

# 2021 ANNUAL REPORT

**A Foundation for the Future:  
Collaboration, Competitiveness  
& Climate Change**

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As I wind down my term as President of the Canadian Cattlemen's Association (CCA), there is much to reflect on over the past two years. It seems since "Day One" on the job, adversity has been at our doorstep – a global human health pandemic, devastating wildfires and drought last summer, followed by destructive flooding in British Columbia (BC) in the late fall. It is easy to focus on the negatives, but I believe that with every challenge comes opportunity. It may be hard to see at first, but through hard work, innovative thinking, and collaboration, we can still make positive things happen for our industry and we've demonstrated that in spades over the last two years.

Collaboration is the key ingredient in developing workable policy solutions to take to government to help mitigate the impacts of the challenges facing our sector. In 2020, stakeholders from across our industry and the broader agriculture sector mobilized to navigate and mitigate the impacts from the pandemic. The same was true in 2021 – by working together, we were able to inform federal and provincial levels of government on the type of support needed by beef producers affected by droughts and wildfires. We are also engaged in helping support the needs of beef farmers and ranchers in BC dealing with flooding alongside the BC Cattlemen's Association and assessing the supply chain impacts on producers and the broader industry across Canada.

**Building and continually investing in relationships is critical in our business. Pre-pandemic, we spent a lot of time nurturing relationships locally, regionally, nationally, and internationally on the government and industry side. In times of adversity, this enables us to tap into the expertise of our network and make things happen for our industry. While a lot got done, the inability to meet in person has made investing in these relationships more difficult. There's something about a handshake and a coffee.**

- Bob Lowe, *CCA President*

We were thankful for the quick rollout of AgriRecovery programs from both the federal and provincial governments, which provided support for winter feeding costs, improving access to water, and impacts from wildfires. We still don't have a complete picture of the impacts of the drought. As further drought-related issues are identified, we will work alongside our provincial partners to communicating these additional impacts to bring potential solutions to federal and provincial levels of government.

The extreme weather events of 2021 also prompted more conversations about the environment and climate change. It is critical that CCA and cattle producers are a part of discussions taking place on the link between cattle production and the environment. We have such a good story to share, and we need to take advantage of every opportunity to tell it. I am very much looking forward to becoming more involved in the Public Stakeholder Engagement (PSE) program next year as I move into the PSE Chair and CCA Past President roles and helping move the needle on the general public's awareness and understanding of the link between cattle production and the environment.

We also share our sustainability story through the Environmental Sustainability Award (TESA), which celebrated its 25th anniversary in 2021. This annual CCA recognition celebrates the efforts undertaken by cattle producers to protect and preserve the environment. Our goal is to showcase the real stories of Canadian cattle producers and their families, so Canadians can get a glimpse into the care and commitment that is taken to raise cattle, while protecting and preserving the environment.

Congratulations to TESA's silver anniversary recipient - the Manning Family Farm - from Falmouth, Nova Scotia, who are leaders in their community and the beef sector at large with their outreach efforts to the general public and their open-door policy to educate consumers wanting to know more about how beef cattle are raised in harmony with the environment. Each year, it is impressive to see the innovative practices that are incorporated into farms, ranches and feedlots to enhance sustainability.

Another important opportunity to share our story was at the United Nations Climate Change Conference UK 2021 (COP26). CCA's Fawn Jackson participated in a session with other industry leaders from around the world to discuss farmers' climate ambitions and highlighted how sustainable beef production in Canada is an important part of the solution. The goal from our involvement in these international discussions is to help influence a small shift towards a more positive narrative surrounding the livestock industry in the global arena.

Another great story that we have to share is the contributions our industry makes to the Canadian economy, but we do need the tools to make this happen. I am a firm believer in our ability to help secure our post-pandemic recovery. Growing and expanding our market access for Canadian beef remains a high priority for us. 2021 was another banner year for Canadian beef exports! It marked the sixth year in a row of Canada hitting record export values. This highlights how our long-term investment in market access advocacy has resulted in significant dividends. I am so proud to see this trend continue, and more high-quality Canadian beef being enjoyed at dinner tables around the world.

In May 2021, Canada attained Bovine Spongiform encephalopathy (BSE) negligible risk status from the World Organization for Animal Health (OIE). This is a big milestone for our industry that will help us grow our exports! With this new status, we will continue to work alongside the Government of Canada to remove the remaining BSE-era market access restrictions, such as updating Canada's export certificate with South Korea, moving to the short-list for specified risk materials (SRM), and the CAN brand on feeder cattle going south.

We are also keen on attaining access to new markets through the negotiation of the Canada-United Kingdom Free Trade Agreement, the expansion of the Comprehensive Agreement for Trans-Pacific Agreement, as well as trade negotiations with the Association of Southern Asian Nations and Indonesia. As new trade agreements are negotiated, we will advocate for the establishment of progressive trade parameters that will ensure the trade relationship is balanced.

We have also been active on the Animal Health and Care front. Of note, the amended regulations for the humane transport of livestock including beef cattle were updated in 2020 and came into force on February 20, 2020. These amended regulations cover the entirety of the transportation process. A two-year transition period was in effect from February 20, 2020 to February 20, 2022 with a focus on compliance promotion through education and awareness. Following the transition period, standard compliance and enforcement actions will occur. At this time, inspector discretion will be used when enforcing the prescriptive feed, water and rest (FWR) time intervals if the incident is due to an unforeseen circumstance. In these cases, livestock transporters should make the best welfare decision for the animals. The CCA continues to

recommend that upon completion of livestock transport research, led by Agriculture and Agri-Food Canada research expertise, that the regulations be revisited to align with the best available scientific data on health and wellbeing during transport.

Lastly, in July 2020, CCA was pleased to officially welcome the Canadian Beef Breeds Council (CBBC) as its newest division. This decision was reached by the leadership of both organizations following the work undertaken by an advisory committee to analyze the benefits and costs of CBBC joining CCA. Having CBBC as a division of CCA enhances and strengthens our advocacy efforts in Ottawa, while returning more value to beef producers for their investment.

I am proud of the dedication and work that CCA, at the board and staff level, did alongside our industry partners from across the country to best communicate the needs of cattle producers over the past two years. There have been a few mountains to climb during my tenure as CCA President, but the climb was made easier thanks to commitment of the CCA officers, board members, staff, as well industry and government partners and of course family.

Sincerely,



Bob Lowe,  
CCA President

# Executive Vice President's Message



2021 will be remembered for many things. Another year of COVID; the United Nations Food System Summit (UNFFS) dialogue and the call to action for animal agriculture; the huge export demand for grains and oilseeds from by China that drew down feed grain stock and drove up prices; the massive drought in Western Canada and the wildfires and flood in British Columbia (BC); and another federal election.

On the positive side, beef demand remained very strong and export sales were up 20 per cent in volume and 37 per cent in value reaching a record value of almost \$4.5 Billion.

Our collaborative work with the Canadian Food Inspection Agency paid off when Canada's application for Negligible Risk Status was approved in May at the annual meeting of the OIE. After 18 years and eight days, we finally regained the number one status. The world is nearing the full eradication of Classical Bovine Spongiform encephalopathy (BSE) and hopefully we can persuade the few remaining hold outs to properly follow the OIE guidelines for market access.

In the first half of 2021, we saw market prices improve as we cleared the backlog of fed cattle that resulted from the plant slowdowns and closures in April/May 2020. Higher prices were also support by record cut out values.

At the same time, China was purchasing record quantities of grains and oilseeds which drove up feed prices and drove down our Canadian supplies leading to record low domestic stocks. At a time when we desperately need a good crop, the worst possible scenario developed when a massive drought occurred across Western Canada where much of our fed grains are produced. Today, we have an unprecedented feed grain shortage and are importing record shipments of corn.

Drought became the biggest of many issues this year. The summer of 2021 was one of the hottest and driest on record in Western Canada. Water, pasture, and feed shortages led to early marketing of cattle and a forced liquidation of some breeding cattle in the hardest hit regions. Massive wildfires in BC impacted the range land of many cattle producers who depend on these lands for summer pasture. Many of those same producers in BC were then flooded out losing some livestock and much of their remaining supply of winter feed. We are still assessing the overall impact, but our herd will be smaller with an initial estimate of down 2-3 per cent. These events have certainly increased the overall focus on strategies and investment in infrastructure to manage through greater extremes in weather.

One of our most significant successes this past year involved our engagement in the UNFSS. CCA in partnership with Nature Conservancy Canada hosted a three part “dialogue”. We also participated in numerous other Canadian and global dialogues. We worked closely with all of the major conservation groups, all

of Canada’s livestock organizations, with the cropping sector and many of our international partners.

When the UNFSS kicked off, we sensed there was a clear anti-livestock influence rooted in the process. Early on there was repeated reference to “just transition” which was a phrase that numerous anti-animal agriculture interests have coined to promote a shift away from livestock to plant-based agriculture.

We got fully engaged in the “dialogue” and helped facilitate an unprecedented participation by the global meat industry and by many of our friends in other sectors, including the crop sector to talk about the positive contribution of animal agriculture and the importance of a balanced agriculture system. Soon we saw a shift away from “just transition” to a more appropriate reference to “nature-based solutions” that recognises the important role that cattle and all of animal agriculture contributes to the environment, biodiversity, world food security, and climate solutions.

Here in Canada, our collaboration with the Conservation groups, the release of the Guardians of the Grasslands documentary telling the important story about Canada’s native grasslands, and the great work of Canadian Roundtable for Sustainable Beef reinforced the positive role of beef cattle in conservation, protecting the environment, preserving endanger species and biodiversity, and being part of the climate solution.

At the conclusion of the Summit, we were very proud to see our government make the following statement in Canada’s concluding comments:



**Canadian livestock producers are global leaders in sustainable production of protein with one of the lowest greenhouse gas emission profiles. Through sustainability assurance programs, Canada's producers are demonstrating their commitment to further lowering their environmental footprint and making strong socio-economic contributions.**

**- H.E. Alexandra Bugailiskis,  
Canada's Permanent Representative to the Food and Agriculture Organization (FAO)**

Another important success was achieved when our industry came together and obtained disaster assistance to help producers cope with drought, wildfires, and flooding. In early July, when it became clear that we were facing the largest and most severe drought in decades, we pulled together from across the country to convey the urgency to Government and to take timely action to salvage crops for feed and pasture and to have support to deal with immediate water shortages.

Disaster assistance falls under AgriRecovery, which is cost shared between the Federal and Provincial Governments and administered Province by Province. Working with and through our Provincial members, drought and wildfire assistance programs were established to provide desperately needed support and to ensure our producers could compete for limited supply of feed that was available and have some financial certainty heading into the fall and winter.

The worst of times can bring out the best in people and once again, we saw producers in Eastern Canada step up to build a Hay West program to help anyway they could.

We also reached out to ensure that there were mental health resources available to help producers manage through these very difficult times and in some cases to cope with very painful decisions.

Even today, we still do not know the full impact of the 2021 drought. We know it would have been far worse without the support our industry received.

I would like to conclude with a succinct quote from our Past President, Stan Eby who was very deservedly inducted into the Canadian Agriculture Hall of Fame last fall.

**“Working together works.”**



Dennis Laycraft  
CCA Executive Vice President

# Board



**Bob Lowe**  
President  
Alberta



**Reg Schellenberg**  
Vice President  
Saskatchewan



**David Haywood-Farmer**  
Past President  
British Columbia



**Nathan Phinney**  
Officer at Large  
New Brunswick



**Linda Allison**  
British Columbia



**Ryan Scorgie**  
British Columbia



**Charlie Christie**  
Alberta



**Sheila Hillmer**  
Alberta



**George L'Heureux**  
Alberta



**Doug Sawyer**  
Alberta



**Cathy Sharp**  
Alberta



**Kelly Smith-Fraser**  
Alberta



**Miles Wowk**  
Alberta



**Ryan Beierbach**  
Saskatchewan



**Lynn Grant**  
Saskatchewan



**Pat Hayes**  
Saskatchewan



**Duane Thompson**  
Saskatchewan



**Matthew Atkinson**  
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**Matt Bowman**  
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**Jack Chaffe**  
Ontario



**Rob Lipsett**  
Ontario



**Craig McLaughlin**  
Ontario



**Philippe Alain**  
Quebec



**Kirk Jackson**  
Quebec



**Nathan Phinney**  
New Brunswick



**Victor Oulton**  
Nova Scotia



**Peter Dixon**  
Prince Edward  
Island

# DIVISION REPORTS



## Beef Producer National Check-Off Investments in Research

The Beef Cattle Research Council (BCRC) is Canada's industry-led funding agency for beef, cattle and forage research. The BCRC is led by a 14-member Council, comprised of 13 producers and one member at large, and is funded in part through a portion of the Canadian Beef Cattle Check-Off.

In 2020/21, the BCRC received on average \$0.67 of every \$2.50 of the Canadian Beef Cattle Check-Off collected by provinces. This funding was leveraged with the Agriculture and Agri-Food Canada (AAFC) Canadian Agricultural Partnership Beef Science Cluster funding, where industry contributed 26% (\$1.16 million) and government contributed 74% (\$3.27 million). The BCRC leveraged other Canadian Beef Cattle Check-Off dollars with an additional \$3.4 million in research funding from government and industry partners through initiatives outside of the Cluster.

## The BCRC currently funds:



**90+**

research and extension projects led by researchers nationwide in partnership with more than **40** funding agencies



**40**

research facilities where they were conducted including **8** AAFC research stations and **32** universities and other research institutions

## Renewed Five-Year Canadian Beef Research and Technology Transfer Strategy

The BCRC and its industry partners released a renewed Five-Year Canadian Beef Research and Technology Transfer Strategy in July 2021 to help target funding toward achieving high-priority beef research and extension objectives. The strategy complements the National Beef Strategy's 10-year goals, supporting increased productivity while building upon the sector's leadership in environmental, social and economic sustainability.

It is intended to guide investments of the BCRC and other Canadian beef research funding agencies for the most efficient use of limited funding. It also encourages greater collaboration across funding agencies through a portfolio approach to research investments, ensuring key research, capacity and extension priorities are addressed in a coordinated manner.

