), Verified Beef Production Plus (VBP+) and Radio Frequency Identification (RFID) tags we have everything necessary to deliver verification and validation in the beef production chain. Wrap this up with verified sustainability practices and we have a bright future in the Canadian beef industry, with the possibility of being able to demand prices

of beta testing with producers, the integration between CORS(VBP+ data system) and BIXS is currently in development, BIXS TV has launched on YouTube, and our social media continues to deliver constant information to industry.

Respectfully submitted,

Deborah Wilson
Senior Vice-President
BIXSco Inc.



In the 2015/16 fiscal year, Canada Beef launched its second, three-year strategic roadmap to further its core objectives over the period (2015-17).

The strategy is firmly geared towards:

- 1. Brand loyalty
- 2. Consumers
- 3. Value creation back to producers

The 2015/16 shift towards brand loyalty was critical for the industry to further market Canadian beef internationally. Canada Beef learned via research and market intelligence that consumers want an emotional connection to Canadian beef and that there is a need to create global co-brand partnerships.

The Canadian beef brand is proven to have meaning with consumers worldwide. More than a brand mark, it is a powerful story that reflects all that is good about our beef: “We put the best of Canada into our beef.”

Global research told us consumers value our community of ranchers and farmers who tend to the cattle and land with care, hard work and resourcefulness. Your story makes a personal connection that builds relationships, trust and loyalty. The brand is your story.

Canada Beef continues to drive the Canadian beef brand through three core functions: branding, marketing and business development. Canada Beef’s approach leverages a ‘national league’ strategy anchored by the Canadian beef brand, its promise, pillars and moreover, the very DNA of the brand being the Canadian Beef Advantage.

A league of 68,500 beef farms and ranches united with one voice, one story, and one brand.

Canada Beef continues to work with more than 60 core brand partners around the world to enable commercial opportunities for Canadian beef. To date, Canada Beef has executed more than 180 market development programs, ensuring that for every \$1 Canada Beef invests; at a minimum \$6 of partner investment is leveraged.

The Canadian beef brand is proven to have meaning with consumers worldwide. More than a brand mark, it is a powerful story that reflects all that is good about our beef: “We put the best of Canada into our beef.”

The number of downloads of The Roundup app, a Canadian beef buying and cooking resource for smart phones and tablets, grew by about 285 per cent reaching a total of 10,360 downloads. The consumer-focused Make it Beef Club continued to leverage ongoing domestic and international initiatives to grow the database of subscribers. Nearly 3,500 new members were added through a contest, leveraging the partnership of Canada Beef with Karisma Resorts.



The Make it Beef Club currently has more than 40,500 subscribers. A new consumer-focused website was launched in January 2016. Preliminary results show a growing engaged audience and a more integrated

to communicate the Canadian beef brand to end users and through to consumers in order to strengthen their confidence and trust in Canadian beef. Key marketing programs included the industry-focused Canadian Beef Branding Series, consumer-focused Canadian Beef Culinary Series, educational youth and family cooking classes, professional chef seminars, culinary events and brand media including targeted social media campaigns.

Here at home, Canada Beef continued to host the gate-to-plate “Canadian Beef Experiences” for industry partners, and find alignments with strong national brands. Canada Beef completed the third year of a three-year partnership with the Canadian Football League to build consumer brand connectivity. For example, an aligned CFL-focused partnership with PepsiCo and Overwaitea Food Group reached more than 135,000 consumers.



Above: Canada’s Agriculture Minister promoting Canadian beef in key markets around the world.

communication channel for the Canadian beef brand story.

One of the most impactful means to achieve brand loyalty is through co-branding with market leaders in select priority regions or ‘market hubs,’ including North America, Hispanic, Asia, and potential emerging markets.

In export markets, Canada Beef focused on strategic alignment with selected partners



Above: Canadian Beef Centre of Excellence

In 2015/16, social media events that were direct partnerships with Canadian brand partners garnered more than 283 million views and more than 74,000 posts, focusing on the Canadian beef brand, and leveraging partner resources to tell the brand story to consumers. Key highlights included brand partners McDonald’s (Mighty Angus), Subway (Prime Rib Melt), Swiss Chalet (rotisserie beef) and Montana’s (hand-carved 7 oz. steak). They all hosted Twitter Parties as a communications platform for launching new Canadian beef menu items. Canada Beef also evolved its social media events by linking online and live events through early adoption of Periscope, a social media platform linked with Twitter that hosts live-stream video feeds. Periscope enables Canada Beef to engage consumers around the world in the Canadian beef brand, in real-time.

One of Canada Beef’s proudest accomplishments was the opening of the Canadian Beef Centre of Excellence (CBCE)

– a hub of connectivity between customers and the Canadian beef brand on both a technical and emotional level. Over the first year in operation, the CBCE hosted 38 specific missions, more than 1,000 industry guests and enabled or leveraged approximately \$145 million in commercial business.

In August 2016, the Canadian Beef Cattle Research, Market Development and Promotion Agency worked in partnership with Canfax Research Services (CRS) to release a study evaluating the economic benefits from the

Canadian Beef Cattle Check-Off. The study, prepared by Dr. James Rude and Dr. Ellen Goddard, is an update on the 2010 Cranfield Study which had reported results ahead of the 2010 merger of the Beef Information Centre, Canadian Beef Export Federation and the National Check-off Agency.

The new study reports that marketing, managed by Canada Beef, had a benefit cost ratio of \$13.50, up from \$7.55 in the previous study. Along with the full study from Dr. Rude, the Agency worked with CRS to develop

two supplementary documents to pinpoint the highlights of the study and how they are applicable to the Canadian beef industry. To learn more about the study and to view the supplementary documents, visit canadabeef.ca/national-check-off.

As Canada Beef continues its three-year strategy through 2017, the call to action is for the industry to work together to align and share one collective and powerful message, the Canadian beef story – the Canadian beef brand. Canada Beef will work collaboratively and share resources so the industry continues to build a global brand from a strong united front. This is the key to success.

Canada Beef invites you to join The League, to be a part of your Canadian beef brand: building consumer trust and loyalty for Canadian beef together. Help tell your story; how you are committed to do the best you can do to bring quality Canadian beef to the consumer’s table. To join The League, visit www.canadabeef.ca/theleague.

Respectfully submitted,

Linda Allison
Chair
Canada Beef

Mike Kennedy
Chair of Market Development and Promotions Committee
Canada Beef



Above: Canadian Beef Centre of Excellence



On behalf of the membership, board and staff at the Canadian Beef Breeds Council (CBBC), we are pleased to present our 2016 briefing report to the Canadian Cattlemen Association (CCA).

Our mandate is to ensure representation for the Canadian purebred beef cattle sector both domestically and internationally. The CBBC will continue to engage and work with industry groups, government agencies and other valued partners in an effort to increase the profitability of the industry.

A focus on connecting the industry

A continuation of our efforts surrounding the National Beef Strategic Plan has been the development of the Canadian Beef Industry Conference, which was held in Calgary Aug. 9-12, 2016. This conference consolidated a number events and sessions that were previously held independently of each other as industry groups have identified value in working together. The CBBC is proud to be a partner in the event and encourage purebred breeders to attend. It was a great opportunity to network with commercial cattle producers, feedlot owners, packers, retailers and more. There were several sessions geared to beef cattle production that were relevant to both purebred and commercial producers. We are all looking forward to the 2017 conference.

A focus on growing our markets

International markets are essential to long-term profitability in the purebred sector and as such the CBBC will continue to develop new opportunities and maintain current markets. Earlier in 2016, we had the distinct

pleasure of hosting Lawrence MacAulay, the Canadian Minister of Agriculture, and formally announced \$2.588 million through the AgriMarketing program for the promotion of Canadian beef cattle genetics around the world. This funding will be utilized over three years in a combined effort from breed associations, livestock export companies and livestock exhibitions. This operational plan will focus our efforts in key markets where there is the greatest opportunity to market our world leading genetics.

A focus on continual genetic improvement

One of the components of the National Beef Strategic Plan is continual genetic improvement of the national beef herd. The industry has looked to the purebred sector to deliver results as any true genetic change will



start with its seedstock. The CBBC received funding from Agriculture and Agri-Food Canada under the Canadian Agricultural Adaptation Program (CAAP) program for \$1 million that will be used to encourage producers to adopt genomic technology. Breed associations have developed specialized programs that suit the needs of their breeders with most offering a reduced cost for genomic testing (eg: Zoetis 50K).

A focus on the local markets

The importance of the domestic cattle market is often overlooked. The majority of purebred genetics are sold within Canada to purebred and commercial cow-calf producers. The purebred industry needs to not only ensure that our pedigree and performance data is accurate, but also that we incorporate

world leading scientific information into our evaluation systems. This is a significant part of our image or 'brand' and is why the majority of bulls used in commercial operations are registered purebreds. The CBBC will work to ensure that we have a strong domestic market through collaborative efforts with government agencies, breed associations and other stakeholders in the beef cattle industry.

A focus on collaboration

A consistent theme through our activities is collaboration. We believe that the purebred industry and its breeders are best represented through strategic alliances with other sectors in agriculture both in Canada and globally. We recently announced the signing of a memorandum of understanding (MOU) with the China Agricultural University- Beef Cattle Research Center in which we will collaborate on genetic and technology transfer. The signing of this agreement was witnessed by both Minister MacAulay and China Agriculture Minister Han Changfu during a recent trade mission to Beijing, China. This further demonstrates the value the beef industry continues to have with our federal government and future growth potential in China for both Canadian genetics and beef products.

Respectfully submitted,

Michael Latimer
CBBC Executive Director



The Canadian Beef Check-Off Agency (the Agency) manages and administers the Canadian Beef Cattle Check-Off. By working with core partners, the Agency ensures that check-off dollars are invested into research, market development and promotion programs that deliver measurable value to the Canadian beef industry.

The Agency is responsible for communicating the value of the check-off investment, as well as training and education of producers and funding partners, regulatory management, collection and administration of check-off dollars.

In 2016, the Agency began a transformation on the advice of the provinces that collect and remit check-off dollars for national programming. This transformation included the creation of a separate and distinct check-off administration division, and the hiring of a dedicated general manager to oversee the division. This allows for transparency and focused management of the Agency's responsibilities to the Farm Products Council of Canada and the provincial funders that partner with the Agency and most importantly the producers.

The Check-Off division reports directly to the Agency's board of directors, consisting of

primary producers from the provinces and representation from the Canadian Meat Council, the Canadian Association of Importers and Exporters and the retail and foodservice sector.