Visit [BeefResearch.ca](https://beefresearch.ca) for the 7-page Strategy Overview or the full 66-page Strategy.

### Beef Science Cluster III in Year Four of Five

Projects funded under the current Beef Science Cluster III under the Canadian Agricultural Partnership run from April 1, 2018, to March 31, 2023. This is a \$21.7 million program, with AAFC contributing \$14.1 million and the BCRC and industry partners contributing a total of \$7.6 million over the five years.

Most of the multi-year research projects are underway, with a few finishing in 2022. Preliminary findings of the 27 Cluster III projects the BCRC manages include:

- increased productivity in mid-rotation native forested rangeland sites through an integrated forage, cattle and timber management approach,

- new alfalfa varieties that are better able to tolerate drought and flood conditions and
- rotating classes of antibiotics used in feedlots may help maintain effectiveness rather than relying solely on macrolides.

A summary of all Cluster III research projects is available in the [2020/21 BCRC Results Report](#).

### Priority Research Projects Underway

In addition to Cluster projects, BCRC funds research projects aimed at achieving specific high-priority goals of the beef industry.

For example, previous research has found supplementing feed with moderate amounts of oil reduces ruminant methane production. The BCRC funded a research project to enhance the total lipid content in alfalfa and sanfoin for improved energy density and reduced methane emissions. Dr. Surya Acharya's team at AAFC Lethbridge is building upon previous successes, selecting for high-lipid-concentrated alfalfa that will bring a non-GMO cultivar closer to commercialization.

Other BCRC-funded priority research projects are exploring:

- improved feed efficiency in the cow herd through individual cow variability in fibre digestibility, feed efficiency and methane emissions,
- a Canadian-specific model to evaluate grazing impacts on water and nutrient cycling,
- reduced supplementation costs through strategic forage selection,
- in-plant validation of harvest processing equipment sanitization best practices and
- the modes of action of yeast as a direct-fed microbial for feedlot cattle.

Summaries of all projects are available on [BeefResearch.ca](http://BeefResearch.ca).

## Building Research Capacity Through Industry-Funded Chairs

The BCRC identified that gaps in research capacity were a high priority and, in 2018/19, began the process of developing research chairs in partnership with key research institutions through a competitive call for proposals. BCRC investments have successfully leveraged other funding to implement long-term research capacity in industry priority areas. Industry chairs focus on research priorities, teaching students and translating and transferring knowledge to producers and other end users.

Two chairs approved in 2018/19 were filled in 2020/21: Dr. Gleise M. Silva became the newly established BCRC-Hays Chair in Beef Production Systems at the University of Alberta, and Dr. Cheryl Waldner became the new NSERC/BCRC Industrial Research Chair in One Health and Production-Limiting Diseases at the Western College of Veterinary Medicine. Research capacity expanded further as new researcher, Dr. Emily Snyder, was hired to backfill Dr. Waldner’s previous research position.

Approved in 2019/20, a new Industry Chair in Integrated Forage Management and Utilization at the University of Saskatchewan is anticipated to start May 2022.

## Producer Resources and Industry Engagement

The BCRC develops and distributes numerous producer and stakeholder resources including fact sheets, interactive decision-making tools, videos, industry magazine articles, webinars, blog posts, infographics and radio clips.

For example, as drought conditions set in, BCRC staff promoted existing drought-related extension resources and

developed new ones. This included blog posts, webpages and a webinar on drought management, alternative feeds, feeding strategies and water management. Resources related to early weaning of calves and winter feed management also have been developed, and work is underway to support drought recovery strategies.

## Advancement of the Verified Beef Production Plus program

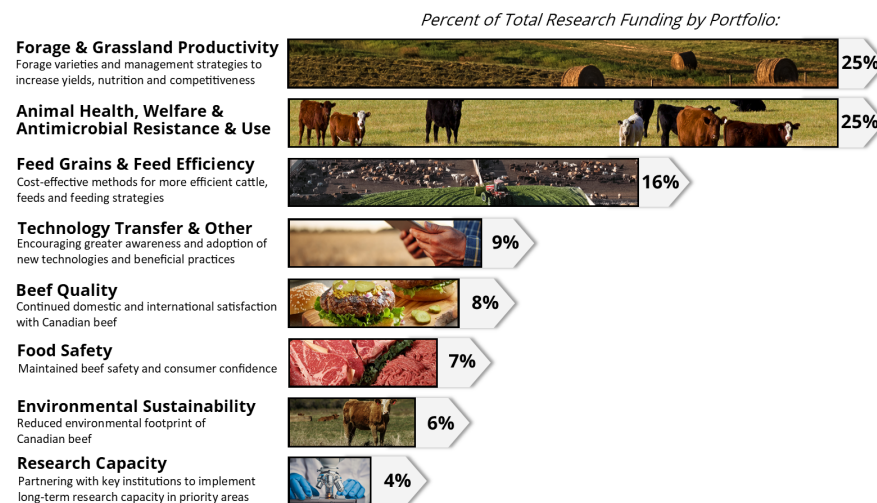
BCRC remains responsible for delivery of the Verified Beef Production Plus (VBP+). See the full VBP+ report for more information.

## Stay in the Know

To learn more about BCRC initiatives and to access its resources and decision-making tools for beef producers, visit [beefresearch.ca](http://beefresearch.ca) and subscribe at [beefresearch.ca/blog/subscribe/](http://beefresearch.ca/blog/subscribe/).

## BCRC FUNDING BY PROGRAM AREA

Total 5-Year Funding to All Projects: **\$38.2 Million**



# Key Accomplishments in 2021:

Beef industry partners collaborated on a national research and technology transfer strategy to efficiently target funding toward the highest priority beef research and extension objectives. The renewed [Five-Year Canadian Beef Research and Technology Transfer Strategy](#) supports increased productivity and builds upon the sector's leadership in environmental, social and economic sustainability.

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Three [research chair](#) positions have been funded to ensure long-term research capacity is in place at key research institutions to gain and maintain momentum in priority beef and forage research and extension.

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Significant research results were achieved through numerous projects to the benefit of the beef industry in 2021. For example, one [research project](#) from the University of Guelph compared the nutrient density, nutritional value and relative cost of beef to other proteins. The study revealed beef can address vitamin B12, zinc and iron inadequacies in Canadian diets in a cost-effective and calorie-efficient way.





A central part of the cattle markets in 2021 was about recovering from the supply chain disruptions caused by COVID-19 in 2020 that continued to impact market ready supplies through most of the past year. On the other hand, the demand side of the beef market was an extremely positive story in 2021 with both domestic and international demand supporting wholesale beef prices at record high prices for much of the year. The fact that wholesale and retail prices were record high despite Canadian and (United States) U.S. beef production being record large is a testament to very strong beef demand.

Despite the strong beef demand, market and supply chain issues combined with weather challenges has resulted in the Canadian cattle herd continuing to shrink. The cattle herd is at the smallest inventory in 30 years at just over 11 million head on January 1, 2021, and beef cow numbers were just over 3.5 million. The breeding herd will continue to shrink this year as cows were culled and less heifers retained due to a lack of feed and record high feed costs. Total cattle

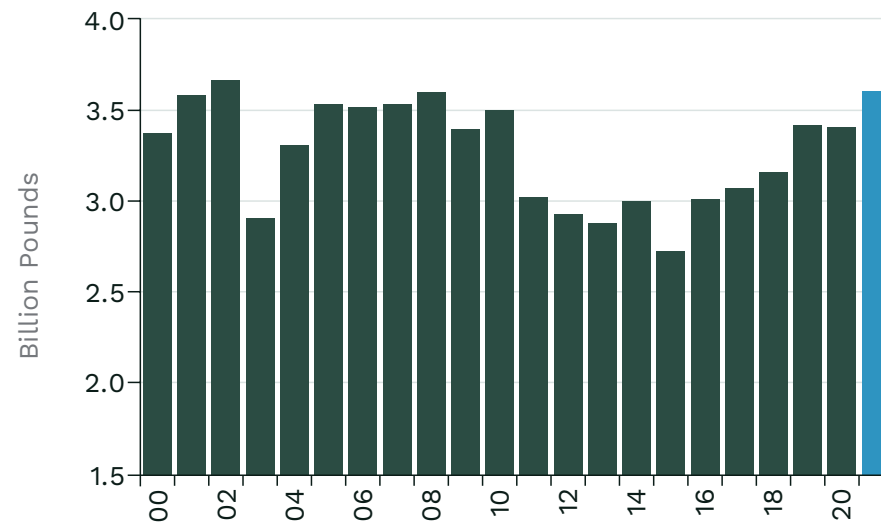
inventories have stabilized somewhat as live cattle exports have slowed, and there has been a dramatic increase in feeder cattle imports into Canada in order to support the growing feedlot and packing sector, especially in western Canada. Through the first 10 months of this year, Canada was a net importer of about 250,000 feeder cattle with about 341,000 feeders imported and 91,000 exported. Canada is a net exporter overall as there were about 393,000 of slaughter cattle exported in the first 10 months of 2021.

Even though the breeding herd in Canada has been shrinking, beef production has been growing rapidly given the shifts in live cattle trade. Cattle slaughter in 2021 is about eight per cent above last year, four percent above 2019, and is the largest Canadian slaughter since 2006. There was a recent low for Canadian slaughter in 2015, and since then slaughter has increased almost 32 per cent. The large slaughter combined with larger carcass weights will result in 2021 Canadian beef production being one of the largest on record.

The increase in beef production has been very supportive to growing beef exports. Export values for beef have set new record highs for eight consecutive years, projected to be near \$4.4 billion this year. Export values have almost doubled from where they were just five years ago. Volumes this year will be near the record high previously set prior to BSE in 2002 at over 500,000 tonnes. Imports have generally been on a down trend for the past few years, except for the surge last year. Imports this year are projected to be around 154,000 tonnes, about inline with 2019, but otherwise the smallest import volume since 2006.

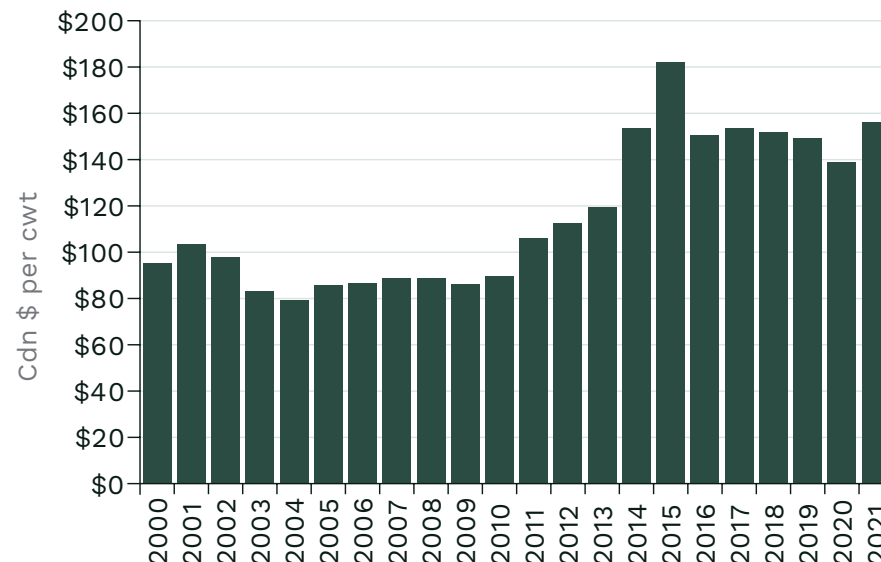
Cattle prices for some animal types did improve this year, but it was still disappointing as price increases did not keep pace with the increase in meat prices or input costs. Therefore, the bottom line of producers did not really improve this year. Fed cattle prices this year will likely average the second strongest on record with Alberta fed steers averaging over \$155/cwt, only behind 2015 when fed steers averaged \$183/cwt. This year's price is only slightly above, 2014, 2016, 2017, and 2018 when fed prices averaged around \$152-\$154/cwt those years. Alberta fed prices were at a premium to Ontario through most of the first half of the year, while Ontario prices were mostly a premium to Alberta in the second half. Ontario prices in 2021 will average about \$2/cwt below Alberta. Calf and feeder prices were generally steady with the past few years, with 550 pound steer calves averaging around \$225/cwt and 850 pound steers averaging \$185/cwt. Calf and feeder prices didn't have the strength relative to fed prices, as record high grain prices in western Canada took a bite out of feedlot profitability and reduced the derived demand for feeder cattle.

**Canada Beef Production**  
(includes slaughter exports and offals)



Source: Canfax Research

**Annual Alberta Fed Steer Price**



Source: Canfax Research

## Factors to Watch

There are always many moving parts to the cattle markets. COVID and related supply chain issues certainly add another layer of uncertainty to the market. Any type of disruption at the processing level would likely trump all of the other market factors listed below.

### Demand

Beef demand unexpectedly improved since the start of COVID as consumers had a significant amount of disposable income and chose to consume beef at home in a big way. Additionally, strong beef exports have also supported demand and higher retail prices. Per capita supplies are expected to drop in 2022 which should continue to support strong prices. It will be important to watch economic conditions, and inflation could start to impact beef demand both domestically and internationally, which could impact how strong cattle prices are in the next year.

### Leverage/Weather

Market ready cattle supplies were large relative to processing capacity this year, and it resulted in cattle prices being depressed relative to beef prices. Cattle numbers are expected to decline next year, which is anticipated to lead to higher prices. Dry conditions have hit a large part of North America which continues to push calves and feeders into feedlots. This could delay when leverage (bargaining power) shifts to cattle producers. Processing rates and cattle on feed numbers will be critical to watch.

### Feed Grains

Grain prices have hit levels in 2021 that no one imagined. Demand remains strong and weather concerns also continue to prop up the grain market. High grain costs will limit upside for the calf market, but better weather to produce more grain and grass could add fuel to the calf market in 2022. Other factors like high fertilizer prices could also come into play if it potentially reduces U.S. corn acreage and overall feed grain supplies.

### Basis

Basis levels were wide ranging this past year. Large western Canadian cattle on feed numbers could add basis risk to start 2022, but weak basis levels and high grain prices could result in lower feeder cattle supplies which could be positive for the basis levels later next year. On feed numbers and leverage for local feedlots will be an important driver for basis levels next year.

### Canadian Dollar

The Canadian dollar averaged just under \$0.80 USD in 2021. A weaker dollar is certainly supportive to Canadian cattle prices. A dollar under 80 cents would be positive for the cattle markets, but if the dollar climbs over 82 cents it would add more risk to cattle producers. One factor to keep in mind with a weaker Canadian dollar is that it could result in higher feed costs given the reliance on imported corn for feeding cattle this year.



# Research

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

## The Canadian Cow-Calf Cost of Production Network

In 2020/21, the Canadian Cow-Calf Cost of Production (COP) Network was launched, to provide economic baseline data, analysis, and support industry competitiveness with a goal to have cost of production data in every province/ecoregion across that country that can guide technology transfer. In 2021, 115 producers contributed to 28 benchmark farms. Five nutritionists reviewed the rations to ensure they were adequate to meet the animals needs at various stages of gestation. While not exhaustive, this gives a range of situations that producers face. The [Farm Summaries](#) were published in June 2021.

The baseline data is only the beginning. Benchmarking is valuable whether you are comparing self to self to measure progress, or self to a provincial average to understand the competitive environment you operate in. But the network

is about comparing self to others with a similar production system in order to see possibilities. This is not a question of what the giant leap is, but what baby step could be taken to make your specific production system more competitive and resilient. To that end, a number of resources have been developed and are available on the [Analysis](#) page. There are fact sheets, case studies, videos, and summaries of survey results, including:

- [Summary of the 2020 Results](#)
- [Drought Rebuilding Strategies](#)
- Methods for understanding and reducing [Cow Depreciation](#)
- [Calculation Choices When Evaluating Cost of Production](#)
- [Recommendations for Young Producers](#), from those who have lived and learned
- [What is a Successful Farm?](#)

In addition, five graduate students from Dalhousie University, the University of Manitoba, and the University of Saskatchewan have started thesis projects utilizing the COP Network data with funding from the Alberta Beef Producers. Topics to be addressed include: success factors for small operations in eastern Canada, economic viability of dairy-beef

operations in the Maritimes, win-win scenarios that reduced cost of production and net GHG emissions, and culling strategies to reduce cow depreciation based on different production systems. The COP Network data will provide the foundation for the Canadian Roundtable for Sustainable Beef (CRSB) updated Economic Assessment.

### What is next for the Network?

We are modelling future farm scenarios to support our current Network participants in their short and medium-term goals. Together, participants developed ambitious but attainable future farm goals during their virtual focus groups based on the [5% Rule](#). Whether improving ADG, grass management, or death loss, we're calculating what those goals might look like for profitability, and what trade-offs may need to be made to get there. [Watch](#) the Results page to see when the Future Farm Scenarios are posted.

We realize there is tremendous diversity in cow-calf production systems across the country and we have only scratched the surface. This is only the beginning. In 2022 and 2023, we will be strengthening our dataset with more producers and more production systems. Watch for producer sign-up to open in August 2022.

The [Eastern Price Insurance](#) project found that price discovery was robust enough to support an Eastern Price Insurance index when using data from Ontario and Quebec for calves and feeder cattle. Historical lot data was sourced from Ontario auction markets and indices developed with the historical analysis provided to the Agriculture Financial Services Corporation (AFSC). Phase 3 of the project evaluated the potential of four data sets to create a fed cattle index. It was found that the Canfax and Quebec lot data provided sufficient volumes. However, adequate history will be needed to create the index. The Quebec data was found to be similar enough to the Canfax data set to be used for the historical analysis.

CRSB - CRS is providing staff support for the CRSB Science Advisory Committee as they update the National Beef Sustainability Assessment. A scoping report and producer survey have been completed. Brenna Grant is Chairing the Global Roundtable for Sustainable Beef (GRSB) Climate Science Committee examining GWP\* and the compilation of a standardized beef methodology document summarizing FAO LEAP documents related to the beef sector.

CRS has contributed to the [Beef Cattle Research Council \(BCRC\)](#) Eastern Content project's working group and continues to provide blog articles and decision-making tools. CRS also provides technical comments on the Scientific Review Body. An update of the [Multiplier Study](#) was completed by Dr. Suren Kulshreshtha from the University of Saskatchewan. This includes scenarios for industry growth and contribution to the economy as Canada recovers from COVID-19.

### Canada Beef:

CRS provides [quarterly market update presentations](#) to staff, annual market outlooks, major export and import country environment scans and ongoing data sets to assist Canada Beef's in strategic planning, results reporting, and general communications. The quarterly Domestic Market Intelligence Report, monthly U.S. articles for the Global Market Intelligence Report and Beef Trade articles continue as regular publications.

In October 2021, the Beef Value Chain Roundtable (BVCRT) hosted a virtual event focused on "All Things Carbon" learning from other countries as well as hearing from all provinces on their programs and learnings.

# Key Accomplishments in 2021:

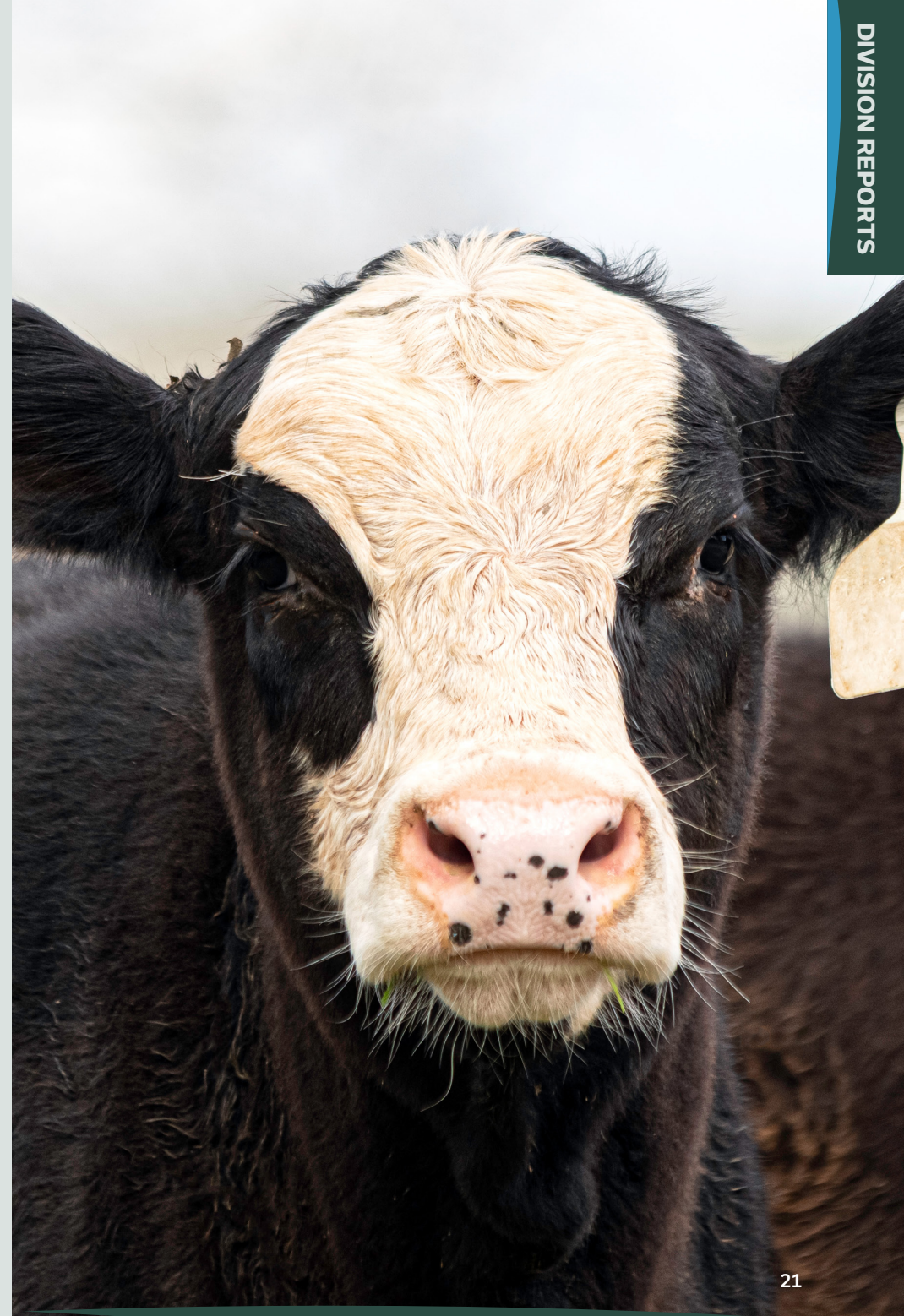
Launched the Canadian Cow-Calf Cost of Production (COP) network with 115 producers, creating 28 benchmark farms and further analysis.

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The Eastern Price Insurance project found that calf, feeder and fed cattle prices were robust enough to support eastern price insurance indices.

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The GRSB's GHG Science Committee is preparing to launch its Beef Methodology in the first quarter of 2022.





Like so many organizations, the past year has been one of considerable transition for the Canadian Beef Breeds Council (CBBC). With those transitions have come new opportunities and substantial advancements as we have continued to work on behalf of our members and the entire Canadian beef cattle seedstock sector. In our first full year as an incorporated division of the Canadian Cattlemen’s Association (CCA), considerable energy was placed on streamlining administrative processes, capturing management efficiencies and strengthening cross-sector relationships. As part of this progression, CBBC underwent a significant transition in leadership. All of these significant changes have been undertaken in an effort to further strengthen the organization and elevate our engagement and collaboration within the Canadian beef industry.

In addition to these considerable organizational advancements, CBBC has continued to represent the seedstock sector both domestically and internationally to maintain and build market opportunities as well as drive transformational change as it relates to the utilization of beef cattle genetic data and adoption of innovative technologies through unprecedented cross-sector collaboration.

### **Canadian Beef Improvement Network**

The Canadian Beef Improvement Network (CBIN) is a collaborative network being led by CBBC to increase the utilization of genetic data to validate genetic influence and drive market signals to create additional value and improve environmental sustainability across the Canadian beef production chain. CBIN is a key outcome identified in the National Beef Strategy and will be transformational for all

segments of the beef industry. Over the past year, CBBC has proactively engaged industry stakeholders in the development of CBIN and this has resulted in an unparalleled level of collaborative support and has built substantial momentum behind this important initiative.

Early in 2021, the previously created CBIN Advisory Working Group evolved into the CBIN Executive Committee, a subcommittee of the CBBC Board of Directors. The CBIN Executive Committee was tasked with providing recommendations to CBBC's Board and assisting in the critical progression of CBIN from an idea to development.

Advancing CBIN from the idea stage to full operations is the primary goal of the four-step development plan outlined below. Expectations are for this plan to be fully-implemented over the next five years with several activities in progress and well underway to advancing CBIN.

### **Step 1 Construct the Data Foundation:**

Build a data registry portal to unify and standardize genetic data capture at the seedstock level.

### **Step 2 Facilitate Data Linkages:**

Develop a genetic data platform that will link genetic data to other economically important metrics across all sectors

### **Step 3 Translate Data into Value:**

Coordinate and create analytical resources and tools to translate data into value for commercial beef producers and beyond.

### **Step 4 Drive Integration and Adoption:**

Implement a targeted knowledge transfer plan that fosters data incorporation and utilization from conception to consumption.

Securing resources to advance the development of CBIN was an obvious priority in 2021 and critical to moving forward. By leveraging financial and in kind contributions from breed associations and partners, crucial funding was successfully secured from the Beef Cattle Research Council (BCRC) and Results Driven Agriculture Research (RDAR). As a result of these combined financial resources, two projects are underway which will improve existing genetic tools and resources for commercial cattle producers and construct a 'Made in Canada' unified data registry portal for genetic data capture. To date, ten national beef breed associations have signed on to participate in the later project with interest expressed by several other organizations.

The coming year will once again be an extremely busy one in the development of CBIN with continued focus on securing critical long-term resources; developing the data strategy, registry portal and data platform; and further building stakeholder engagement and collaboration.

## **Market Development for Beef Cattle Genetics**

It is well known that Canada is recognized as a leader in top quality beef cattle genetics and advocacy work, both domestically and internationally, for our seedstock breeders and genetic providers continues to be a top priority for CBBC. Maintaining and strengthening our market opportunities both in Canada and around the world has been difficult during the COVID-19 pandemic; however, CBBC and its members have worked tirelessly to strengthen our online resources and presence and successfully pivot to the virtual world.