The role of the Check-Off division is to provide oversight and accountability on the Agency's regulatory requirements under the Farm Products Agencies Act and the Agency's Proclamation, as well as oversight on the collection and remittance of the national check-off dollars collected. These dollars are collected in partnership with the provincial associations and agency partners, and thus a significant portion of the Check-Off division's mandate is to work with and support those provincial partners.

Canada Beef, operating as an internal division of the Agency, provides leadership on national and global marketing and promotion activities on behalf of the Canadian beef industry. The Beef Cattle Research Council (BCRC), a division of the Canadian Cattlemen's Association, is an external partner and is the lead on determining research priorities for the beef cattle industry and is responsible for those national check-off funds allocated to research.

In 2015/16, the total national check-off dollars collected was approximately \$6,803,000 (and \$918,000 on imports). Of the total check-off dollars, each province allocates a portion to Canada Beef, BCRC and in some cases to provincial activities related to research and marketing.

A study evaluating the economic benefits from the Canadian Beef Cattle Check-Off

was completed in June 2016 and marks the second analysis of the effectiveness of national check-off expenditures on producers' economic well-being. The study reports that on average from 2011/12 to 2013/14, every check-off dollar invested in national research and marketing activities resulted in a benefit cost ratio (BCR) or 14:1 or \$14 of benefit for Canadian cattle producers. This is up from the \$9 average between 2005 and 2008. Research showed a benefit of \$34.50 for every dollar, and marketing showed \$13.50 in benefit.

While the Canadian Beef Cattle Check-Off provides the core industry funding for research and marketing programs, it does not fully cover the costs of all programs and activities. Supplementary funding is obtained by leveraging the Canadian Beef Cattle Check-Off, attracting on average \$3 for every \$1 for research and \$1 for every \$1 in marketing between 2011/12 and 2013/14.

The National Beef Strategy was developed, and continues to be driven, by the industry with the aim to achieve targeted industry goals that are aligned with the vision and mission under four key pillars. The pillars identify key areas of focus where industry stakeholders will work together to collectively achieve the outcomes identified. Under each focus area, specific outcomes have been defined that work towards meeting the goals established by industry. The goals established are benchmarks to measure industry performance between 2015 and 2020.

Discussions around an increased Canadian Beef Cattle Check-Off under the National Beef Strategy continued through 2015/16, with the goal of increasing the check-off to \$2.50 per



head marketed. The need for the check-off increase comes from the goals set out in the National Beef Strategy, the reduced buying power of the current check-off dollar, and the desire to ensure a sustainable future for our industry.

The increasing global demand for protein has presented the Canadian beef industry with an opportunity to position itself strategically and increase demand for its beef products. Seizing this opportunity in a time of tight supply and reduced marketing is a challenge that the industry can overcome by working together. The spirit of collaboration is the anchoring point of the National Beef Strategy, developed for industry by industry.

Looking forward, the Agency will remain focused on meeting the goals of our provincial partners, and continue to drive value for industry check-off investment.

Respectfully submitted,

Linda Allison
Chair
Canadian Beef Check-Off Agency

Canadian Cattle Identification Agency



Tag web store customization

Canadian Cattle Identification Agency (CCIA) celebrated its second year as sole distributor for approved radio frequency identification (RFID) beef tags in Canada – reducing third-party data handling, maximizing data integrity, equalizing tag prices and making the full array of approved tags available online for non-breed specific beef cattle. In 2016, CCIA customized sections within the tag web store at www.tags.canadaid.ca for Canadian Limousin, Hereford and Gelbvieh producers.

New board of directors

CCIA announced its board of directors and executive committee for 2016/2017 elected at CCIA's Annual General Meeting and board meeting April 7-8, 2016, in Calgary, AB. At that time, Saskatchewan Stock Growers Association representative Mark Elford was

elected as Board Chair. Canadian Cattlemen's Association (CCA) representative Pat Hayes was elected as Vice-Chair. Beef Farmers of Ontario representative Tim Fugard was elected as Finance and Audit Committee Chair. Livestock Markets Association of Canada representative Rick Wright was re-elected as Executive Director; and CCA representative Doug Sawyer joined executive leadership as CCIA's second Executive Director.

Age verification process and reporting support

With the goal of supporting age verification reporting in Alberta, CCIA and its highly specialized team of Mobile Field Representatives presented a series of complimentary livestock traceability workshops in seven locations across the

province from January through March, with funding provided by Alberta Agriculture and Forestry. Each workshop featured presentations on Alberta livestock traceability regulations, age verification data entry, the role of premises identification, tag and technology research, as well as the complimentary support and resources available.

Another CCIA initiative in support of age verification was designed to minimize errors when entering birth date data. Since an animal can be moved through various owners and locations before its life-cycle is complete, and current regulations permit the farm of origin only to age-verify an animal, a final owner may receive less than market value for an incorrectly age-verified animal at the terminal site if the farm of origin does not correct the birth-date entry error within the Canadian Livestock Tracking System (CLTS) database. To promote accuracy during age verification data entry, CCIA's IT group enabled CLTS users to verify their data entry by opting to receive a single, daily email notification showing the previous day's transaction submission summary.

Canadian Livestock Tracking System Database process enhancements

Expanding on the improvements released at the end of 2015 to support 840-series USDA tag identification (ID) numbers, CCIA has enabled system users to submit an import event for any foreign country tag ID numbers. The supported format is 15 digits in length, starting with the country code (e.g., 554 002 123456789 for New Zealand). Now after a foreign ID tag number has had an import event applied to it, the tag number may also be reported using Move In, Move Out, Temporary Export, Export and Retire

events as well as use database functions such as Tag/Animal History Search, Export Manifest and Account Animal Inventory.

Event reporting within the CLTS database is time-sensitive and until May, it had to occur in sequence. Once it was approved, tag dealers issued the tag, and livestock operators could report Move In and Move Out, depending on provincial/territorial/federal regulations or herd management practices. Previously, if a CLTS user reported an event outside of the sequence, a database error would occur, and no other event could be associated with the tag until the error was corrected. As of May, the CLTS database began to accept animal movement event dates that occur before a tag number's Retire event date. This change allows users to report movement data at any time, which can be critical to trace-backs that occur after an animal's life-cycle is complete.

Three other projects:

- In spring 2016, CCIA relaunched CLTS MOBO with a new design, simpler navigation and a birthdate reporting feature for age verification reporting. Moving forward, CCIA's IT group will continue to enhance the CLTS MOBO application by enabling more reportable animal events and an approved RFID beef tag ordering feature.
- CLTS users are now able to apply movement events (e.g., Move In/Out, Imported, Exported and Temp Export) to approved tags that are applied to animals in Québec.
- Dead stock operators and pathology labs are now able to report animal disposal information to support a secondary Retire

event on a tag (i.e., that has been previously reported as Retired in the CLTS database).

- To support animal movement reporting, CCIA's Information Technology (IT) team has added a vehicle module to add regular information regarding the vehicle of conveyance. This new module allows CLTS users to view, add or edit vehicle information for vehicles of conveyance.

Canadian Food Inspection Agency consultation process on the draft compliance, control and enforcement framework

In February 2016, a five-person delegation went to Canadian Food Inspection Agency (CFIA) headquarters in Ottawa to meet with representatives of CFIA and Agriculture and Agri-Food Canada (AAFC) to address concerns that proposed regulatory changes were not using the Cattle Implementation Plan (CIP) as the road map to traceability.

In May, CFIA held a meeting in Calgary with select industry representatives from the CIP Committee to discuss the technical aspects of the draft regulations. The purpose for this meeting was to engage in a livestock traceability regulatory amendment dialogue, which was a facilitated, face-to-face meeting to discuss outstanding issues and concerns – i.e. to ensure shared understanding, clarity and mutually positive outcomes.

The proposed approach for CFIA's livestock regulatory amendment is two-phased. The first phase refers to when regulations come into force. Phase 2 refers to two years after regulations come into force when CFIA will begin enforcing the regulations.

Traceability Symposium 2016

CCIA hosted Traceability Symposium 2016 on Nov. 2-3, 2016, in Calgary, AB. This two-day event and trade show brought together governments, universities, research teams, the private sector and industry to identify gaps, share successes and lessons learned – bridging the gaps as traceability moves forward in Canada and globally. CCIA welcomed more than 200 delegates from across Canada, the United States, European Union, Australia and New Zealand to this unique event. The agenda addressed traceability's role, regulations and compliance, challenges and solutions, other assurance systems, and lessons learned. The success of the event has encouraged CCIA to host future symposiums on a schedule to be determined.



CCIA becomes administrator for goats

Through 2016, CCIA continued its work with Canadian National Goat Federation (CNGF) to determine the details for a Responsible Administrator/Species relationship with CNGF ahead of proposed livestock traceability regulations that will include goats in the livestock traceability category of ruminants, which also includes beef and dairy cattle, bison and sheep.

Tag and tag dealer inventory review

CCIA launched a nation-wide tag and tag dealer inventory review in 2016 to support tag dealer and terminal sites to ensure their compliance with livestock traceability regulation via hands-on learning techniques to navigate and utilize the CLTS database to its full potential.

National tag retention project

CCIA completed the project and final report for its national Tag Retention Project – a four-year study in a variety of environments designed to determine the long-term retention rates and operability of the current set of approved RFID animal indicators used for beef cattle in Canada. CCIA's Tag Retention Project was designed to address industry's growing concerns regarding the effectiveness and long-term viability of the types of approved tags available as well as poor tag retention, which affects the accuracy and availability of livestock traceability data, and emergency response time.

This study showed tag retention to be high in animals from birth to yearling stage. However, it also showed tag retention to be unsatisfactory for the lifetime of a mature cow. Multi-location, multi-year projects are difficult to manage and implement. Invariably, circumstances arise that alter methods and affect results. As a result, full explanation of the factors causing variation in tag retention will require more sophisticated data collection, management and analyses. CCIA looks forward to announcing a second phase for this project that will examine tag material degradation that results in tag loss when details are confirmed.

Respectfully submitted,

Anne Brunet-Burgess
General Manager
Canadian Cattle Identification Agency

Issues management involves prioritizing and proactively addressing public confidence and reputation issues around production practices that can affect the Canadian beef cattle industry. This includes anticipating trends, responding to challenging events, engaging critical stakeholders and promoting the positive attributes of the beef production system that contribute to sustainability and building public trust.

In November 2015, the Canadian Cattlemen's Association (CCA) hired Tom Lynch-Staunton as issues manager, on a part-time basis, with interim funding support from the CCA and the Canadian Beef Cattle Check-Off to develop and implement an issues management program. This position reports to the Canadian Beef Advisors and the National Beef Strategy, and the issues management program itself is to address the disconnect between the public and beef cattle production. This gap has resulted in a general unease about how cattle are raised and how beef is produced, a perception which is challenging the beef cattle industry's social licence to operate, or public confidence in beef production.