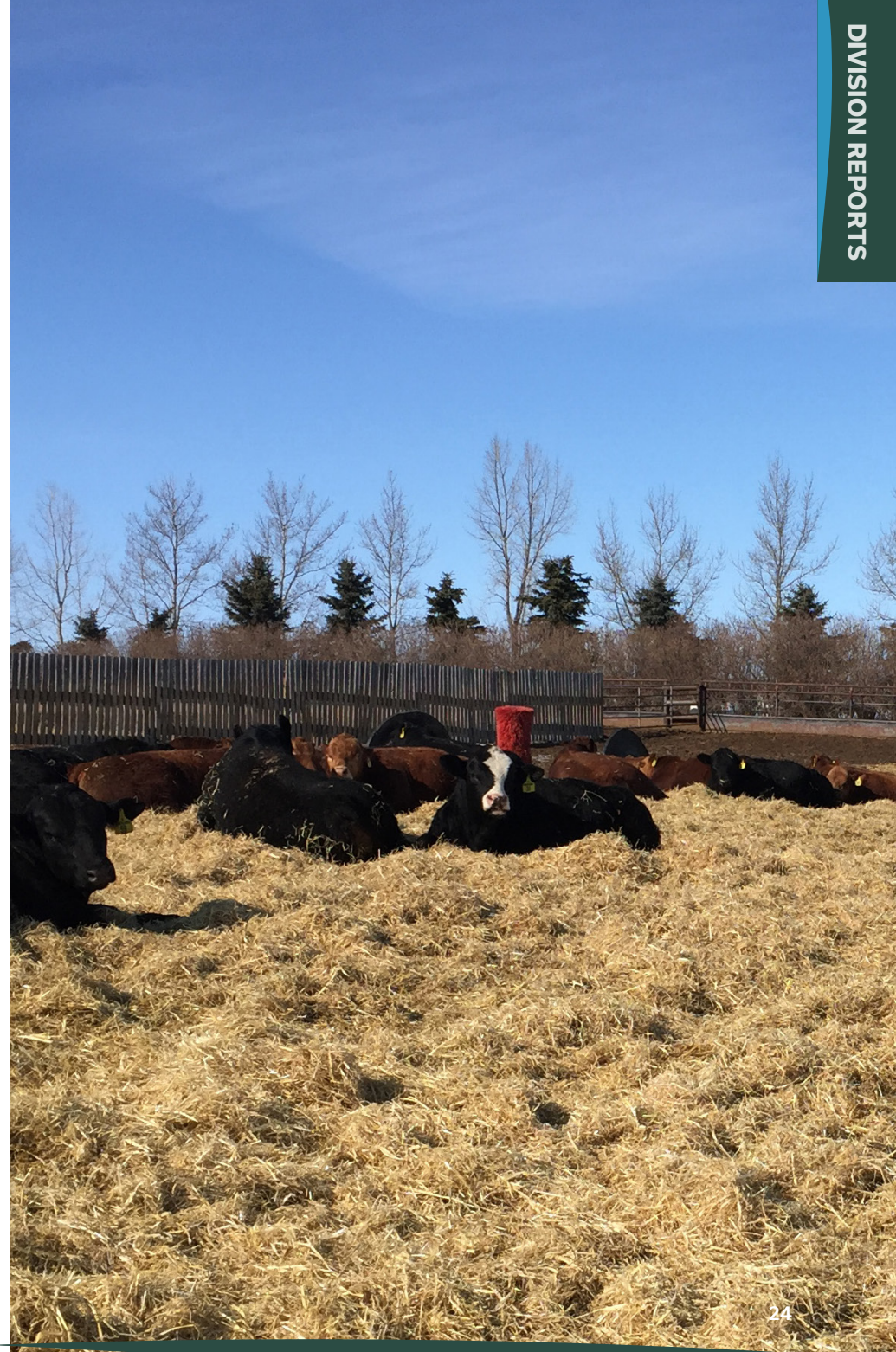
The challenges to advance international market activities were sizeable throughout 2021. However these challenges proved to not be insurmountable. CBBC used this opportunity to re-evaluate how we deliver programming and efficiently utilize our resources. With the support of Agriculture and Agri-Food Canada (AAFC), we have been able to continue to assist our members and advance our market development



goals in key countries around the globe with funding provided through the AgriMarketing Program (AMP). Market development activities are on target to continue through to March 2023 with aggressive plans in place to build upon the current opportunities.

In a testament to breeders and producers' resiliency and fortitude, the business of marketing Canadian beef cattle genetics, both domestically and internationally, carried on through the global pandemic. With everyone's health and safety front of mind, our members and beef cattle breeders utilized every tool available to successfully conduct events and complete sales throughout the year in an environment of ever-changing COVID-19 guidelines. While the ability to adapt and continue business was a positive, there is a clear recognition of the true value of being able to share a laugh and shake a hand in order to build business relationships and grow market opportunities. CBBC and its members look forward to returning to more traditional market development activities in the coming year.

Throughout 2022, CBBC will be focused on elevating the role of genetic advancement and the seedstock sector within the Canadian beef industry, growing our membership and advancing the value of our organization for our members, and driving the development of CBIN forward to capture increased value of Canadian beef cattle genetics both domestically and internationally.





The Canadian Roundtable for Sustainable Beef (CRSB) continues to play a leadership role in beef sustainability. The Canadian and global goals launched this past year identify areas for us to come together and make meaningful sustainability impacts. We look forward to seeing the partnerships that emerge to make these goals a reality. CRSB participates in the Global Roundtable for Sustainable Beef (GRSB) through the Board of Directors, Communications Council and Working Groups. CRSB supported national and global sustainability and United Nations Food Systems Summit work.

CRSB's membership continues to grow, with eight new members in 2020-21 from a diverse range of categories. We grew our team with the addition of two new staff members.

## **National Beef Sustainability Assessment and Strategy**

CRSB initiated our next National Beef Sustainability Assessment, with results expected in 2023. Groupe AGECO

and Canfax Research Services will conduct the environmental and land use life cycle assessments, social and economic assessments.

A beef producer survey was distributed nationally between October 2021 and January 2022 to gather primary beef production data. Thank you to all those who helped distribute to the producer community, and all those who took the time to complete it. We extend our heartfelt thanks to many of our CRSB members who generously donated prizes to encourage and reward producers for completing the survey, totalling over \$4,000 in value. A total of 315 surveys were completed, from all regions across Canada.

This next assessment will measure current sustainability performance and demonstrate progress against our 2016 sustainability strategy goals. This benchmarking work will continue to be critical to the advocacy and communication efforts of the whole industry from a sustainability perspective. In addition to the 2023 Assessment, the National Beef Sustainability Strategy will also be updated.

## 2030 Goals

Building on the goals of the five-year National Beef Strategy, CRSB staff and members were key contributors to the 2030 Canadian beef industry goals. This long-term suite of ambitious, but achievable goals across a broad range of topics demonstrate the industry's commitment to continuous improvement, beef's role as a partner in providing climate change solutions, and integral part of a sustainable food system.

The 2030 goals cover a broad range of sustainability-related topic areas.

Check out [page 100](#) for more details on the 2030 goals.

## Certified Sustainable Beef Framework

### **Continued momentum as retail and foodservice companies prove clear consumer demand signal for CRSB Certified beef.**

The CRSB's Certified Sustainable Beef Framework, known as CRSB Certified, saw tremendous growth again in 2021. There are now approximately 1.8 million cattle raised on CRSB Certified farms and ranches across Canada, representing over 17 per cent of the national cattle herd.

Five processing facilities are certified to our sustainability standard, and five companies are audited to our Chain of Custody Requirements, verifying their processes to track cattle and beef through the supply chain.

A total of 7.4 million lbs. of beef were sold with a CRSB Claim in 2020-21, a 35 per cent increase over the previous year, and over 17 million lbs. of beef have been sold with a CRSB Claim since 2018.

Five new retail, restaurant and foodservice companies joined the program last year, and sourcing by existing partners remains strong and has expanded. Here are some highlights:

- Gordon Foodservice, Intercity Packers Meat and Seafood, and Centennial Foodservice began sourcing beef with a mass balance claim for their foodservice brands,
- Chop Steakhouse expanded from one burger item to mass balance sourcing on all beef items on their menu,
- Shark Club Sports Bar and Grill added CRSB mass balance certification to their menu,
- Walmart was the first to market with an CRSB Certified (mass balance) on-pack retail package claim, as well as a commitment to sourcing a further 1.5 million lbs of CRSB Certified beef,
- In December 2021, Loblaw added an additional sourcing commitment, to triple the first 1 million lbs. already purchased in 2020, in partnership with the Ontario Corn Fed Beef program, by 2023.

The consumer demand for sustainability has never been higher, and it is a great time for beef producers to seize opportunities through this certification program.

## Projects: Demonstrating and Promoting Beef Sustainability

Part of the CRSB’s mandate is communicating and coordinating projects that contribute to advancing the CRSB’s goals, as outlined in the National Beef Sustainability Strategy. Our Projects pillar focuses on building a stronger and more united beef sustainability community by increasing awareness of sustainable beef production through the following core areas:



Aligning initiatives with the sustainability strategy goals



Connecting what is being done by others through an online inventory



Collaborating with other doing similar work



Communicating through an annual project survey

Six new projects were added to our online Projects Inventory in 2021.

## Communicating Beef Sustainability

Communications and marketing continued to be critical to our success in 2021.

CRSB continues to leverage the beef sustainability conversation with our members, stakeholders, and a public audience through the stories of Canadian beef producers. Engagement in all our social media channels grew and leveraging video content was highly successful. Our consumer-focused [Beef for the Planet website](#) is a key educational tool for our retail and foodservice partners with their internal teams, and a great call to action for social media channels and campaigns. Awareness of the CRSB continues to grow, and we see growing opportunities for telling our story through the media.

Partnerships continue to play a central role in our marketing impact, both through certification framework partners, and collaboration with groups like CCA’s Public and Stakeholder Engagement (PSE) and our NGO partners.

- The “Cooking by Degrees” campaign was a partnership between CRSB, Canada Beef and PSE, featuring a series of

16 stories in the Toronto Star connecting the dots between chefs and beef producer sustainability stories.

- Canadian Ag Day featured TV spots across Ontario featuring Ontario beef farmer Sandra Vos and her story of environment stewardship and the role of cattle in biodiversity
- Canadian Better Living’s FoodScape with Rick Campanelli was a two-part campaign highlighting the cooperation between beef producers and conservation groups for the conservation of the Canadian Grasslands, and what sustainability means for Canadian beef. Created in partnership with PSE, Ducks Unlimited Canada and Nature Conservancy of Canada.

Watch for an updated crsb.ca website coming this fall that will help show our impact and tell the beef sustainability story here in Canada, continued work on implementing our 2030 goals, and updates to several of our workstreams.

For more information, check out our [2021 Annual Report](#).

# Key Accomplishments in 2021:

Initiated next National Beef Sustainability Assessment with a beef producer survey. A total of 315 surveys were completed.

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Collaborated with Canadian Beef Advisors to develop and launch the 2030 Canadian Beef Industry Goals.

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Supported Global Roundtable for Sustainable Beef (GRSB)'s 2030 goals and Global Conference on Beef Sustainability.

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The Certified Sustainable Beef Framework continues to grow; five new companies are now sourcing beef from CRSB Certified farms and ranches, and 7.4 million lbs of beef sourced from CRSB Certified operations. A review and update of the Framework was initiated, with stakeholder consultations, benchmarking to other programs and standards.

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Executed three successful sustainability-related consumer marketing campaigns.



# Public and Stakeholder Engagement

As part of the **Connectivity and Beef Demand Pillars in the National Beef Strategy**

Issues management remains a core focus for the Public and Stakeholder Engagement (PSE) program. Letters to the editor, corrections, and communications directly to journalists were all written on a variety of topics but primarily focused on the environmental footprint of the Canadian beef industry. Letters were published in both national and regional papers, from the National Post to the Globe and Mail and more. An opinion article on the consequences of reducing beef consumption was written by the PSE team and authored by Anne Wasko of the Canadian Roundtable for Sustainable Beef (CRSB), in response to the Epicurious announcement in April. The article ran in over nine different print and online publications, resulting in an estimated reach of five million Canadians.

A comprehensive strategy was created after the announcement of the United Nations Food Systems Summit (UNFSS) for September 2021. While the original intent of the Summit was to combat food insecurity and malnutrition in the global south, private interests soon turned an entire action track into promoting plant-based foods and encouraging a reduction in meat consumption in developed countries. The Canadian Cattlemen's Association (CCA), with the CRSB and the Nature Conservancy of Canada with help from PSE, presented a series of independent dialogues highlighting how livestock contribute to nature positive production and human nutrition. Following the efforts both nationally and internationally, the Summit did not see any countries commit to reducing meat consumption and both created and strengthened partnerships within the global livestock industries.

To ensure our key industry spokespersons are adequately prepared to positively engage with the media, increased training has been a key effort this year. Coaching was provided by Crystal MacKay of Loft 32, a communications firm that specializes in agriculture. Multiple sessions were held which also included staff and members of the CCA's board. Together with the Young Cattlemen's Council and provincial partners, over twenty young producers also attended the training, ensuring that the next generation is ready to take media opportunities where possible.

As part of issues preparation, the Canadian Beef Expert Network was launched this year with over fifty initial participants, ensuring an adequate repository of experts on a variety of subjects. These subject matter experts include cattle producers, veterinarians, researchers, academics, dietitians, and other health professionals. Ongoing education and training opportunities will be foundational to the success of this group, with the first featuring Dr. Tim McAllister on the realities of cellular protein.

Also important to the success of industry experts, spokespersons and others invested in beef advocacy is building and updating tools and resources. Content Corral, the online platform for beef advocacy content designed for social media, continues to grow. From January to December 2021, there were 200 pieces of content shared online, resulting in 7500 interactions (likes, retweets, shares, and comments), and garnering an earned media value of \$14,500. Industry factsheets were updated to include more visual elements and new factsheets were created on regenerative agriculture, cellular protein and more.

The [Beef Advocacy Canada \(BAC\) program](#) underwent a full update and is now available for free to all interested participants. BAC offers the opportunity to learn best practices in discussing how beef cattle are raised and the environmental benefits of cattle, through short and engaging

modules. The time commitment for the entire program is two to three hours on average and participants receive a certificate upon completion. BAC is well suited for senior 4-H projects, Animal Science clubs and other industry partners looking to engage with public audiences with tailored advocacy presentations also available for interested groups.

Consumer research conducted this year focused on the role of cattle in diverting food waste and determining how this changes public perception of the beef industry. [Overall, there was strong support](#) from the participants, representative of the Canadian population, for cattle to play this role and it was shown to improve perceptions of the industry. When asked to rank two different benefits of raising Canadian beef, the preservation of native grasslands or the reduction in food waste, most participants (76%) chose food waste. This demonstrates the potential to increase positive sentiment around beef production practices and the environmental footprint of the industry.

To celebrate Canada's Agriculture Day in February, PSE teamed up with Great Western Brewing Company and Original 16 Beer to offer an exclusive event titled ['Ballads, Brews and Moos.'](#) Hosted by Brad Wall, the event featured a screening of Guardians of the Grasslands and ended up with a performance by Colter Wall, attracting over 5,000 live attendees. PSE also partnered with CRSB, beef farmer Sandra Vos and dietitian Carol Harrison on TV segments to promote sustainability in cattle production. Overall, [the morning show segments](#) aired in important target markets such as Kingston, Waterloo and Hamilton, Ontario with an estimated audience over 800,000.

Alongside Canada Beef, the PSE program participated in a [double page insertion to the National Post in May](#). The content focused on the major themes of the United Nations Food Systems Summit, promoting beef as a nutritional staple for Canadians and the vital role cattle play in nature-based

# Key Accomplishments in 2021:

**Guardians of the Grasslands, launched publicly in May, has more than 180,000 views across Facebook and YouTube.**

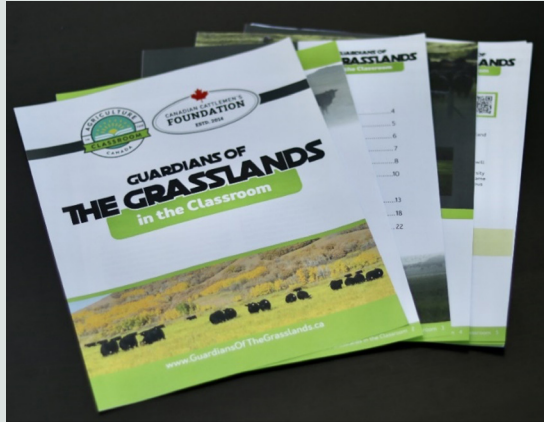
**A completely updated Beef Advocacy Canada program launched in October offering short and engaging modules on best practices when communicating to public audiences.**

**An opinion editorial, written by PSE and authored by Anne Wasko of CRSB, was printed in 9 publications across Canada with an estimated reach of 5 million Canadians.**

climate solutions. The two printings had a distribution of over 1.2 million Canadians and included a successful digital advertising component.

[Guardians of the Grasslands](#) was publicly launched in May in an [online event that featured](#) panelists from Ducks Unlimited Canada, the Nature Conservancy of Canada, the United Nations, and a primary producer. Media coverage of the launch saw a print reach of over one million and a social media reach of over four million. As of December, the documentary has been viewed over 180,000 times across [Facebook](#) and [YouTube](#). As well, [Guardians of the Grasslands in the Classroom](#), a suite of classroom activities and a teacher guide for the film, was released by Agriculture in the Classroom Canada, thanks to a partnership with the Canadian Cattlemen’s Foundation.

For the 2021 – 2022 fiscal year, PSE will be operating with a \$900,000 budget, of which \$225,000 is allocated to Canadian Beef and the remaining \$675,000 being administered through CCA, as overseen by the PSE Manager.







Verified Beef Production Plus (VBP+) will continue to focus on adding value with both streams of activity, certification, and producer training.

Through the arm's length company, VBP+ Delivery Services Inc. (VBP+ Inc.), certification services are available to every beef producer, cow/calf, backgrounder or feedyard, in all provinces except for the Maritime provinces. It is anticipated that agreements will be made with these provinces this year. Certification for producers in the French language will be provided through an agreement with Les Producteurs de bovins du Quebec.

VBP+ Inc. is in the process of training new auditors in Ontario, Quebec, Saskatchewan and Manitoba. Work has been ongoing on the development of auditor online training tools to efficiently onboard new auditors in areas where they are needed.

VBP+ has also continued to explore ways to provide producers recognition/verification to differentiated markets with one certification process. A new activity added to the Agriculture and Agri-Food Canada (AAFC) Agri-Assurance project will explore pathways for accreditation of certification bodies, such as VBP+ Inc, to certify to the GEP-free program for the European Union. A pilot project is being developed in collaboration with the Canadian Food Inspection Agency (CFIA) to deliver audits in the 2022-2023 year.

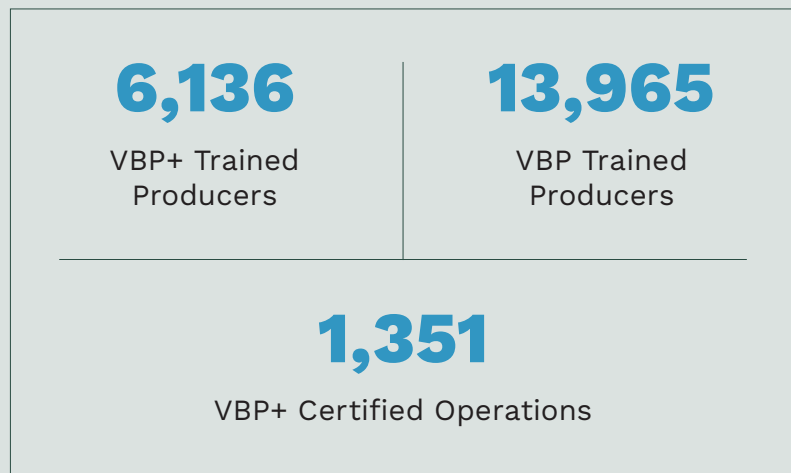
An enhanced producer training platform has been a big focus for VBP+ this year. The new training encompasses all areas of production and resources for producers to be successful at certification as well as pathways for continuous improvement, including self-assessments of the audit criteria. The new producer portal, also to be released later this year, will allow producers to self-manage annual renewals (self-declarations and record assessments) as well as training completed. The training portion of the new portal will capture not only

VBP+ produced training, but it will also allow producers to record other training they have completed in the areas they see value for their operation, including regionally specific training. This not only enables producers to show their own commitment to continuous improvement, it also provides data for the industry to show value for producer training, especially towards change of management practice.

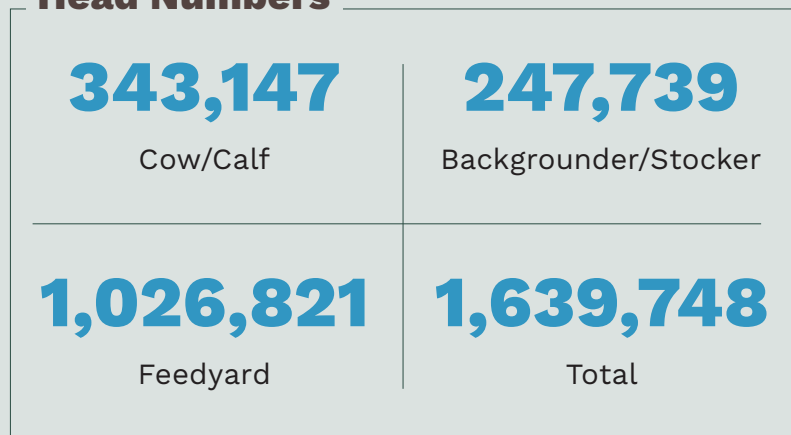
An amendment to the AAFC Agri-Assurance project, CAP-AAPN-010 in 2021 added a remote audit technology and methodology validation activity. This activity, while a direct response to the COVID-19 pandemic, has potential value for ongoing certification activities. If a remote or virtual methodology can be validated and accepted by stakeholders, such as the Canadian Roundtable for Sustainable Beef (CRSB), then there is an opportunity to incorporate an on-farm audit into a five-year audit cycle (not specifically year one). This allows VBP+ Inc. to be more efficient in grouping producer audits and utilizing auditor resources more effectively. The project also includes the development of producer and auditor guides. The methodology and guidelines will be shared with other commodities.

Work has been ongoing on a technical review of the on-farm food safety (OFFS) Hazard Analysis and Critical Control Points (HACCP) plan and OFFS producer recommendations. The HACCP plan is due for a thorough review, which will include known and documented food safety reporting from the beef sector. A contractor, with extensive knowledge of food safety hazards and research has been chosen to do a thorough literature review which will inform the review of the HACCP plan, which will be completed through committee. A secondary project is being completed by a post-secondary institution to try to assess the prevalence of use of remote drug delivery devices by producers. The results of this project will inform the HACCP review and decisions around development of producer resources.

# Producer Enrollments as of December 31, 2021



## Head Numbers\*



\*Number of head under the management of VBP+ certified operations

# COMMITTEE REPORTS



# Animal Health and Care

## Committee Members

Pat Hayes, **Co-chair**, Miles Wowk, **Co-chair**, Linda Allison, Ryan Scorgie, Sheila Hillmer, Reg Schellenberg, Mike Duguid, Matt Bowman, Craig McLaughlin, Peter Dixon, Victor Oulton, Kirk Jackson, Kim O'Neil, **CMC**, Rick Wright, **LMAC**, Susan Hamilton, **YCC ex-officio**, Victor Drury, **YCC ex-officio**.

Canada's beef industry provides world-class health and standards of care for our animals. This is achieved through recommended best production practices and adherence to provincial and federal regulations. These efforts have resulted in sustained market access and consumer trust in our products world-wide.

## Animal Health Canada

Animal Health Canada (AHC) was established in 2021 having evolved from the National Farm Animal Health and Welfare Council. The formalized governance structure for this public-private collaboration is being developed in 2022. The organization integrates efforts of stakeholders from multiple species to safeguard animal health in Canada. AHC will build on Canada's strong foundation of livestock traceability and

effective animal disease prevention, preparedness, response, and recovery (PPRR).

AHC will initiate projects and engage expertise on important topics including animal welfare, emerging diseases, animal health surveillance and antimicrobial use and resistance. Along with African Swine Fever, a top priority is the development of a Canadian Foot and Mouth Disease (FMD) vaccine bank.

## FMD Vaccine Bank (FMDVB)

A major FMD outbreak could have a \$65B CAD impact to Canada's GDP. Canadian livestock sectors potentially impacted by FMD currently contribute over \$62M annually for traceability and foreign animal disease mitigation measures.

In addition to these safeguards, timely access to vaccines could be critical to hastening recovery of “OIE FMD Free without Vaccination” status and minimizing financial losses.

A worst-case scenario estimates 1.9 – 2.7M vaccine doses could be required. Canada, along with U.S. and Mexico, participates in the North American FMDVB which secures access to 330,000 doses. In 2020, the U.S. invested \$27.1M in a U.S.-only vaccine bank. Given the known catastrophic risk of an FMD outbreak in Canada, CCA has lobbied the Government of Canada to establish a Canadian FMDVB. Formal discussions between CCA, the Canadian Food Inspection Agency (CFIA), Agriculture and Agri-Food Canada (AAFC), and other impacted species groups was launched in the fall of 2020. In partnership with AHC, CCA is recommending the FMDVB have 30 million doses, consisting of 2.5 million doses each of 12 different FMD vaccine concentrates with an estimated annual cost of \$3.2M CAD.

## **BSE Negligible Risk Status**

Canada successfully received BSE negligible risk status from the OIE on May 27, 2021. This significant achievement came through a highly successful collaborative effort between government (CFIA) and industry stakeholders. Efforts are now focused on post-negligible risk priorities including removing all remaining trade barriers associated with BSE, US segregation requirements for Canadian cattle relating to the South Korea market, removing additional requirements for feeder cattle exports to the U.S., and aligning Specified Risk Material (SRM) removal requirements to those of our major competitors.

## **SRM Review**

Building upon the success of the OIE submission, CCA and CFIA have initiated a working group to review Canada’s SRM removal. Industry’s objective is to align Canadian and U.S. SRM protocols by focusing on U.S.-Canada protocol

comparisons, public and animal health considerations, risk modeling, and international trade implications.

## **Animal Health Emergency Management (AHM) Response Plan**

CCA is working closely with AHM-II. Project outcomes include protocols, training, producer handbooks and Industry Association Plans. Protocols target effective management of a serious animal disease outbreak or other emergencies including human pandemics. Association-level animal health emergency plans and producer-level handbooks provide concise information and guidance on roles and responsibilities. Specific efforts include a continuing education program for Foreign Animal Disease (FAD) recognition and response for practising veterinarians, working in collaboration with the CFIA and engaging groups such as national, provincial, and species-specific veterinary groups.

## **Traceability**

The ongoing COVID-19 pandemic and 2021 federal election delayed the gazetting of the proposed traceability regulations. CFIA now anticipates mid 2022 is the earliest these regulations will be published in CG1.

CCA has pledged, along with our affiliate organizations, to implement livestock traceability in a cost effective and efficient manner without inhibiting commerce. CCA is a member of the Regulatory Implementation Committee led by CFIA and had been actively working with CFIA to ensure regulations adhere to the industry supported Cattle Implementation Plan (CIP) and to ensure definitions within the regulations accurately reflect industry expectations.

## **Livestock Transportation**

The two-year transition period for enforcement of the amended Transportation of Animals regulations concludes

## Key Accomplishments in 2021:

**Canada successfully received BSE negligible risk status from the OIE on May 27, 2021.**

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**Animal Health Canada was established in 2021; evolving from the National Farm Animal Health and Welfare Council and integrates efforts of stakeholders from multiple species to safeguard animal health in Canada.**

February 20, 2022. Three amendments are particularly notable. First, the maximum duration without feed, safe water, and rest is 12 hours for calves too young to be fed hay or grain or compromised animals and 36 hours for other ruminants. Second, commercial carriers must provide consignees at slaughter and assembly stations with transfer of care documentation. A template is available through VBP+. Finally, the rest duration following maximum transportation is 8 hours.

Canada's current outcomes for transported cattle are very strong. Recent research funded by AAFC and the Beef Cattle Research Council (BCRC) has provided quantified evidence of the stressors associated with unloading and reloading cattle and rest stop duration within the context of industry practices such as conditioning and comingling. Two published research trials under the project demonstrate that rest stops do not provide consistent health or welfare benefits to transported calves. The project's final trial on longer transport intervals and the effect of rest stops is expected to be available in the late spring of 2022. CCA continues to work with government to ensure regulations reflect current science-based evidence.

Rest stop infrastructure capacity has advanced over the past year with a new privately-owned rest stop built near Kapuskasing, Ontario.

# Domestic Agriculture Policy and Regulations

## Committee Members

Charlie Christie, **Co-Chair**, Rob Lipsett, **Co-Chair**, Ryan Scorgie, Linda Allison, George L'Heureux, Pat Hayes, Lynn Grant, Matthew Atkinson, Tyler Fulton, Jack Chaffe, Matt Bowman, Philippe Alain, Nathan Phinney, Peter Dixon, Rick Wright, **LMAC**, Carley Henniger, **YCC ex-officio**, Martin Clausen, **YCC ex-officio**.

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 committee focused on priority national policy issues including improvements to the Business Risk Management suite, facilitating the intergenerational transfer of farms and ranches, and the Next Policy Framework.