In recognition of this growing threat, the National Beef Strategy was developed to include a goal to increase connectivity with consumers and the general public by actively addressing industry issues. Strategy partners including the CCA, Canada Beef, the Beef Cattle Research Council, National Cattle Feeders Association, and Canadian Beef Breeds Council, along with the provincial beef associations, all

supported the objectives of the connectivity pillar to enhance industry synergies and connect positively with consumers, the public, government and partners.

Additionally, under the National Beef Strategy goal of increasing beef demand, key outcomes include strengthening public confidence and building a strong social licence to operate, both of which can be addressed through a coordinated issues management program.

For these reasons, the proposed increase to the Canadian Beef Cattle Check-Off does include funding for an issues management program. The program will be housed at CCA, but will report to the Canadian Beef Advisors and the Canadian Beef Cattle Check-Off Agency.

The issues management program itself is to address the disconnect between the public and beef cattle production. This gap has resulted in a general unease about how cattle are raised and how beef is produced, a perception which is challenging the beef cattle industry's social licence to operate, or public confidence in beef production.

Quarterly progress reports and yearly work plans will be submitted to the Agency for on-going review of the program.

Although still in the development stages, the success of the issues management program as proposed under the National Beef Strategy and administered by CCA will be determined by developing an effective strategy and plan, create buy in, collaboration, and co-ordination from industry partners for the new program, and effective communications between the beef industry and consumers.

The main goals of the issues management program are to:

- 1) Develop stronger relationships and connectivity among industry partners and organizations to manage issues more efficiently and effectively (internal, reactive and proactive).
- 2) Maintain and increase public confidence, and enhance the credibility, reputation, and trust in the Canadian beef industry, thereby increasing overall demand for beef in Canada (external, proactive).

Between November 2015 and December 2016, several key issues management activities have

taken place. This includes the development of the Draft Issues Management Strategy, Draft 5-year Budget, and Interim 2016-2017 Budget. The strategy has already created a basis for discussion by the five industry partners in the National Beef Strategy, resulting in presentations at several annual general meetings, conference calls, and in-person meetings about how each partner can contribute and collaborate in the issues management program.

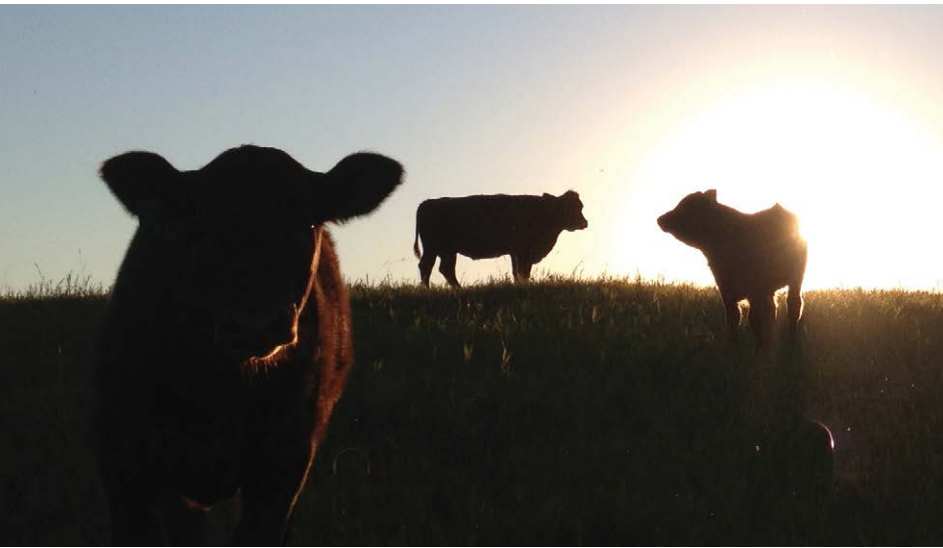
Some activity highlights for the period include:

- 22 presentations/ industry and partner engagement;
- 12 articles/letters of response to issues (humane treatment, antibiotic use, animal welfare, climate impacts);
- More than 100 media interviews by CCA and industry partners.



A full list of issues management activities is available upon request.

Ongoing activities in the program involve the creation and development of the key message resource repository for industry partners to access quickly and easily when dealing with issues as they arise. Draft fact sheets which include key messages, background of the problem, key spokespeople, lead organizations, research to inform the key messages, and additional links to further information have been drafted for several issues including climate change, Cowspiracy, beef nutrition, antibiotic use, growth hormones, animal care and humane treatment of animals, animal transportation, Halal and Kosher slaughter, red meat and cancer, and other issues. This information is provided by consultation with industry, government, and academic partners.



In terms of greater co-ordination and connectivity, CCA hosted the first National Communication Managers meeting in August 2016 with the provincial communication managers, and other industry organization communications personnel to discuss issues management and the co-ordination of efforts. This is part of the ongoing effort for strengthening relationships of the provincial organizations and helping enable and empower them to take the lead on issues as they arise in their region, with support from CCA and National Beef Strategy partners.

For training industry spokespeople and leaders, we organized a staff media training workshop in November, and will continue to organize these sessions for directors and other partners. In addition, Stina Nagel has moved into the issues management program, where one of her key duties, as the Advocacy Coordinator,

will be to lead the Beef Advocacy Program, expanding it into a comprehensive training program for producers, industry organization staff and directors, and consumers. It will not only serve as a resource for internal industry training, but also key messaging and materials for external communication to the public.

Lastly, the issues manager continued to work on consumer issues as they arose through media stories, working in close co-ordination with CCA Communications, to develop key messaging, industry updates, interview scheduling, and mobilization of key individuals to communicate our messages. The highest profile issue was the announcement by Earls restaurant chain that it would not source beef locally. This gave the industry an enormous amount of media time to discuss the humane treatment of animals, industry programs, sustainability, and the use of growth hormones and antibiotics in the beef industry. The team worked closely with the provincial organizations as well, most notably Alberta Beef Producers, B.C. Cattlemen's Association, Saskatchewan Cattlemen's Association and Manitoba Beef Producers to help with their own provincial messaging.

The Earls issue resulted in an extensive amount of good media coverage, new members in the Canadian Roundtable for Sustainable Beef, and interest from Canada's restaurant and foodservice industry association Restaurants Canada, Sobeys, and other retailers to work with the beef industry on ongoing consumer concerns.

The next year will be a continuation of ongoing activities highlighted above, as

well as the development of yearly work plans which will include performance measures and metrics to track success of the program, specific issues management plans (i.e. decision trees, lead organizations, etc.), further development of the issue fact sheets and key message repository, and further development of the Beef Advocacy Program with a focus on communications and professional development training for industry producers, directors, organizational staff and partners.



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There have been some exciting changes to the Beef Advocacy Canada (BAC) program in 2016. Still jointly funded by the Canadian Cattlemen's Association (CCA) and Canada Beef, with support from the Alberta Livestock and Meat Agency (ALMA), the CCA Issues Management team is assuming administration of the online course and subsequent activities.

The online BAC program consists of two tiers of course work. The first tier is basic and serves a broad audience that includes producers, consumers, and retail workers. The second tier of course work is available to producers and those who have the desire to advocate for the beef industry and focuses on the areas of the industry that raise questions with consumers, including contentious issues such as antibiotic use and resistance, growth hormones, and animal welfare.

This fall, BAC held booth space at the Royal Agricultural Winter Fair in Toronto, FarmFair International in Edmonton, and the Canadian Western Agribition in Regina. Staff and volunteers (particularly Cattlemen's Young Leaders) hosted trivia games, supplied materials, and answered consumer questions. Visitors showed a lot of interest and engaged in conversations about everything from the environmental benefits of grazing cattle, to the types of byproducts and low-quality feed grains cattle eat, to bovine gestation periods. BAC also participated in the Calgary Stampede Cattle Trail in July, which received approximately 350,000 visitors. These events provided on-the-job training for advocates and a chance for them to put their knowledge to the test, creating the ideal platform for agricultural education and program promotion.

Another activity that began in 2016 under the umbrella of BAC is media training for industry organization staff, directors, delegates and

BAC advocates. Through the coursework, participants receive messaging and information about Canadian beef production to support telling their individual stories. However, a large part of that successful interaction is understanding communications techniques and media relations strategy.

This lead to BAC hosting the first media training session for CCA, CBBC, CRSB, and BCRC, staff in late November. With time, the intention is to train many spokespeople for media communications, which would include organizational staff, directors, provincial partners, industry advocates, and interested producers.

The year marked the end of a valued funding partnership with ALMA. BAC will continue to operate with funds and in-kind contributions from the CCA and Canada Beef. However, new partnerships and funding opportunities to expand the breadth of

work under the program are currently being sought. Canada Beef has been providing ongoing logistical support to BAC activities until a full transition to the Issues Management program can be accomplished with longer term sustainable funding. The Beef Advocacy Coordinator will continue to provide updates and seek input from Canada Beef and other partners, and would like to acknowledge their valued support.

Going forward, partnerships with other industry organizations are being explored to expand the program reach and strengthen advocacy efforts. There is also a desire to add more media and social media focused resources to the online course to allow advocates to reach their full potential. Finally, BAC will continue to host training sessions, workshops and attend speaking engagements, in order to enhance social licence and build a strong base of knowledgeable and passionate advocates to speak for the Canadian beef industry.



Cattlemen's Young Leaders (CYL) is the flagship mentorship program of the Canadian Cattlemen's Association (CCA). Since its launch in 2010, the CYL program has played a significant role in developing young leaders between the ages of 18 and 35 in the Canadian cattle industry. In 2016, the CYL program celebrated its fifth year of graduates, with a total of 83 program graduates to date, and attracted 16 new participants for the 2016-17 program year.

CYL was very excited to participate in the inaugural Canadian Beef Industry Conference (CBIC) this year. CBIC acted as host venue for both the selection process for the 2016-2017 mentees and the graduation/five-year reunion celebration. The CBIC showcased the CYL program extensively during the opening night of the conference which provided a great audience to learn more about the program.

During selections, semi-finalists participated in roundtable discussions, networking exercises and meaningful conversations with their peers. They also had the opportunity to attend talks on sustainability, market outlooks, and lively panel discussions surrounding the four pillars of the National Beef Strategy during the main conference at the CBIC.