## Business Risk Management

### AgriStability

In March, federal provincial and territorial (FPT) ministers of agriculture removed the program's reference margin limit

(RML) retroactive to 2020 and extended the enrollment deadline to June 30, 2021. The RML removal addressed a long-standing irritant and results in a more equitable program.

Federal agriculture minister Bibeau also proposed to increase the compensation rate from 70 to 80 per cent. The Canadian Cattlemen's Association (CCA) was disappointed that ministers could not achieve the required consensus to move forward.

Additional enhancement and raising the \$3 million cap on individual farms continue to be a priority. CCA is also closely monitoring discussions on potentially replacing AgriStability with a margin-based program.

CCA hosted a webinar with MNP highlighting the program changes and the implications for producers.

## AgriRecovery

Extreme summer drought and wildfire conditions created feed and water shortages for beef producers in the prairie provinces, British Columbia, and Ontario.

On July 15, CCA and its provincial members requested that FPT Ministers immediately implement targeted AgriRecovery initiatives, modifications to crop insurance and the broad application of the Livestock Tax Deferral provision. The tax deferral provision was announced August 6.

On August 15, the Government of Canada increased total AgriRecovery funding to \$500 million to address producers' extraordinary costs.

- British Columbia announced \$20 million in federal, provincial government funding to help with extraordinary expenses producers incurred for feed, shelter, animal health and safety, and the transportation of their livestock caused by wildfires and drought.
- Alberta announced a \$339 million (\$136 million provincial / \$203 million federal funds) initiative. It provided an initial \$94 per head for breeding animals and an additional \$106 per head payment available later in 2021.
- In Saskatchewan, \$297 million (\$119 million provincial / \$178 million federal funding) was made available. The program provided a \$200 per head payment to help maintain breeding stock, with an initial \$100 payment and a secondary \$100 payment at the end of 2021.
- Manitoba's program totalled \$155 million (\$62 million in provincial / \$93 million in federal funding). It included support for feed assistance, feed transportation, cattle transportation, and a herd rebuilding program.
- Ontario's \$12.5 million initiative (\$5 million provincial and \$7.5 million in federal funding) covers costs for purchasing feed, transportation of feed and water,

transportation of animals to feed, temporary fencing and other extraordinary costs related to the drought. Costs are estimated at \$200 per head.

CCA appreciated the quick rollout of the AgriRecovery initiatives. CCA will work with its provincial partners to advocate for potential solutions should further drought-related issues be identified.

## AgriAssurance

Improved forage insurance covering native and tame pasture, and tame hay remained an important discussion. Year two of a three-year CCA-sponsored project to enable the more fulsome use of satellite imagery in assessing yields was completed. An improved methodology for measuring farm-level forage production will further the implementation of a useful insurance product.

## Bill C-208

Bill C-208, *An Act to amend the Income Tax Act* (transfer of small business or family farm or fishing corporation) received royal assent. The legislation creates a more level playing field on taxes for farmers and ranchers wishing to transfer their businesses within their families.

Member of Parliament, Larry Maguire, proposed the private member's bill. CCA was very active in voicing its support for with all parliamentarians and encouraging Senators to pass C-208 before the summer recess.

On July 19, the Minister of Finance confirmed that Bill C-208 is in force. However, Minister Freeland noted the government will bring forward amendments to the *Income Tax Act* to safeguard against any unintended tax avoidance loopholes that may have been created.

Proposed amendments are not expected to be retroactive. CCA will closely analyze the any proposals brought forward.



## Next Policy Framework

National consultations began in June on the Next Policy Framework (NPF). This five-year (2023-2028) framework replaces the Canadian Agricultural Partnership that concludes March 31, 2023.

In a September *Guelph Statement*, FPT ministers outlined the framework's priorities:

- tackling climate change and environmental protection to support greenhouse gas emission reductions.
- continued and targeted investments in science, research, and innovation.
- supporting sustainable agriculture and economic growth by creating the conditions for Canadian businesses to meet evolving challenges of the interconnected domestic and global marketplace.
- building sector capacity and growth through realizing the potential of value added agri-food and agri-products.
- enhancing resiliency to anticipate, mitigate and respond to risks, including a robust suite of Business Risk Management programs.

CCA has submitted a position paper outlining its priorities, which include research programming; BRM suite enhancements; assurance and market access program design; and environment and sustainability programming.

CCA expects that there will be ample opportunity for beef producers to provide further input on their NPF priorities. AAFC has opened a consultation portal and will hold thematic engagement sessions to hear industry priorities. CCA will reinforce these priorities as part of its advocacy program.

## Key Accomplishments in 2021:

**FPT Ministers removed AgriStability's reference margin limit.**

**Following the summer's devastating drought and wildfires, the Government of Canada increased total AgriRecovery funding to \$500 million to address producers' extraordinary costs.**

**Bill C-208, An Act to amend the Income Tax Act became law, which will benefit farmers and ranchers wishing to transfer their businesses within their families.**

# Environment

## Committee Members

Duane Thompson, **Co-chair**, Craig McLaughlin, **Co-Chair**, George L'Heureux, Doug Sawyer, Miles Wowk, Ryan Beierbach, Lynn Grant, Mike Duguid, Victor Oulton, Amie Peck, **PSE ex-officio**, Holly Sparrow, **YCC ex-officio**, Laura Plett, **YCC ex-officio**.

On the environment portfolio of the Canadian Cattlemen's Association (CCA) much has transpired over the past year. The pandemic did pose some challenges but those were widely overcome utilizing virtual communications solutions. With regard to environmentally related policy, there were some wins and there remain some challenges and frustrations at the pace of regulatory development and deployment.



## The Environmental Stewardship Award (TESA) Silver Anniversary

This year marked the 25th anniversary of TESA and despite the absence of in-person gatherings; the outcome

was highly successful and widely reported in various national and international media. The aim remains to showcase real stories of Canadian beef producers focusing on protecting and enhancing their farm and ranch working landscape environments.

Congratulations to this year's recipient - the Manning Family Farm – from Falmouth, Nova Scotia, who are leaders in their community and the beef sector at large with their outreach efforts to the general public and their open-door policy to educate consumers wanting to know more about how beef cattle are raised in harmony with the environment.

## Fisheries Act Regulatory development consultations

Consultations with Fisheries and Oceans Canada (DFO) on developing regulations and codes of practice around the

modernized *Fisheries Act*, which came into force over two years ago, continued through 2021. That said, the process ground to a halt early in the summer. Recently CCA staff and president Lowe met with the Deputy and Associate Deputy Ministers and senior DFO staff, along with several resource development organizations, to share are concerns over the significant delay in getting these codes and prescribed works and water (PWW) regulations in place.

CCA has submitted significant comment and recommendations on several aspects of the regulations and interim codes of practice. There remain concerns over DFO's capacity to respond to project review and authorization requests while still waiting for regulations to be put in place. Until that occurs, the current recommendation on projects farmers and ranchers think might impact fish and fish habitat is to contact their regional DFO office for advice and possible review as to whether they require an authorization for a specific undertaking.

A second wave of consultations has been announced recently set for the winter/spring and fall of 2022. Topics include developing the PWW regulation and revising and adding new codes but will also address exactly what is meant by "death of fish", cumulative impacts on fish and fish habitat and ecologically significant areas among other topics. The regulatory development process is slated to end sometime in 2023 but DFO wants the codes of practice finalized and in force by the end of March 2022.

## **Navigation Protection Program Minor Works Order**

The CCA successfully lobbied for exemptions under the modernized *Canadian Navigable Waters Act* - Navigation Protection Program Minor Works Order. A minor work is a work or activity that slightly interferes with navigation on navigable waters. CCA had made submissions and recommendations on desired additions to the minor works order during

consultations. Watercourse crossings and scientific equipment, like stream-flow monitors, have been added to the list. Irrigation canals and ditches are exempt. Watercourse crossings include single span bridges, open bottom culverts and other similar structures. Concerns still remain regarding public interpretation of navigable waters, especially minor water on agricultural lands, and potential trespass conflict and the amended minor works order does not address these on-going concerns.

## **Species At Risk Partnership on Agricultural Lands project**

The Species At Risk Partnership on Agricultural Lands (SARPAL) project through funding by Environment and Climate Change Canada (ECCC) is well underway. A major aspect of the project is work to develop and deliver a Term Conservation Easement (TCE) option for producers with Greater Sage Grouse (GSG) critical habitat on their private lands. CCA has partnered with the Southern Alberta Land Trust Society and Alberta Conservation Association to scope and develop the option and engage with landowners in the project area in the southeast corner of Alberta. This working group is also meeting regularly with the Saskatchewan Stock Growers Association and their Foundation, who are also working on a TCE approach for southwest Saskatchewan through SARPAL funding, to ensure synchronicity and to ultimately develop a guidance document for the prairie grassland region for TCE.

Also, as part of the SARPAL project, MultiSAR and Cows & Fish are working with ranchers in the project area on GSG habitat protection and enhancement actions and strategies similar to the first 5-year SARPAL initiative that ended last year. However, the focus is directed at GSG this time as opposed to a multi-species approach. This work includes riparian and range assessments, habitat mapping and assessment, grazing, water and fencing strategies and more.

## Climate Change

CCA continues to work to have the beef sector recognized as a key part of the solution in fighting climate change. Priority work includes elevating the ability for farmers and ranchers to participate in and benefit from investments in natural climate solutions and carbon markets. CCA was pleased to see that livestock feed and soil carbon are both included in initial round of the Federal greenhouse gas (GHG) offset protocol development. CCA has also continued to push back against misguided climate policies such as the *Greenhouse Gas Pollution Pricing Act* which exempted some but not all on farm fuel use. CCA was pleased to see *Bill C-234, An Act to amend the Greenhouse Gas Pollution Pricing Act* introduced into the House of Commons at the start of 2022 as a Private Member's Bill that will expand the definition of eligible farming machinery and extend the exemption for qualifying farming fuel to marketable natural gas and propane. This bill builds on the previous bills that were highly supported but not able to make it through the legislative process prior to the fall election. CCA and the membership of the Agriculture Carbon Alliance will continue to advocate for Bill C-234 as it moves through the legislative process and encourages all Members of Parliament to move this legislation forward.

CCA was pleased to see in the Federal Fall Economic Fiscal Update that the Government of Canada did commit to return fuel charge proceeds in the form of a tax credit. However, CCA prefers the direct exemptions that would be granted through Bill C-234.

### COP 26 and the Global Methane Pledge

CCA's Fawn Jackson was at COP26, the 2021 United Nations Climate Change Conference in Glasgow. Fawn, alongside other industry stakeholders Elizabeth Nsimadala from the Pan African Farmers Association and Minnette Batters from the National Farmers Union in the United Kingdom presented on the role agriculture can play in solutions for climate change.

During the event, other signatories joined the previously established Global Methane Pledge that Canada had joined on October 11, 2021. Canada joined the United States and the European Union, who on September 17, 2021, had launched the global pledge to reduce methane emissions by at least 30 per cent below 2020 levels by 2030 and implementation of related domestic actions. The CCA was pleased to see that the agriculture commitments have stayed within the realm of research, innovation and the application of best practices.

### Looking Ahead in 2022

The federal government is committed to modernizing the now 50-year-old Canada Water Act and this process is of significance to beef farmers and ranchers across Canada so CCA will remain engaged in that process. In parallel, the government will be fully funding and deploying the Canada Water Agency. We will also be watching government moves related to other legislation and regulation including strengthening the *Canadian Environmental Protection Act*, the *Pest Control Products Act* and the Freshwater Action Plan. CCA will also continue to monitor and engage on the Global Biodiversity Framework development process under the Convention on Biological Diversity Post 2020 process. CCA will also continue dialogue federal government departments and environmental non-government organizations on incentives-based land use and biodiversity and nature smart climate solutions emphasizing beef producers are part of the climate change solution.

Our industry has committed to **safeguard** the existing **1.5 billion tonnes** of carbon stored on lands cared for by beef farmers and ranchers. We will also **sequester** an additional **3.4 million tonnes** of carbon every year and **reduce** primary production GHG emission **intensity by 33 per cent** by 2030.

# Key Accomplishments in 2021:

CCA successfully lobbied for inclusion of specific agricultural structures and minor works exemptions under the Navigation Protection program.

TESA 25th Anniversary proved highly successful with great coverage. A new video is now available profiling this year's recipients.

CCA backing proved integral in getting Canada's government to back Mongolia's application to the UN to declare an International Year of Rangelands and Pastoralists for 2026. The UN will make their final decision at their general assembly in 2023.



United Nations  
Climate Change



UN CLIMATE  
CONFERENCE  
IN PARTNERSHIP



# Food Policy

## Committee Members

Cathy Sharp, **Co-Chair**, Kirk Jackson, **Co-Chair**, Ryan Scorgie, Sheila Hillmer, Kelly Smith-Fraser, Ryan Beierbach, Lynn Grant, Matt Bowman, Nathan Phinney, Charlene Yungblut, **YCC ex-officio**, Amie Peck, **PSE ex-officio**, Joyce Parslow, **Canada Beef ex-officio**.

The Canadian Cattlemen’s Association’s (CCA) Food Policy Committee had a pivotal year in 2021 and saw a lot of momentum created, moving forward into 2022.

The United Nations Food Systems Summit (UNFSS) was held in 2021—the first ever. Leading up to the Summit, there was reason for concern on how animal-based protein would be represented and discussed at the summit. Specifically for CCA, we wanted to ensure the Canadian cattle sector would be well-represented, showcasing our leadership in sustainability efforts, especially with the growing dialogues around climate change and food. Through the Food Policy Committee’s leadership, CCA co-hosted independent pre-summit dialogues with the Nature Conservancy of Canada. The three-day event was well attended from many different stakeholders including producers, environmental NGOs, government officials, and more. The dialogues created momentum and we saw other stakeholder groups put on dialogues as well, which CCA participated in.