The selection process proved to be as difficult as ever but the 16 mentees and their respective



Below: CYL 2016 semi-finalists

mentors for 2016-2017 were announced as: Becky Tees (Dr. Tom Smylie), Grayden Kay (Deborah Wilson), Jason Hurst (Matthew Heneliak), Jesse Williams (Ryan Kasko), Jessica Sperber (Ryder Lee), Katie Songer (John Sullivan), Kristy-Layne Carr (Carol Kitchen), Luke Marshall (Leighton Kolk), Madeline Knodle (Ryan Copithorne), Mel Hermanson (Graeme Finn), Mona Howe (Brenna Grant), Nicole Viste (Tim Hardman), Roxanne Olynik (Marty Seymour), Ryan Scorgie (Hon. Ed Fast) and Wilco van Meijl (Jeff and Lyndsay Smith). The areas of interest for this year range from rotational grazing and pasture management, to risk management and policy development.

The selection of mentors for the 2016-2017-year range from MPs to veterinarians. The variety of experience and knowledge is extremely exciting for the mentees who have been selected to participate.

The events attended by CYL's between 2015 and 2016 also included the National Cattlemen's Beef Association's (NCBA) Annual Convention in San Diego and the International Beef Alliance (IBA) in Taupo, New Zealand. The IBA was busy with many different meetings and tours. Ellen Crane, as the representative for CYL, participated in a discussion with many other young leaders in the cattle industry, apart of IBA, on how to engage the millennial generation.

The group had the opportunity to present their findings during the main sessions of the conference.

Each opportunity provided a wide range of different experiences that the CYL's benefited from. The travel opportunities presented to CYLs through the program have large impacts and lasting impressions on those who participate.

Funding for the CYL program is made available through its foundation partners: UFA Co-operative Ltd., Cargill and MNP. The program also receives support from gold sponsors Farm Credit Canada and New Holland.

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Young Cattlemen’s Council



The Young Cattlemen’s Council (YCC) is a cornerstone opportunity for young cattle producers to engage at a high level with national organizations of the beef industry.

YCC was developed with two goals in mind: to act as a conduit of information for young beef producers across the country, and to expose young cattle producers to the inner workings of the industry. The YCC board of directors

acts as a youth subsidiary of the Canadian Cattlemen’s Association (CCA), and each member has the opportunity to participate as non-voting members in CCA meetings and conference calls.

In 2016, YCC took advantage of the opportunity to hold its annual general meeting at the inaugural Canadian Beef Industry Conference in Calgary, AB. The room was packed as Marty Seymour, FCC’s Director of Industry

and Stakeholder Relations, gave a talk on networking. As there were two delegate-at-large positions to fill, eight candidates for the positions put their names forward. Emily Ritchie (AB) and Ryan Scorgie (BC) were both elected for two-year terms. Shortly after, Ritchie took the position of Youth Leadership Coordinator with CCA, requiring her to step down from her position. Glen Kummer (AB) was named interim member-at-large in late November.

The board was made up of the following individuals:

President, Brett McRae (MB), Vice-President, Jason Reid (ON), Past President, Erika Strande (BC), members at large, Laura Bodell (AB), Ryan Scorgie (BC), Shane Klepak (SK), Kolton Kauser (AB), Julien Collete (Maritimes), and Glen Kummer (AB) as interim member.

Some of the initiatives YCC was involved with in 2016 include YCC’s involvement in

developing the Growing Forward 2 program with Agriculture and Agri-Food Canada (AAFC). The CCA’s Domestic Agriculture Policy and Regulations Committee was involved in developing a position paper that was presented to AAFC to deliver perspective on the developing funding program. YCC President McRae joined CYL’s Ellen Crane in attending the International Beef Alliance Conference (IBA) in New Zealand in October as well. He was engaged in conversations about appealing to the millennial generation as an industry and finding ways to increase conversation between the beef industry and consumers.

Funding for the YCC is made available through its Platinum Sponsor New Holland and the following provincial member associations: British Columbia Cattlemen’s Association, Alberta Beef Producers, Saskatchewan Cattlemen’s Association, Manitoba Beef Producers, Beef Farmers of Ontario and Prince Edward Island Cattle Producers.

The YCC was developed with two goals in mind: to act as a conduit of information for young beef producers across the country, and to expose young cattle producers to the inner workings of the industry.



Above: YCC AGM 2016

B.C. Cattlemen’s Association



In 2016, the B.C. Cattlemen’s Association (BCCA) continued to work on a number of issues important to the beef cattle industry in British Columbia.

Water

Water continues to be a top priority for BCCA. In February, the province introduced new requirements to license groundwater wells in B.C. BCCA has focused on ensuring producers are aware of the licensing process and providing information on how to license groundwater wells. BCCA has been successful in getting the B.C. government to grant an extension to the no-fee groundwater licensing application period to Dec. 31, 2017.

At the same time, new regulations are being developed around livestock watering and BCCA has taken an active role in consulting with the government. We have outlined industry concerns and provided feedback to government. We anticipate the ministry is working to finalize the regulation by spring 2017. On the horizon are a number of other regulations that are being developed to support the Water Sustainability Act, most significant to producers is measuring and reporting.

The need for investment in dams and water storage is a message BCCA has been delivering to government for years and we continue to develop short- and long-term solutions to water security in B.C. BCCA has continued to advocate for the province to provide funding to support ranchers with dam inspection, maintenance and upgrades. Despite our efforts, we saw little headway on the issue. As such, we looked for a different approach to the issue. We were able to secure funding to conduct a cost-benefit analysis of dams and water storage that shows the many benefits of water storage to society. BCCA is using the findings to encourage a pilot project to establish water storage on the Coldwater River. Ranchers along the Coldwater River were subjected to water restrictions in both 2015 and 2016, and we believe the pilot project will show the value of water storage to agriculture, wildlife, fish and society.

The high costs associated with dam inspection and maintenance has been shouldered by

the producer despite the many benefits dams provide. In May, BCCA learned that our request to have dam inspection covered as a Best Management Practice (BMP) under the Environmental Farm Plan program was successful. The Environmental Farm Plan will cover a portion of dam assessment costs (100% of plan cost for the first \$5,000 and then 80% of any additional plan costs to a maximum program payment of \$20,000) for existing structures.

Wildlife

The year 2016 saw significant progress on addressing the challenges of predation on livestock. Since January, BCCA, through BCCA Program Delivery Inc., has been delivering a new three-year Livestock Protection Program (LPP). The program was immediately available for mitigation and verification services on private land for all cattle and sheep producers across the province for injuries, harassment and death loss caused by wolves and coyotes. It was important for the program’s success to have Crown land included under the program since Crown land represents a significant portion of the area where predator and livestock conflicts occur. It has been a slow process but we have been successful in securing permits for all areas of B.C. Best Management Practices are essential to the program and, where need is identified, they must be implemented in order to be eligible for mitigation. Mark Grafton, a long-time rancher with extensive experience with predators, has been contracted as the program co-ordinator. Nearly 40 wildlife specialists have

been contracted for mitigation and verification services across the province. A Producer Advisory Committee of cattle and sheep producer representatives has been formed to ensure that LPP meets the livestock owners’ needs.

We have also had lots of discussion with government on how other wildlife is managed in B.C. and have encouraged the government to develop a complete wildlife management plan that would encompass all wildlife. In 2015, we were asked to provide government with our thoughts on how to address the escalating problem of wildlife conflicts, in particular wildlife like predators, ungulates and waterfowl.

As outlined above, a lot of work has been done on addressing the predator problem with the implementation of LPP but the issues with other wildlife have yet to be addressed.

Agriculture waste control regulations

A comprehensive review of the Agriculture Waste Control Regulations has been underway since 2012. In July 2015, the Ministry of Environment released the second Policy Intentions Paper on the Regulations.

Treaty negotiations

Negotiations with First Nations communities are active throughout the province. The Province has engaged in ongoing negotiations of treaties, accords and other agreements with First Nations which have a direct impact on ranchers in B.C. As the province moves forward on negotiations, BCCA is committed



to working with government and stakeholders to ensure that they are informed and included in the process.

B.C. Beef Day

The year 2016 marked the seventh consecutive B.C. Beef Day in Victoria. BCCA appreciates the opportunity to celebrate the beef industry in B.C. and to engage with government on ways to ensure a viable future for the industry. During meetings with ministers and ministry staff, we raised almost 40 critical issues ranging from wildlife impacts to investing in dam storage to reducing red tape. BCCA also met with the NDP Caucus to share our views on the importance of the Trans-Pacific Partnership agreement and concerns about foreign ownership of ranchlands. We raised the challenges that ranchers face with wildlife damage due to predation and destruction of crops and pastures.

ADM tour

With a provincial election on the horizon for 2017, BCCA thought it was a good time to reinstitute our assistant deputy minister (ADM) tour. In mid-October, BCCA held an ADM field tour and meeting with about 40 government representatives from several ministries. The idea was to bring ministry staff out to a ranch to see first-hand the issues and challenges facing ranchers in B.C. Field stops included a dam site to discuss water storage; Douglas fir logging site to discuss a continuous forage supply; and a knapweed site to discuss the control of invasive plants on Crown land. The tour was followed by a roundtable discussion on several issues including a tour recap and question period, predators, fencing, treaties and other First Nations communities, and livestock

watering regulations. As a result of the ADM tour, we have already seen some followup action by several ministries on weeds and forage supply.

Check-Off increase

BCCA has indicated our support for the National Check-Off increase with a resolution supporting an increase to both the national check-off and our provincial check-off at our annual general meeting (AGM) in May. In B.C., the Cattle Industry Development Council collects and administers the check-off on behalf of its member groups: B.C. Cattlemen's Association, B.C. Association of Cattle Feeders, B.C. Breeders and Feeders Association, and B.C. Dairy Association. The CIDC is seeking the Order-in-Council to allow the increase in check-off beginning April 1, 2017.

B.C. directors

In closing, BCCA appreciates the commitment and hard work of all the CCA directors and staff. We would like to thank our hard working CCA Directors David Haywood-Farmer, John Anderson and Lary Fossum.

For more information, please visit the BCCA website at www.cattlemen.bc.ca



Alberta Beef Producers



As federal and provincial governments in Canada are starting to take strong actions on climate change and the U.S. presidential election brings a new perspective to the climate change discussion, there is one conclusive statement about climate that can be made.

The climate of our world does change, regardless of the cause of that change. For many of the past years, the same statement can be made about the cattle and beef industry in Alberta and across Canada. Our industry certainly seems to be constantly facing changes.

The changing nature of the industry is reflected by the themes of the past four Alberta Beef Producers (ABP) annual reports. The theme in 2013 was Overcoming Challenges, which led to the 2014 theme of A Year of Change. In 2015, we talked about Travelling New Trails and this year, these new trails have taken us down the Social Licence road. This is a long explanation for the recurring thought, coming up each December it seems, that this has been a crazy year. Time will tell whether 2016 has been a particularly crazy year or just one more in a series of disruptive times for our industry.