Days before the UNFSS was set to begin, CCA initiated a large multi-stakeholder Canadian Agri-Food statement that was applauded by both government and industry for its collaborative and forward-looking approach. In addition to domestic collaboration, CCA was involved in international partnerships. Throughout 2021, the Government of Canada

recognized CCA’s collaborative leadership both domestically and internationally. At the official UNFSS, Canadian livestock saw success in a momentum shift—no longer were people talking about eliminating animal agriculture but saw it as a sustainable part of international and domestic food systems. In 2022, CCA will continue to build on the momentum created from our efforts this past year and see the pendulum move both on the Canadian and international stages to see Canadian beef as sustainable with benefits to the environment—a part of the climate change solution.

While the UNFSS kept the committee largely occupied throughout most of 2021, the Food Policy Committee continued its work monitoring the alternative protein conversations to ensure beef would not be misrepresented nutritionally or environmentally. In 2021, the Canadian Food Inspection Agency released its “What We Heard” Report on Simulated Meat Guidelines—a consultation that CCA had participated in 2020, which led to many discussions both within the sector and ultimately led to collaboration between various sectors in our advocacy to the Government of Canada. Moving into 2022, CCA will continue to advocate for the definition of beef and meat to only include products derived from actual livestock raised and harvested for human consumption and where it is appropriate, collaborate with other sectors for more emphasis.

# Key Accomplishments in 2021:

CCA together with Nature Conservancy Canada hosted independent dialogues in lead up to the United Nations Food System Summit and demonstrated leadership and collaboration to both industry and governments.

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CCA initiated a momentum building large multi-stakeholder Canadian Agri-Food Statement in advance of the UNFSS.

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At the UNFSS in September, Canada's official representative spoke highly of Canadian beef sustainability practices to a world audience:

**“Canadian livestock producers are global leaders in sustainable production of protein with one of the lowest greenhouse gas emission profiles. Through sustainability assurance programs, Canada's producers are demonstrating their commitment to further lowering their environmental footprint and making strong socio-economic contributions.”**

- H.E. Alexandra Bugailiskis  
Canada's Permanent Representative to the Food and Agriculture Organization (FAO)





# Foreign Trade

## Committee Members

Reg Schellenberg, **Co-Chair**, Doug Sawyer, **Co-Chair**, David Haywood-Farmer, **Past President**, Ryan Scorgie, Cathy Sharp, Charlie Christie, Kelly Smith-Fraser, Duane Thompson, Ryan Beierbach, Lynn Grant, Tyler Fulton, Rob Lipsett, Jack Chaffe, Philippe Alain, Kim O’Neil, **CMC**, Ron Glaser, **Canada Beef**, Andrea van Iterson, **YCC ex-officio**, Sandy Russell, **CBBC**, Rick Wright, **LMAC**.

The long-term investment in market access advocacy continues to pay dividends as 2021 was the sixth year in a row of hitting record export values. An additional major international trade achievement in 2021 was that Canada attained Bovine Spongiform encephalopathy (BSE) negligible risk status from the World Organization for Animal Health (OIE) in May 2021. With this new status CCA is working alongside the Government of Canada to remove the remaining BSE market access restrictions. Singapore was an early mover on recognizing Canada’s new status and removed all related restrictions in 2021.

For the upcoming year, CCA is focused on attaining new and improved new market access through the Canada-United Kingdom (UK) Free Trade Agreement Negotiations, expansion of the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), ASEAN negotiations and the Canada Indonesia Comprehensive and Progressive Agreement.

Despite the late 2021 temporary halting of beef exports to China, the Philippines, and South Korea, CCA alongside the Government of Canada was able to re-instate trade with the Philippines and South Korea. CCA will continue to collaborate with the Government of Canada to regaining market access to China. Finally, CCA is working to enhance two-way beef trade with Europe and is monitoring global environmental commitments and their relationship to beef trade and working to ensure Canadian beef is recognized for its high contributions to environmental stewardship within Canada.

Although travel was limited in 2021 due to COVID-19, CCA did undertake a trade mission to Europe and the UK in conjunction with the United Nations Climate Change meetings in Glasgow. CCA continues to work collaboratively with international stakeholders through the International Beef Alliance, International Meat Secretariate, Global Roundtable for Sustainable Beef amongst others.

## Value of Beef Exports 2021

Country	December 2021	2021 as % 2020	% of Total Beef Exports
USA	\$3,258,286,494	32.6%	72.9%
Japan	\$447,853,939	47.2%	10.0%
Mexico	\$191,673,757	80.5%	4.3%
Hong Kong & Macau	\$76,487,106	-30.1%	1.7%
China	\$193,359,736	88.9%	4.3%
South Korea	\$118,929,455	163.9%	2.7%
Taiwan	\$14,333,769	-21.4%	0.3%
EU (excl. UK) (CETA)	\$23,662,867	57.1%	0.5%
UK	\$7,593,606	-57.0%	0.2%
Other	\$23,489,496	-26.6%	0.5%
<b>Total</b>	<b>\$5,475,367,221</b>	<b>25.5%</b>	<b>100.0%</b>

## Overview of the Year by Region

### United States

On July 1, 2021, the United States Department of Agriculture (USDA) and the Federal Trade Commission (FTC) initiated a top-to-bottom review of the existing Food Safety and Inspection Services (FSIS) voluntary “Product of USA” label. This review has the goal of ensuring that the “Product of USA” label is understandable to most United States (U.S.) consumers. Critics of this label note that products that are minimally processed (or even just re-packaged) in the United States of America (USA) can qualify for a “Product of the U.S.” label and thus this review is required. CCA is following the progression of the review to ensure that well-meaning regulations don’t lead to the obstruction of the integrated nature of the North American beef supply chain. The CCA notes that Secretary Vilsack stated that USDA will be considering input from stakeholders, including trading partners, and will work collaboratively to meet US international trade obligations. Once the rule is published, CCA looks forward to reviewing and commenting alongside the Government of Canada.

### CPTPP

The CCA is actively advocating for further expansion of the CPTPP subject to review of specific country barriers and potential for beef trade. The CPTPP is a trade agreement between Australia, Brunei, Canada, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore, and Vietnam. As we expect the Asian region to hold the largest potential for growth in demand over the next 25 years, securing further access to key Asian markets through CPTPP is a priority. CCA was pleased that Peru ratified CPTPP in 2021, giving Canada access for duty-free fresh and chilled boneless cuts with other categories of beef entering an 11-year tariff reduction phase.

The UK applied to join CPTPP and was followed by Taiwan, China, Ecuador and others such as South Korea have expressed significant interest.

### South Korea

On January 19, 2022, South Korea lifted its import restriction on Canadian beef. CCA is pleased the collaboration with the Canadian government and other stakeholders reopened the market. In late December 2021, South Korea temporarily suspended Canadian beef imports due to an isolated case of atypical BSE, the first in six years. Canada maintains its negligible risk status with the OIE given it is an atypical case and occurs randomly and sporadically throughout the world. CCA continues to encourage high prioritization on updating the export certificate with South Korea that would harmonize Canadian and American shipping requirements to South Korea and thus lead to the removal of the American requirement for segregation of Canadian cattle within plants exporting to South Korea. CCA has actively engaged with stakeholders to advance Canada’s priorities and will continue to do so.

### ASEAN (Association of Southern Asian Nations) and Canada-Indonesia Trade

The Association of Southern Asian Nations (ASEAN) includes eleven key players in the region including: Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Vietnam. Canadian beef producers are interested in future growth markets and look forward to the ability to increase trade into ASEAN countries that are not part of CPTPP, mainly Indonesia, the Philippines, and Thailand.

Canada officially launched negotiations on a Comprehensive Economic Partnership Agreement (CEPA) with Indonesia on June 20th, 2021. During the Canadian consultation period, the CCA noted that Indonesia is an important Canadian agri-food export market among the ASEAN countries that are not currently CPTPP signatories. A summary of CCA’s priorities

for potential future negotiations include the following: tariff removal for Canada's beef exports to the region, removal of restrictions on offals and bone-in beef and approval for Canadian halal certifications.

#### Quick Facts:

- Canadian beef producers export approximately fifty per cent of beef produced in Canada and this trade adds a value of \$775 CDN per animal in comparison to if producers were only able to sell into the Canadian market.
- Canadian beef exports to the Philippines were 1,253 tonnes valued at \$5.2 million in 2020, but are up significantly from Jan-Sept 2021 at 4,145 tonnes valued at \$11.2 million.
- Growth in ASEAN markets would be supported by an agreement that would eliminate the Philippines' 10 per cent tariff on muscle cuts, 5 per cent on livers and 7 per cent on other offals.
- Thailand is not currently a market for Canadian beef, however, with the removal of the current 50 per cent tariff on beef, Thailand could become a future growth market.

## China

Similar to South Korea and the Philippines, China halted import of Canadian beef due to Canada's atypical case of BSE. Like South Korea, the Philippines lifted its temporary import suspension on Canadian beef on January 28, 2022. While China is yet to be reinstated, CCA is optimistic that the suspension of trade will also be temporary. As with other markets, Canada can revisit market access restrictions given the attainment of BSE negligible risk status. For China,

CCA is focused on approving OTM access on beef and offal, establish access for offals and the establishment of further pathways to enable trade for bone in beef. CCA will also work in partnership with the Canadian Beef Breeds Council to re-establish genetic trade with China.

## Europe

The Comprehensive Economic & Trade Agreement (CETA) came into provisional effect in September of 2017 and since then beef exports to and from Europe have grown. Using beef trade data from Agriculture and Agri-food Canada, the overall Canada-EU beef trade deficit (including the U.K.) was \$0.5 million in 2018, an astounding \$96.8 million for 2020 and -\$83,223,193 million in 2021. CCA remains significantly concerned with how beef trade with the EU has progressed and with the potential for future trade irritants. CCA continues working on several proposals with the CFIA aimed at facilitating the eligibility of Canadian cattle for export to the EU, a key limiting factor to increasing exports to Europe.

## The United Kingdom

In 2021 Canada and the UK signed and ratified the Canada-United Kingdom Trade Continuity Agreement (Canada-UK TCA). The Canada-UK TCA is largely a replica of CETA with some gains being made in how Canada's quota into the UK is administered. Canadian beef total access of hormone free beef was 3,279 tonnes in 2021 and will be 3,869 tonnes cwe in 2022. The UK will have full duty access to Canada. As this TCA is meant to be an interim measure, Canada and the UK will engage in future negotiations, in the context of both a new, bilateral free trade agreement (FTA) as well as the UK potentially joining the Comprehensive and Progressive Agreement for Trans-Pacific Partnership.

Through consultations ahead of the future FTA, CCA indicated that under no circumstances could we support an outcome where U.K. beef continues to have unlimited access to the

Canadian market while Canadian beef is subject to a tariff rate quota (TRQ). It is imperative that the beef industries in Canada and the UK. can equally benefit from and grow this trade relationship. This will be CCA's focus for future trade agreements.

Imports from the UK increased in 2020, going from \$15,854,822 million in 2019 to \$31,561,809. However, in 2021, there was a decrease to \$16,305,082 million. Exports to the U.K. stood at \$20,251,197 in 2019, \$17,677,609 in 2020 and in 2021 they declined to \$7,593,606 million. The trade balance for 2021 was -\$8,711,476. CCA will continue to monitor the beef trade balance between Canada and the UK.



## Key Accomplishments in 2021:

**2021 was another banner year for Canadian beef exports! It marked the sixth year in a row of Canada hitting record export values. This highlights how our long-term investment in market access advocacy has resulted in significant dividends.**

**Canada attained Bovine Spongiform encephalopathy (BSE) negligible risk status from the World Organization for Animal Health (OIE) in May 2021.**



# PROVINCIAL REPORTS





From drought to wildfires to flooding, extreme weather events throughout 2021 had severe impacts on BC ranchers and shaped much of the British Columbia Cattlemen's Association (BCCA) work during the year.

First, British Columbia (BC) was part of a major weather and heat event that affected much of Western Canada. The record high temperatures led to both drought and wildfires. Ranchers lost land and cattle, spent endless hours battling the fires surrounding their ranches and homes and faced crop losses. Then in November, BC's Interior and Lower Mainland were impacted by a major flooding event. The flooding displaced people and livestock, damaged streambanks, winter feed stores, homes, barns, irrigation systems, and wiped out transportation routes.

Throughout much of the summer and fall, BCCA worked on the issues that arose as a result of the wildfires and floods. We worked with affected ranchers to identify a number of key concerns and acted to address their challenges.

During the emergencies, BCCA launched a team of "ranch liaisons" that served to communicate between the landowners and the government agencies in charge of responding to the emergency situations. This proved to be an effective way to open communications and share local knowledge. The liaison role is being fine-tuned to respond in subsequent years when needed. BCCA also hosted virtual information sessions to get up to date information to affected producers and advocated for funding support programs to aid in recovery. Going forward, BCCA is also looking at emergency management workshops in spring 2022 and other ways of collaborating with the BC Wildfire Service to manage wildfires in the future.

Even throughout the disasters, BCCA continued to address priority areas for BC ranchers like access to water and forage.

## Research Projects & Partnerships

The BCCA has continued to advance key research projects throughout the year. The Targeted Grazing for Wildfire Prevention pilot got underway in 2020 and has now completed two grazing seasons. The idea behind the pilot is to explore how livestock grazing managed through density and intensity can reduce the rates of fire spread, flame length and fire behaviour intensity.

In late March 2021, BCCA and project partners A4 Systems and Two Story Robot were awarded a \$350,000 grant through BC's Agritech Grant program to support the development of virtual fencing technology. The Canadian Cattlemen's Association (CCA) partnered as well, providing an additional 50,000 to the project. This innovative project is focused on the development and testing of wearable technology to manage and track cattle movement. Phase 1 of the pilot project is underway.

BCCA is also a partner on the Forage and Water Resiliency project that is mapping the future water and forage needs of our industry to enable us to adapt in the face of a changing climate. The information gathered in this project is useful for climate change mitigation plans, for planning range infrastructure, such as water developments and fencing, estimating carrying capacity, and stratifying areas for range use and rangeland health assessments.

## Membership

BCCA is excited to welcome a new regional association established on Vancouver Island, the Vancouver Island Cattlemen's Association.

Thank you to our representatives at the CCA, Linda Allison and Ryan Scorgie. We appreciate their hard work and dedication to representing the industry.