At the time of the highly successful Canadian Beef Industry Conference and the Canadian Cattlemen's Association (CCA) Semi-Annual Meeting, we seemed to have fought through the early challenges of the year. The devastating Fort McMurray wildfire was under control, Earls restaurants had resumed

selling Canadian beef in their Alberta and Saskatchewan establishments, and most agricultural areas of the province had received good rains to relieve the extremely dry conditions from the spring. Although the rain came too late for some hay crops, the moisture was really helping pasture conditions and supporting some very good grain crops. Cattle prices had declined sharply from the peak prices in the spring of 2015, but these declines had come from all-time record highs. Prices were still higher than they had been at any time in the last 25 years leading up to the huge increases that began in 2014.

Then, the rain did not stop. Producers across the province spent the rest of the summer and fall, right through to and beyond freeze up, trying to harvest hay and grain crops. Very promising crops were severely damaged by hail or subject to extensive losses from long periods of being marooned in fields. There should be sufficient supplies of feed for cattle this winter, but the crops were not nearly as good as they looked in mid-summer.

At the end of September, the lives of a group of producers in southeastern Alberta were turned upside down when the United States Department of Agriculture (USDA) informed the Canadian Food Inspection Agency (CFIA) that they had confirmed a case of bovine tuberculosis (bTB) in a cow that had been sent to slaughter in the U.S. Bovine TB is a federally reportable disease in Canada and has been subject to a mandatory national eradication program since 1923. Canada is officially considered to be free of bTB, but isolated cases of the disease do occur and do not affect this TB-free status unless there is another case

Below:
CCA staffer Stadnicki (R), ABP, met with MP Sorenson, one of many meetings held during a successful Fly-in Day in Ottawa.



confirmed within 48 months. The last bTB case in Canada was in 2011 in B.C. and the last case in Alberta occurred in 2007.

The detection of bTB in a Canadian cow has not really affected our export markets, prices, or cattle and beef supplies in a significant way. As a result, the impact of this case on most producers has not been significant. However, the bTB case has been absolutely devastating for the producers affected by the disease investigation. Close to 50 herds have been placed under quarantine and are subject to strict animal movement controls. What is deemed to be the infected herd includes cattle from 18 premises and these producers are facing the terrible prospect of having their operations depopulated.

This disease situation could not have come at a worse time for the producers affected by the investigation. The quarantines and movement controls were placed on herds right

at the beginning of the fall calf run. Nearly all of the affected producers normally sell their calves each fall and most of them did not have facilities, feed, and sometimes not even water to keep calves through a prolonged quarantine period. The disease investigation has taken a huge physical, financial, and emotional toll on these producers and ABP has been trying to provide any support we can to them. Our work has focused on the four c's of communication, capacity, compensation, and calf movement.

After producers and ABP expressed early frustrations with the pace of the disease investigation and lack of communication with affected producers, the CFIA has taken strong steps to improve their communications and increase their testing capacity. The federal and provincial governments also have moved quickly to provide financial support for the affected producers through the AgriRecovery disaster relief framework. While government representatives have arranged local information

meetings for the affected producers, ABP has been posting updates and information on our website and has organized two information sharing conference calls with affected producers and CFIA officials. ABP and the Canadian Cattlemen's Association (CCA) also have had the valuable opportunity for a staff member to be in the CFIA Western Region Emergency Operations Centre for part of each day to act as an industry liaison with the investigation.

There now are signs that the end of the investigation may be in sight. Testing of quarantined herds and depopulation of the infected premises could be completed by the end of January. There are still just six confirmed cases of bTB from one of the infected premises and the investigation will proceed more smoothly if the ongoing testing does not confirm any more cases. We expect more herds to be placed under quarantine as tracing out and tracing in of cattle related to the original infected herds continues, but we also are starting to see herds released from quarantine after testing. This disease investigation has been a nightmare for the affected producers and there will be long-term impacts for many of them, but we hope they can see that the worst of the situation may be coming to an end.

Under the cloud of low prices, a delayed harvest, and the bTB investigation, ABP began our fall producer meetings at the end of October with some concerns about attendance and the outlook of the farmers and ranchers. Ironically, poor harvest weather during the meetings contributed to good attendance, even though a large number of producers still had crops in the field. We took a new approach

to getting producers engaged at the beginning of the meetings and this exercise provided us with valuable input from these producers about the issues of concern for them and the actions needed from ABP. We followed the fall meetings with a very good Annual General Meeting at which our delegates elected a new Board of Directors and established our key priorities that will guide the direction and activities of our organization through the inevitable changes of the coming year.

We will continue to be a strong and effective voice for the cattle and beef producers of Alberta as we address the issues of consumer confidence, public trust, government policies and regulation, and farm and ranch succession.

For more information, please visit the ABP website at www.albertabeef.org

Saskatchewan Cattlemen’s Association



The Saskatchewan Cattlemen’s Association (SCA) experienced change in 2016, on its board, in its office and in its reach. At the annual general meeting (AGM) in January, Chad Ross of Estevan was appointed as a board representative for the Saskatchewan Cattle Feeders Association. Ryan Beierbach was elected chair, which made Bill Jameson past chair.

In spring, the SCA completed its planned hiring with the addition of Marianne Possberg in the position of beef production specialist. Possberg, who grew up on a cow-calf operation and has a master’s degree in agricultural economics, brings a wealth of knowledge on economic, environmental and production issues to her new role. One of her duties is to help expand the reach and scope of research projects supported by the SCA, and the recent fall intake for applications saw a record number of projects submitted.

On the topic of research, the SCA’s research funding arm was renamed in 2016 to become the Saskatchewan Cattlemen’s Association Industry Development Fund (SCAIDF). The name change was designed to help potential applicants understand the fund’s connection with both the SCA and the Saskatchewan beef industry.

The SCA’s move to the provincial capital of Regina continues to pay dividends in terms of meetings with government. This is not evident in itself as arranged meetings with government



or elected representatives have always been part of SCA’s annual cycle. The benefits in being located in Regina have more to do with side meetings that pop up along with smaller events that would not be a part of being in Saskatoon. After meetings, there are often side meetings that would not happen if a long drive is ahead. There are also times when different people are added to a meeting on last minute notice. That cannot happen when they are three hours away.

The University of Saskatchewan (U of S) has begun construction on the first phase of the Livestock and Forage Centre of Excellence southeast of Saskatoon. This project is a major focus for the SCA as it includes modernizing the research facilities at the U of S and the bringing together of cow-calf, cattle

feeding, veterinary and applied forage and cattle research. The project will renew and expand the research feedlot and remove it from Saskatoon on the bank of the South Saskatchewan River. It will see the cow-calf facility renewed. And it will bring the work of the Western Beef Development Centre closer to Saskatoon to integrate that work with the teaching and research of the university better than it can be from east of Lanigan, where it is currently located. There are still funds to be raised and that is a major focus for SCA Chief Executive Officer Ryder Lee in 2016 and in 2017. This is an exciting, once-in-a-generation opportunity for industry partners (and producers) to contribute to the capacity of the industry to find the answers to the challenges of today and tomorrow. Anyone interested should reach out to SCA.

Predation continues to be a major issue among producers, and the SCA has been working towards solutions. A resolution at the AGM in January directed the SCA to lobby the province to remove wolves from the fur-bearing species list with the goal of removing the need for a licence in order for producers to hunt them. Positive motion on this front was seen this past year as the Ministry of Environment expanded the wolf hunt in several districts. The message that predators are taking too many cattle and calves is being heard and acted on by government. We have also had many discussions at the board level and with the Royal Canadian Mounted Police (RCMP) with the goal of increasing the investigation and prosecution of cattle theft incidents in the province.

In today’s volatile market, particularly with the current drop in prices, risk management tools are more relevant than ever. To address that, the SCA held a series of marketing and risk management seminars throughout Saskatchewan in the spring of 2016. Brian Perillat of Canfax and Jodie Griffin of Western Livestock Price Insurance Program (WLPPI) facilitated intensive workshops on the beef markets and WLPPI as a tool for helping producers through uncertain times. We received excellent feedback

At the heart of the strategy is the process of bringing the producer contact list up to date via direct contact with producers. The process is ongoing and involves considerable time and resources, but will ultimately result in a legacy list that will allow SCA to reach its producers in the way they want to receive the information. The strategy also involved sponsoring The John Gormley Show, a popular provincewide talk radio program, as a means of communicating with both producers and consumers, as well



A new element in the district meetings was the inclusion of a producer handbook - which provides information on a number of issues, programs and more for producers.

from these seminars and saw producers come away with a new, deeper understanding of how the markets work and how they can use the WLPPI. After several discussions, the SCA also successfully lobbied the WLPPI to have more flexible rules in order to accommodate producers who are triggering a claim.

The shuttering of the Saskatchewan Cattlemen’s Connection magazine brought some communication challenges to the fore in 2016. The publication ceased operation in June, which left the SCA without its usual means of fulfilling its requirements to notify producers of meetings and resolutions.

After long discussion and planning, a new and extensive communications strategy was developed.

as the creation of a newsletter aimed at both audiences, that is mailed directly to farm addresses throughout Saskatchewan.

Fall meetings in October and early November saw average attendance double in 10 out of 11 districts. The meetings featured presentations on the markets, the Beef Cattle Research Council and its role, the WLPPI, premises identification and more. It was also an election year in Districts 2, 3B, 5, 7 and 9A. The results were:

- Joe Jackson acclaimed in District 2 (replacing the outgoing Philip Lynn)
- Levi Hull acclaimed in District 5
- Paula Larson acclaimed in District 7
- Arnold Balicki acclaimed in District 9A

An election in District 3B resulted in Keith Day replacing the outgoing Larry Grant.

A new element in the district meetings was the inclusion of a producer handbook. Those who attended received a copy of the handout, which provides information on a number of issues, programs and more for producers. A pdf copy of the handbook is available online at www.saskbeef.com. The handbook will be updated on a regular basis as more information is added.

Below: CCA’s Stadnicki leads SCA’s Toney (L) and Disney on a successful meeting with SK MP Kitchen (R) discuss beef sector issues in Ottawa.



A new SCA-sponsored cooking competition helped kick off Agribition this year. The Regina Catholic Schools Cooking Skills Competition featured teams of students from four southern Saskatchewan high schools competing in a head-to-head cooking battle with beef as the focus. SCA representatives were on hand to help judge the meals and talk to the students about beef.

At Agribition itself, the SCA unveiled its new On The Ranch Virtual Reality videos to great acclaim. The videos, shot on the ranch of SCA District 6 Director Garret Hill, give viewers a 360-degree experience of a cattle operation via a virtual reality headset. The videos were viewed by approximately 800 people over the course of Agribition week and received kudos from the public, members of the agriculture community, and government, including Agriculture Minister Lyle Stewart. The video will

be made available to all beef-related agencies in Canada to use in their consumer outreach efforts, particularly in urban areas where viewers may never have had the opportunity to see cattle up close.

For more information, please visit the SCA website at www.saskbeef.com

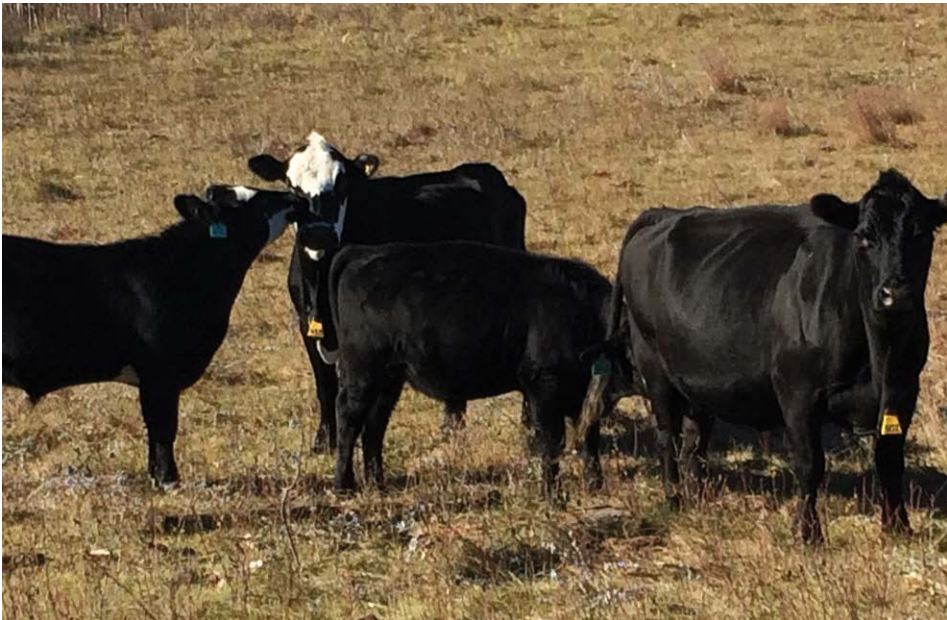
Manitoba Beef Producers



Helping to ensure there is a climate in which the province's beef industry can thrive remains a priority for Manitoba Beef Producers (MBP). MBP believes there are tremendous opportunities to grow the province's beef herd if the business, regulatory and infrastructure conditions are right.

To that end, MBP director and staff focus their activities around three strategic objectives: telling our story via advocacy and enhanced communications; building our industry with innovation, improved economic competitiveness and profitability; and, serving our members by developing the organization and its capacity.

Advocacy has been a key activity throughout 2016. The first quarter of the year was dominated by Manitoba's provincial election cycle. MBP sought commitments from the four political parties for movement on key issues such as: the need for improved water management; Crown lands policies, including informed access; the need for robust animal health strategies, such as achieving the goal of eliminating bovine tuberculosis; herd protection initiatives to address challenges such as predation and night hunting; the need for responsive business risk management tools as the next agricultural policy framework is envisioned; and, whether the parties supported providing financial recognition of the ecosystem services beef producers are providing.



Manitobans elected a Progressive Conservative government which includes a premier and many ministers and members of the Legislative Assembly with deep agricultural and rural roots, including some who have had direct involvement in beef production. In its first few months, the new administration focused on fiscal matters and creating a stronger economy. While a number of these provincial activities are not specifically targeted at the beef sector, they should provide benefits to it. These include launching the Red Tape Reduction Task Force, joining the New West Partnership Trade Agreement and creating a Premier's Enterprise Team that is to make recommendations on attracting new investment, promoting

Manitoba as a trading partner and expanding workforce training to meet the needs of sectors such as value-added agricultural processing.

Of major significance to Manitoba's beef industry was an exciting July announcement by Agriculture Minister Ralph Eichler that it is the provincial government's goal to grow Manitoba's cattle herd to pre-BSE numbers, i.e. to grow to about 750,000 head from approximately 485,000 head (as of January 2016). Since then MBP has engaged in several discussions with the minister, his departmental staff and many of his cabinet colleagues about the type of multi-pronged approach that will be required to help drive future growth in

Manitoba's cattle and beef industries. During the fall district meetings MBP engaged its members about what they deem to be potential barriers to growth and the types of programs and tools they believe are necessary to grow the herd.

Factors commonly repeated by producers as affecting their ability to grow their herds included: age; finances; concerns over profitability and confidence in the markets; access to land; pasture and feed availability; land costs; labour shortages; production-related challenges such as flooding, drainage and predation issues; support for succession planning; the regulatory climate and others. Resources and programs commonly cited by producers as being important to growth included: loan programs (including low interest loans or rebates on interest paid); succession programs and programs to help new entrants; less red tape; extension services/knowledge transfer; strategies to address labour shortages; robust business risk management programs; strategies to better manage water, as well as wildlife, and others. MBP will continue to work with governments on tools and strategies that could help stimulate herd growth to meet Manitoba's growth objective.

Research, innovation and knowledge transfer are important building blocks for our industry. MBP – through Manitoba Beef & Forage Initiatives Inc. (MBFI) – is working with several stakeholders, including Manitoba Agriculture, Manitoba Forage and Grassland



Association and Ducks Unlimited on the beef and forage research and demonstration farm at three sites in the Brandon area. Partly funded through Growing Forward 2, MBFI is a centre of agricultural innovation engaging in science-based research to benefit valuable ecosystems, improve producer profitability and build social awareness around the beef and forage industry. MBFI's research priorities focus on forage and grassland productivity, nutrition and feed efficiency, environmental sustainability, animal health and welfare, beef quality and food safety. Over the past year, research has focused on areas such rotational grazing, soil health, shelterbelts, riparian area management, extended grazing, weed control, pest management and forage selection. Several well-attended tours were held and private stakeholder interest and support for the farm continues to grow. A learning centre is planned for spring 2017. Visit www.mbf.ca to learn more.

On the environment front, the new Manitoba government has yet to unveil its proposed Alternative Land Use Services-like (ALUS) program, but linkages to both water management and water quality are expected. It has also committed to implementing watershed-based planning for drainage and water resource management with a goal of no net loss of water retention capacity in watersheds. MBP welcomes its promised investments in flood-related infrastructure as repeated floods have exacted a heavy toll on Manitoba's industry.

The provincial government has committed to a made-in-Manitoba climate action plan, details of which are pending. MBP has asked that made-in-Manitoba carbon pricing initiatives not be punitive to the agriculture sector in terms of driving input costs and placing the

sector at a competitive disadvantage with other jurisdictions. MBP has not formally responded with a fulsome position but believes that revenue generated through carbon pricing initiatives, such as a possible carbon tax should be invested in measures such as research aimed at reducing the environmental footprint of agricultural production, as well as in infrastructure to enhance resiliency against climate change.

On the communications front, MBP worked diligently to promote all aspects of the industry in an effort to dispel any concerns the public might have about our production practices and, of course, to encourage them to buy our wonderful product. A highlight of these efforts was our Eat Like An Athlete program.

The radio spots, which aired on TSN1290 Radio's Winnipeg Blue Bombers broadcasts promoted beef as the protein of choice for athletes or anyone interested in leading a healthy, active lifestyle. The spots were well received and MBP is exploring avenues to expand the program in 2017. MBP remains involved with Great Tastes of Manitoba, one of Canada's top-rated cooking shows. MBP also actively promoted

the industry at events such as Agriculture in the City, the Amazing Agriculture Adventure, Royal Manitoba Winter Fair and Red River Ex.

We were pleased to partner with Canada Beef as the host sponsors for a Winnipeg Blue Bombers contest against Toronto. It was an excellent chance for directors and staff to have many meaningful conversations with the public. As well, MBP partnered with the Bombers to sponsor the Family of the Game at this season's home games. Through that venture, 10 very deserving families received red carpet treatment from the Bombers and were recognized for their contributions to the community.

MBP thanks the Canadian Cattlemen's Association (CCA) for the opportunity to participate in a fly-in event to Ottawa in June to discuss a range of topics affecting Manitoba's beef industry, including flood protection, bovine tuberculosis, business risk management programs, investments in research, social licence and more.

For more information, please visit the MBP website at www.mbbeef.ca



Beef Farmers of Ontario



While optimism dominated the cattle outlook for most of 2015, this past year proved to be a challenging one for beef farmers in Ontario. Following a couple of years of long-deserved strong prices, the price slide in all sectors of the industry created large losses, especially for our feedlots.

Unfortunately, the market decline was not the only factor troubling our farmers in Ontario in 2016. Dry, hot conditions in a number of regions throughout the summer months put pressure on winter feed supplies and the price of hay across the province.

The Beef Farmers of Ontario (BFO) continues to be involved in a number of initiatives to address the decline in the cow herd in the province, and in developing and improving programs that support Ontario beef farmers and their families.

Market decline and dry conditions


Understanding the impact of both the drought and the market decline, BFO made two specific aid requests to the Ontario Minister of Agriculture, Food and Rural Affairs, The Honourable Jeff Leal, in the fall of 2016. The first request was to initiate a drought disaster support program for livestock farmers affected by the 2016 drought which would include a per-head payment to help cover a portion of feed costs, and the second request was to establish a beef market disaster relief plan for those farmers who were enrolled in Ontario's

Risk Management Program, a request BFO asked the Canadian Cattlemen's Association (CCA) to support. As of late December, BFO was still awaiting a response from the province on these two important and timely issues.

Government relations


Provincially, BFO held their 12th annual beef barbecue and lobby day at Queen's Park in May where Minister Leal announced the Ontario government's commitment to double the government guarantee under the Ontario Feeder Cattle Loan Guarantee program (OFCLGP). During the day-long event, BFO directors and staff personally met with numerous members of Provincial Parliament (MPPs) to extend appreciation for their support for the guarantee increase under the OFCLGP, as well as continued discussions on BFO's plans for expanding the cow herd in Ontario. We also communicated the importance of sustaining and growing Ontario's Risk Management program, a valuable business tool for farmers in the province.

Federally, BFO directors and staff travelled to Ottawa on a number of occasions throughout the year to meet with Ontario members of Parliament (MPs), and staff in Agriculture and Agri-Food Canada Minister Lawrence MacAulay's office to talk about federal research funding for the University of Guelph's beef research barn in Elora, which would help strengthen livestock research capacity in the country. BFO also advocated for federal participation in the Ontario Feeder Cattle Loan



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Guarantee Program which would benefit all feeder finance programs across Canada, and requested that the beef sector be given equivalent consideration, as others have been provided, regarding transitional investment to compete under the Canada-European Union Comprehensive Economic and Trade Agreement (CETA).

Policy review

BFO's policy department was highly active in 2016 and continues to address proposed policies and regulations affecting the beef sector by providing comments to the appropriate government ministries on a number of critical files. Current issues include, but are not limited to: traceability, livestock

BFO's lobby efforts proved successful as this much-needed increase will now allow farmers to purchase more cattle, expand their operations, make new investments and help ensure a sufficient supply of fed cattle for the industry's processing partners.

transportation, the Next Policy Framework, antimicrobial use, feed regulations, phosphorus loading in the Great Lakes, irradiated beef, uncontrolled electricity, climate change and Ontario's Cap and Trade program.

Improvements to the Ontario Feeder Cattle Loan Guarantee program

As mentioned, in May the Ontario government committed to increase the government guarantee under the Feeder Cattle Loan Guarantee program from \$32.5 million to \$65 million which now provides producers with access to an additional \$130 million in affordable financing. BFO's lobby efforts proved successful as this much-needed increase will now allow farmers to purchase more cattle, expand their operations, make new investments and help ensure a sufficient supply of fed cattle for the industry's processing partners.

Cow herd expansion

Cow herd expansion efforts continue to be a priority for BFO, although the recent market decline has eroded producers' confidence to expand. BFO representatives continue to

promote the concept of cow herd expansion in northern Ontario with government with the goal of securing access to Crown land for agricultural development. In addition to the lobby for suitable land, BFO was successful in obtaining funding support through Growing Forward 2 to assist with implementation strategies which include producer/stakeholder engagement and communications, developing resources, and mentorship training and support. Visit www.beefnorth.com to view a number of resources including videos.

To complement BFO's efforts to rebuild and expand the cow herd in northern Ontario, consultations and workshops continue across southern and eastern Ontario to discuss and identify ways to expand the cow herd in southern regions of the province. Through these discussions, a number of priority areas have been identified such as financial assistance for fencing, improving the breeder finance program and the potential of cover crop grazing.

Regional Marketing Initiative

While the Ontario market is the largest consumer market in Canada, the beef industry in Ontario continues to face increasing pressures from diverse import competitors, and copes with significant cost of production and economy of scale disadvantages in the North American market. To address these unique challenges and improve the support of Ontario farmers and regionally focused marketing initiatives, BFO has developed a three-year Ontario Regional Marketing Initiative (RMI) set to begin in 2017.



The RMI includes strong linkages to industry partners, government agencies and the beef processing sector in Ontario. A strong processing sector is important to Ontario beef farmers and a vital link to creating demand pull for Ontario beef from the farm gate through to the consumer. Through BFO support, several Ontario beef brands have been successful in generating recognized value in the Ontario market. The intent of this initiative is to build on these models of success and provide the stimulus for sustainable growth in the Ontario beef industry.

Animal care resources

As an industry, over the last several years we have witnessed growing concerns by the public, government, veterinarians and farmers on how animals are raised and cared for. Farmers and industry partners have been quite active in addressing the increased attention and proving their willingness to better understand animal behaviour and make improvements on-farm if required.

To support these efforts, BFO has developed Animal Care Code of Conduct resources for farmers, auction markets and processors to help protect the welfare of animals and outline the obligations of employees and visitors to abide by federal and provincial law and the Code of Practice for the Care and Handling of Beef Cattle, as well as report any incidences of mistreatment or abuse. Having an Animal Care Code of Conduct in place also acts as a reminder from the owner to staff and visitors about the importance that the operation places on animal care, and as proof that the

operation does not tolerate any mistreatment of animals. Two user-friendly resources, a Code of Conduct for employees and a Code of Conduct for visitors, have been prepared and are available free of charge to BFO members.

BUILD leadership development program

Since BFO's BUILD Leadership Development program was launched more than five years ago, 75 participants have been trained through the program with the help of the Rural Ontario Institute. BFO invested in the development of this program to provide industry leaders with the knowledge and confidence to excel, and to provide stronger leadership capabilities for the entire organization. BFO offered the program in 2016 for 10 participants, and is currently accepting applications for the next BUILD course in 2017.

Research

In addition to supporting ongoing beef research projects, BFO continues to work with the province and the University of Guelph on the Elora Beef Research Infrastructure Project. Refreshed beef facilities will provide new and innovative research infrastructure capacity for faculty and students, and will help address research priorities as outlined by the beef industry in the provincial and national beef research strategies. It is hoped that the new facility could break ground sometime in 2017.

For more information, please visit the BFO website at www.ontariobeef.com

New Brunswick Cattle Producers



The New Brunswick Cattle Producers (NBCP) are sharpening their competitive edge in several areas of growth and development.

As an organization, the NBCP members voted strongly in favour of proposed changes to the makeup of the organization in a plebiscite ballot during the summer of 2016. The changes include a redesign of the provincial districts and the election of a dealer to the NBCP board of directors to sit as an observer. Shifting the makeup of the board will result in better producer representation at the board level with increased opportunities for dialogue and understanding between the NBCP board and members, as well as producer engagement.

Now that the change is approved, the official request is with the New Brunswick Farm Products Commission and final changes to the regulations are expected to take effect in winter 2018.

Sharpening our competitive edge continues with identified growth opportunities to supply the regional supply chains with live animals and beef products. With those opportunities in mind, leaders in the cattle industry in New Brunswick, Nova Scotia and Prince Edward Island continue to work collaboratively to develop a Maritime Beef Sector Development Strategy.

Industry leaders identified a number of issues limiting growth of the Maritime beef sector, such as a lack of cattle to use available cropland,

and see opportunities for co-ordination, education and cohesiveness in the Maritime beef sector. As a result, several research projects and professional development initiatives are set for implementation. The Maritime Beef Council is exploring opportunities for expanded operations at the Maritime Beef Test Station, creating a research and knowledge transfer hub at the Nappan Research Station where producers can learn about low cost expansion production models, animal feeding and husbandry.

Check-Off increases

In response to changes at the national level and a review of the operational finance needs of the NBCP organization, the levy for the NBCP members will also increase on Jan. 1, 2017. Review and planning for changes to levy rates have been ongoing for several years, and have included consultations with producers and regional beef association partners in P.E.I. and Nova Scotia.

Dairy/beef collaboration

The NBCP and Dairy Farmers of New Brunswick, meanwhile, have negotiated a streamlined levy collection agreement for cull and bob calf sales. Nathan Phinney, NBCP Chairman, points out that while beef farmers sell large groups of cattle a few times a year, dairy farmers can sell several small groups of animals a week. As a result, the amount of paperwork dealers and producers are handling for levy remittance on cull cows and bob calf sales is significant.

The NBCP and DFNB agreed to collaborate and adopt a program originally piloted in Nova Scotia. The voluntary New Brunswick program will allow for a formula-based annual payment to be made by DFNB on behalf of participating

Below: CCA's Masswohl leads Atlantic provincial association reps Morrison, Phinney and Weatherby in discussion of beef sector issues with MP Easter (centre) during Ottawa Fly-in Day.



dairy producers. The result will be a significantly reduced paper burden on dairy producers, livestock dealers and NBCP.

Maritime Beef Conference

The Maritime Beef Conference will be March 17-18, 2017, in Truro, N.S., at the Best Western Glengarry. More details will be posted soon at www.bovinsnbcattle.ca.

Garvie Mountain Angus wins cattle producer of the year

Trevor Welch of Garvie Mountain Angus is the most recent winner of the NBCP Beef Producer of the Year award.

Welch is the third generation on the Glassville land that he now farms with his father, Fred, and son, Taylor. They raise purebred Angus cattle and are New Brunswick's only Verified Beef Production™ operation.

The family has a comprehensive crop and pasture management plan. They have also an excellent relationship with the region's potato producers. Welch hired agronomists to develop crop management strategies and sought support to develop a strategic rotational grazing program.

Board of directors

The current NBCP board of directors are: Nathan Phinney (District 5), chairman; Frank Jopp; (District 8); Trevor Welch (District 1); Vacant (District 2); Phillippe Morin (District 3); Richard Siddall (District 4); Bruce Hickey (District 6); Vacant (District 7); Nick Duivenvoorden (NBDF rep); Jennifer MacDonald (Canada Beef rep).

For more information, please visit the NBCP website at www.bovinsnbcattle.ca

Nova Scotia Cattle Producers



The past year was very busy for the Nova Scotia Cattle Producers (NSCP) as we took on and completed several projects, from industry regulations to programming to workshops and conferences.

The NSCP fully supports the implementation of the National Beef Strategy. We believe the plan is very important to the continued success of the industry as it relates to research, market access and marketing and promotion. Like other provinces we are communicating with stakeholders on the importance of the plan and the need to support it both ideologically and financially.



NSCP is happy to report that we are the first province in Canada to implement the increase in National Check-Off to support the implementation of the strategy. The change was part of several changes we made to our industry regulations which came into force on Jan.1, 2017. Along with changes to regulations, we are also nearing the completion of our review of our marketing plan. We are hoping that the changes will be approved at the upcoming annual meeting and implemented by the middle of the year.

NSCP have worked with our Provincial Department to design and deliver two

programs which will assist in moving the industry forward. The first program focuses on the purchase of genetically superior sires to introduce into provincial herds. The program also encourages farmers to use genetic evaluation services to evaluate their herds. The second program helps farmers improve safety for them and their animals while performing

The NSCP fully supports the implementation of the National Beef Strategy. We believe the plan is very important to the continued success of the industry as it relates to research, market access and marketing and promotion.

routine tasks by providing assistance for safe handling of equipment.

As part of the growing demand for beef from our region through Atlantic Beef Products we have been working closely with the plant and extension staff to provide information and training which will allow more cattle to be shipped to the plant under the premium programs.



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We are pleased to be hosting the 2017 Maritime Beef Conference in March 2017 as part of partnership with the Maritime Beef Council. The agenda this year focuses on forage management and animal health. As part of the conference, our annual general meeting will be on March 18, 2017, starting at 12:00 p.m. at the Best Western Glengarry in Truro.



The Prince Edward Island Cattle Producers (PEICP) held its Annual Meeting on April 13, 2016. Board members include Brian Morrison, Jeremy Stead, Peter Dixon, Sterling Jay, Kenneth MacEachern and Derrick Annema. Ex-Officio Director RanaId MacFarlane represents Dairy Farmers of PEI.

In April 2016 the PEICP launched its sixth annual PEI Burger Love campaign. This campaign was established to raise the awareness of the importance of the P.E.I. beef industry to agriculture and to P.E.I. in general. This social media campaign saw an increase in all aspects of the campaign from the previous year. Seventy-three restaurants sold more than 163,170 hamburgers or 71,821lbs of island beef during the month of April, again surpassing the number of burgers sold the previous year. It is estimated that the minimum overall economic impact was more than \$3.5 million given each burger purchase included a combination of side, beverage and tip. The 2016 PEI Burger Love’s most loved burger was The Brick-inator, from the Brickhouse Kitchen & Bar. During the month of April we celebrated a ‘pay it forward’ day, where the goal was to sell 10,000 PEI Burger Love burgers in just 24 hours. When this goal was achieved, Atlantic Beef Products Inc. donated 2,500 lbs of beef to The Upper Room Hospitality’s Ministry Inc. and P.E.I. food banks. This helped create great awareness of our only federally inspected beef processing facility, Atlantic Beef Products (ABP).

The PEICP continues to deliver the Verified Beef Production Plus program in P.E.I. by providing information and delivering workshops. We continue to offer third party Age Verification, and have seen the number of participating producers continue to grow. The Livestock Development for Beef program was delivered through the PEICP. Funding for this program is provided through Growing Forward 2 and offers qualifying producers money for programs such as premium sires, genetic heifer renewal, seedstock testing, Radio Frequency Identification (RFID) readers, scales and handling facilities.

The PEICP coordinates the Prince Edward Island Certified Beef brand, which is commonly referred to as Certified Island Beef (CIB). Prince Edward Island beef is produced by those who are committed to quality, consistency and flavour, drawing on generations of experience. Beef farming and processing has long been a staple of our Island heritage and we take it very seriously. We have developed the Prince Edward Island Certified brand based on these attributes and values. Today’s consumers are knowledgeable and demand certain attributes for the food they eat. They want to know that the beef they consume has not been administered synthetic hormones, that antibiotics have not been added to the animals’ diet, that the animals have been treated humanely and the beef is traceable and safe to eat. All of these attributes and more were considered as the brand was developed.

Today CIB is gaining in popularity. In order to meet this growing demand, the committee

has made several changes that will increase the supply for the brand. We have changed the way premiums are distributed for the cow-calf producer, and we are now accepting CIB eligible feeders from all Atlantic Provinces. To date, there are approximately 27 feedlots and 100 cow-calf producers on the brand. This premium brand enjoyed continuous growth last year.

The PEICP continues to administer the Deadstock Removal service to beef producers. This \$850,000 service is cost shared with Dairy Farmers of PEI, and the province. The province contributes \$350,000 to the service each year. There has been uptake of more than 50 per cent of all beef producers paying to use the service. Those who did not pay are not eligible and must arrange for proper disposal of their deadstock themselves.

The PEICP is a member of the Maritime Beef Council (MBC). The MBC represents the three Maritime cattle organizations on various issues. Quarterly meetings are held throughout the year, while the annual general meeting took place on Sept 26, 2016. The MBC continues to work on various issues that affect producers from the region. The MBC hosted a Maritime Beef Conference in March in Moncton, NB. The conference had terrific speakers and was well attended. The next MBC Conference is scheduled for March 17-18, 2017, in Truro, NS. The MBC was pleased to be able to hire Ellen Crane as its general manager this past year. The MBC hosted a Maritime Forage Strategy Session on Dec. 15, 2016. This session was held to provide input into the development of a

Maritime Beef Strategy. The MBC is looking into the establishment of a price insurance program for the region. There are currently no business risk management tools available to producers in the region and price insurance is viewed as a possibility.

ABP has been consistently processing 450 head/week. This includes fats as well as cull cows. ABP was successful is negotiating a deal with Sobeys in PEI to sell Island View Farms beef. Island View Farms is a brand developed by ABP. In addition to this brand, ABP has been selling the CIB brand and several other brands that are doing very well.

A humane handling course was delivered to producers of the PEI Certified Beef brand by Jane Morrigan of Integrity Livestock Services in Nova Scotia. This practical overview was a great reminder of why we need to keep animal welfare top of mind. This year Morrigan did an extensive review of our CIB standards to see how they compared to other humane standards in the industry. The CIB Committee is looking to adopt some of her recommendations regarding the humane handling of beef.

We are pleased to have Ivan Johnson represent P.E.I. on the CCA board of directors and its executive. David Francis has replaced John MacDonald on the Canada Beef board of directors. These representatives provide a valuable link between our provincial organization and our national organizations.

For more information, please visit the PEICP website at www.peicattleproducers.com

Year ended June 30, 2016, with comparative figures for 2015

	2016	2015
Revenue:		
Assessments		
British Columbia	121,837	110,046
Alberta	1,457,733	1,431,153
Saskatchewan	603,438	544,132
Manitoba	237,640	218,429
Ontario	420,970	437,412
Quebec	-	-
New Brunswick	10,057	9,425
Nova Scotia	12,069	9,702
Prince Edward Island	9,770	11,642
Total Assessments	2,873,514	2,771,941
Legal Assessment	630,112	695,025
Interest	4,924	6,744
Other	749,558	285,405
	4,258,108	3,759,115
Expenses:		
CCA Division Services	339,894	321,068
Canadian Cattlemen's Foundation	304	-
Calgary Office	1,237,676	1,008,696
Ottawa Office	330,310	383,789
Legal Reserve	630,112	695,025
Communications	50,532	43,978
Conventions	10,753	4,281
Town Halls	7,110	15,270
Executive & Finance	146,676	141,868
Advocate Services	318,194	316,202
Annual Meeting	93,260	81,274
Semi Annual Meeting	61,451	75,373
Animal Health & Meat Inspection	90,584	82,519
Animal Care Committee	16,782	18,455
Value Creation & Competitiveness	872	2,418
Foreign Trade Committee	72,421	75,301
Domestic Agriculture Policy	4,904	12,489
Young Cattlemen's Council	11,467	13,704
CYL Second Step	73,131	103,668
International Beef Alliance	35,038	31,834
Young Leaders Development Program	52,339	55,898
Environment	41,080	34,197
National Beef Strategy	82,880	16,402
Sustainable Beef	461,852	26,557
	4,169,622	3,560,266
Excess (deficiency) of revenue over expenses	88,486	198,849
Net assets, beginning of year	737,167	538,318
Net assets, end of year	825,653	737,167

Prime Partners



The CCA Partners Program is a corporate membership program for organizations wishing to affiliate themselves with the CCA and the Canadian beef industry. In addition to showing support for Canadian cattle producers, the program provides the opportunity to participate on issues affecting the industry. As a non-voting member, the partnership provides a unique method to foster valuable relationships with those involved in the cattle industry.

The program offers three levels of partnership – Prime, AAA, and AA, allowing organizations to select a level of involvement that complements their corporate sponsorship goals.

With the support of corporate partners, the CCA will continue to work toward a dynamic, profitable Canadian beef industry with high quality beef products recognized as the most outstanding by customers at home and around the world.

Farm Credit Canada

FCC is Canada's leading agriculture lender, with a healthy loan portfolio of more than \$28 billion. Our employees are dedicated to the future of Canadian agriculture and its role in feeding an ever-growing world. We provide flexible, competitively priced financing, management software, information and knowledge specifically designed for the agriculture and agri-food industry. Our profits are reinvested back into agriculture and the communities where our customers and employees live and work.

For more information visit: www.fcc.ca or follow us on Facebook, LinkedIn, and on Twitter @FCCagriculture.

Au sujet de Financement agricole Canada

FAC est le plus important prêteur à l'industrie agricole canadienne et possède un portefeuille de prêts de première qualité de plus de 28 milliards de dollars. Nos employés ont à cœur l'avenir de l'agriculture au Canada et le rôle de cette industrie qui devra subvenir aux besoins alimentaires d'une population mondiale toujours croissante. Nous offrons des solutions de financement souples et concurrentielles ainsi que des logiciels de gestion, de l'information et des connaissances spécialement conçus pour l'industrie agricole et agroalimentaire. Nos profits sont réinvestis dans l'industrie et dans les collectivités où vivent et travaillent nos clients et nos employés.

Visitez fac.ca ou suivez-nous sur Facebook, LinkedIn et Twitter à @FACagriculture.



GrowSafe Systems

GrowSafe's intelligent systems automatically measure multiple biometric and environmental inputs in livestock production environments, continuously monitoring individual animal health and performance status. Predictive 'thinking' algorithms identify sick and market ready animals triggering mechanisms that visually identify and treat without human intervention. GrowSafe's patented technology offers a scientifically proven, unprecedented ability in real-time to enhance animal well-being and product safety; reduce labor, maximize profits, mitigate risks; and minimize environmental impact through feed efficient strategies which reduce manure and methane. A strong supporter of Canadian agriculture GrowSafe is proud to be a sponsor of the Canadian Cattlemen's Association.

For more information visit: www.growsafe.com



Merial

Merial is the world's leading animal health company. We're a "young" and forward-looking company with a proven track record, producing pharmaceutical products and vaccines for livestock, pets and wildlife. We're at the cutting edge of product development and innovation, providing millions of doses world-wide annually to keep livestock and pets healthy. Merial is now part of Boehringer Ingelheim.

For more information visit: merial.ca



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AAA



RBC Royal Bank

RBC Royal Bank

RBC Royal Bank® has been a critical partner in supporting Canadian agriculture for over 135 years. Our goal is to help our clients grow and make our communities flourish, whether they are looking at expanding or growing their operations, managing their risks or transitioning their businesses. We do this by delivering excellent client value with tailored financial advice and industry expertise.

For more information and resources, visit www.rbcroyalbank.com/agriculture

AAA



CIBC

With more than a century of experience, CIBC recognizes the importance of agriculture to the Canadian economy. With our expertise in agriculture, we are aware of the many factors that may affect you including: production cycles, market changes, and consumer demands. CIBC has a team of experts with in-depth knowledge of the cattle industry and understand your day-to-day business.

For more information visit us online at: www.cibc.com/agriculture



Farm Business Canada

FBC specializes in helping farmers and small business owners save on taxes by using a non-traditional approach to accounting. Our year-long membership model and proactive approach provides short and long-term tax planning, unlimited consultation, and audit protection. We come to you - whether at your office or your kitchen table! With 65 years of expertise, let us show you how we can help keep more of your hard-earned money in your pocket!

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