Following another challenging year surrounded by serious issues that impacted producers, as an organization we reflect on those experiences as learnings that facilitate our growth and ability to support and represent Alberta's beef industry. We continue to focus on changing the face of ABP and building stronger connections with producers in all sectors.

ABP welcomed some new faces on staff in 2021 to reflect our new direction. Lindsay Roberts and Debra Murphy joined the marketing and communications team and Paolina Nocera provides executive and accounting administrative support.

When I moved into the General Manager position, I was tasked with finding a solution to ABP's financial woes. We ran a three-part series in the ABP magazine to give producers a deeper understanding of our financial situation and clearly communicate the decision-making process behind the budget cuts that were made.

Of the almost \$30 million in provincial check-off dollars refunded since the 2009 implementation of a refundable provincial check-off, 13 percent of Alberta producers who

have asked for refunds are responsible for 87 percent of the requests – meaning less than 2,400 producers have requested \$26 million in refunds.

In 2020, ABP was only fulfilling 48 of the 53 cent CCA assessment, which all provincial members had agreed to pay on per head gross marketings until June 2023. The ABP Board of Directors couldn't justify pulling dollars from our reserve fund to contribute to CCA reserves, and 48 cents was determined as an amount that would support their operating budget. We've since cleared up the accumulated arrears and moved back to the 53 cents to honour our commitment.

Unfortunately, with our current level of refunds, fulfilling the 53 cents means ABP is contributing closer to 90 cents of the \$2 provincial check-off that isn't refunded (retained earnings). Discussions have begun on transitioning the CCA assessment from gross cattle marketings to retained earnings. In the meantime, we've made the difficult decision to reduce our annual contributions to CCA by about \$1 million once the current commitment is fulfilled. ABP simply can't continue to prioritize the support of other organizations over our own.

The Alberta government announced a new Minister of Agriculture, Forestry and Rural Economic Development in November 2021. Minister Nate Horner is a cattle rancher from southern Alberta, representing the constituency of Drumheller-Stettler, who previously served as the associate minister of Rural Economic Development and deputy chair of the Select Special Democratic Accountability Committee.

News also broke in November that the workers union at the Cargill processing plant in High River planned to strike if a collective agreement wasn't reached by an early December deadline. Following the weeks long negotiations, a resolution was met between Cargill and the employees, avoiding any interruptions or negative impacts to producers and our value chain.

In 2021, ABP led work on a beef competitiveness grant with the CCA and the Alberta Cattle Feeders' Association, and assistance from Canfax, in efforts to build resiliency in Alberta's processing sector, as well as price discovery for the producer. With the processing and retail sectors seemingly flourishing, consumers pay the price and pressure is felt at the cow calf and feedlot level. Our mission is to see this price discovery realized all the way through to the producer level. Profit sharing can be a part of this industry so that every level can be sustainable.

The two-phase rollout of AgriRecovery support in response to last year's drought saw roughly 11,500 producers participate in the first phase, receiving \$172 million in payments and accounting for 1.83 million head of cattle. Phase 2 had options for producers to claim a "Need Feed" and a receipted program. Developed with all producers in mind, the program attempted to provide equal support regardless of drought preparedness. At the time of submission, \$165 million had been paid out on over 10,000 phase two claims.

Following the rollout of a magazine, online platform, and smartphone app, we've recently launched a podcast – The Bovine. Join us wherever you listen to podcasts as we interview researchers, ranchers, ABP delegates and staff, chefs, nutritionists, and others all along the beef supply chain. The diverse content will cover topics from cooking beef to managing pastureland, the latest technology to great entertainment, cattle markets to weather predictions, and more. Our aim is to provide a broad spectrum of ways for producers to connect and engage with ABP. Whether you prefer a magazine, website, app, or podcast, we have a range of platforms for producers to receive news and information.

We held our 2022 Producer Meetings in January and February, where producers heard presentations from ABP and CCA, and had the opportunity to bring forward resolutions that, if passed, were debated at the Annual General Meeting (AGM) to potentially shape our policy and direction. The ABP AGM was held in-person at the beginning March. Delegates elected six new directors to the ABP board and seven Alberta CCA board members, including:

- Melissa Downing
- Sheila Hillmer
- George L'Heureux
- Brad Osadczuk
- Doug Roxburgh
- Cathy Sharp
- Miles Wowk

The Board of Directors re-elected the Executive with Dr. Melanie Wowk as Chair, Jason Hale as Vice Chair, and Brodie Haugan as Finance Chair.

Sincerely,

Brad Dubeau  
 ABP General Manager

While another year of cancellations has come and gone, I reminisce about when I first started my journey with the Saskatchewan Cattlemen's Association (SCA) two years ago. I, let alone anyone else, could not have predicted that my first year would be under the ugly eye of a global pandemic. And when you factor in the drought that Saskatchewan suffered through last year, the curve balls that Mother Nature threw at me not only showed how important programs like Livestock Price Insurance and AgriStability are to producers. It also showed how fortunate we are of having a provincial Agriculture Minister that, in the words of our chair Arnold Balicki, "has a heart for agriculture and an ear for the livestock sector." Advocating on behalf of cattle producers is at the core of what we do as an organization, and this illustrated the good environment we are in for advocacy in agriculture in Saskatchewan.

The drought related challenges in 2021 were plenty. High feed costs, water hauling, fencing off toxic water supplies for starters. These and other costs drove SCA's lobby for a per head payment from an AgriRecovery initiative. While we

started at \$400 per head, the \$200 per head is the biggest program seen since early Bovine spongiform encephalopathy (BSE) days. It was important that it be a per head payment to allow for flexibility and to recognize that challenges were highly varied. Through the design and delivery of the program the government has focused on delivering with simplicity and minimum challenge. That is much appreciated.

Two other programs have been very important in these dry times. The Forage Rainfall Insurance Program is a weather station-based rainfall insurance program. This program increased its coverage a few years ago due to SCA and other industry group lobbying. That coverage meant record payouts this past year that helped buy what feed producers have been able to find. The Farm and Ranch Water Infrastructure Program is a long running cost share program for water projects for livestock and agriculture use. This program is well subscribed and supported, and funding was increased for a limited time. These projects will help moving forward but more importantly those from years past showed major value when things stayed hot and dry.

A feature of SCA's operating model is a small headcount while partnering and funding organizations that help deliver on the mandate of promoting and developing the Saskatchewan beef cattle industry. Our ongoing sponsorship of organizations like Agriculture in the Classroom (AITC), Farm and Food Care Sask, and Verified Beef Production Plus (VBP+), go a long way in support of these values. These sponsorship opportunities help spread the word about the important role agriculture plays not only in Saskatchewan and Canada, but the world as well and they shine a light on the great job our producers do. The Saskatchewan Forage Council, South of the Divide Conservation Action Program and Prairie Conservation Action Program are more aimed at the production side of agriculture than at the public but they play an important role in working together and delivering on improving forage productivity and conserving the Saskatchewan prairie that depends on grazing to deliver its other values of biodiversity and carbon storage. There are others that SCA partners with from time to time, but these are some of the major groups.

Communications plays a huge role in building and maintaining trust with consumers and decision makers. Bringing in influencers like Whitney Graves and Belton Johnson on the radio to engage with the public, helped bring to the forefront the importance of having cattle on the land and beef on your plate. In August, with provincial restrictions in gathering Saskatchewan opened, we ran a Beef Month event in Saskatoon and Regina. The program was set up to get consumers back into the restaurants to take in the experience of the establishment while enjoying an amazing beef dish.

Education is another way SCA engages with the public to tell the story of the cattle industry. This year we filmed on three ranches in support of our dome film project. Armed with a laundry list of shots developed with a collaborative group that included organizations like AITC, Farm and Food Care Sask, Saskatchewan Cattle Feeders' Association (SCFA), and the Saskatchewan Stock Growers' Association (SSGA), we were able to capture aspects of farming that

students would not normally be exposed to. The film will be a 180-degree immersive experience showcasing multi-generational operations while showing students important ranching activities such as branding and animal care, land management, and water systems to name a few topics. While we were not able to bring the dome to Agribition this year because of the provincial COVID status, we are currently planning for a time when we can bring this important and very innovative program to events and schools across the province.

Speaking of Agribition, it was great to have an in-person event in 2021. While it was a scaled down version, it is still a great opportunity to have some good conversations with producers at our booth. The cooking demonstrations were also very well attended and of course the samples were very well received.

On behalf of the SCA, I would like to extend to all of you a very prosperous 2022. Remember to stay safe on the COVID front as we look towards more in person events in the coming year.

Glenn LaPointe  
SCA, Communications and Marketing





Finding ways to help cattle producers deal with the immediate and long-term effects of drought dominated Manitoba Beef Producers' (MPB) advocacy activities throughout 2021.

MBP sought the reopening of BMP 503: Managing Livestock Access to Riparian Areas, which provides cost-shared support via the Canadian Agricultural Partnership for water source development projects. This was made available in June, with a second intake period in the fall for 2022 projects.

MBP successfully asked the Manitoba government to provide access to non-agricultural Crown lands for grazing purposes. However, MBP was unable to secure a rental rate freeze for producers leasing Agricultural Crown Lands (ACL) for grazing and haying. Work continued on other ACL matters, such as the request to restore unit transfers.

MBP advocated with Manitoba Agricultural Services Corporation (MASC) and Manitoba Agriculture and Resource Development to provide incentives to encourage producers with damaged crops to make them available as alternate livestock feed sources. In July, changes were made to AgriInsurance to make this possible. MBP collaborated

with other farm groups, MASC, and the province to get the word out to crop producers to consider making these crops available. MBP requested the Hay Disaster Benefit under AgriInsurance be triggered early. This happened in July. It provides additional coverage to eligible producers to help offset the cost of replacement feed and associated transportation expenses.

In late July, MBP showed Agriculture and Agri-Food Minister Marie-Claude Bibeau firsthand the impact of the drought on a multi-generation Manitoba cattle operation, that of CCA director Mike Duguid. Matters discussed included: feed and water shortages; herd downsizing; financial effects; productivity impacts due to multi-year droughts; and the stress facing farm families. Other elected and departmental officials from both levels of government also participated.

MBP provided extensive feedback as governments undertook the AgriRecovery assessment process and began program development. MBP sought a per head/day payment but in the end a receipts-based approach was taken. Manitoba's AgriRecovery programs include: Livestock Feed and Transportation Drought Assistance, Livestock Transportation

Drought Assistance, and Herd Management Drought Assistance. At year's end, MBP was continuing to provide feedback to governments to ensure the most effective utilization of AgriRecovery dollars to help move the sector through and beyond this disaster.

MBP directors and staff participated in dozens of drought-related media interviews (local, national, and international) which helped raise public and policy makers' awareness of its impact on the sector. MBP thanks the CCA and other provincial and national agricultural organizations for their extensive work on the drought. This collaboration was key to securing AgriRecovery and for important changes made to business risk management (BRM) programs.

MBP began signing up cattle and sheep producers for the Livestock Predation Prevention Pilot Project aimed at reducing negative interactions between livestock and problem predators. Components include on-farm risk assessments and testing the effectiveness of various Risk Management Practices in reducing predation.

MBP provided feedback on proposed provincial legislation: Bill 62 – *The Animal Diseases Amendment Act* and Bill 63 – *The Petty Trespasses Amendment and Occupiers' Liability Amendment Act*. These bills address matters such as protecting biosecurity on farms and ranches, and clarifying the laws around trespassing and liability (duty of care). Both were passed in the spring, with implementation details pending.

Pandemic-related restrictions again hindered in-person public outreach activities, so MBP focused on radio, TV, social media, and other offerings. For example, MBP participated in Bell Media's Fields to Forks campaign, with the beef producer profile running on CTV Winnipeg and digital content posted to the campaign's website. MBP's was involved in virtual cooking events with radio stations in Winnipeg and Brandon, as well as with Manitoba 4-H members. MBP took part in the

32nd season of *Great Tastes of Manitoba*, a popular cooking show on CTV Winnipeg. Videos featuring two Manitoba beef producers' families accompany the two beef episodes when they air, providing viewers with the farm to table connection.

Looking ahead to 2022, MBP anticipates continued work on files such as the drought, business risk management programs, agricultural Crown lands, climate change and conservation initiatives, the predation prevention project and more. It is also preparing for the return of more in-person events and associated public and producer engagement. For more information, visit MBP's website at [www.mbbeef.ca](http://www.mbbeef.ca).



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As the impact of the COVID-19 pandemic continues, the Canadian beef industry has certainly found new ways to communicate, lobby and adapt. In-person networking that was once such a crucial aspect to meetings and conferences is now being accomplished from the comfort of kitchens and living rooms across the country. Beef Farmers of Ontario (BFO) continues to adapt and find new ways to connect and engage with our members and the public.

BFO was pleased to see a number of significant commitments made by government in 2021 around the issues of deadstock collection, meat processing capacity, drought relief for northwestern Ontario, improvements to AgriStability, and changes to the Ontario Feeder Cattle Loan Guarantee program, all of which BFO has been asking for. While many of these topics still remain issues for our sector, despite the financial commitments, we are appreciative of the recognition and support for many of our asks.

As mentioned, one of the biggest challenges facing Ontario producers in 2021 was dry conditions, particularly in

northwestern Ontario. BFO appreciated the announcement made in late July of the Ontario government's support of providing up to \$2 million to assist with emergency measures for feed, water and livestock care to those experiencing drought conditions in this region. Through this funding, BFO administered the Northwestern Livestock Emergency Assistance Initiative and delivered over 5.8 million pounds of hay to 129 livestock producers in the Rainy River and Kenora Districts.

The need to increase processing capacity in Ontario, both provincially and federally, has been a key government relations priority for BFO. We share our membership's concerns regarding processing backlogs, labour shortages, lost market opportunities, and depressed returns to producers resulting largely from the current lack of processing availability. With support from the Canadian Cattlemen's Association (CCA), we have taken a number of actions on the file and continue to pursue solutions and funding to help address these concerns.

The silver lining of 2021 was the long-awaited change to Canada's Bovine spongiform encephalopathy (BSE) risk status announced in May. Our change to negligible risk was a historic closing of the BSE chapter for Canada. On behalf of our members, we sincerely appreciate the leadership of CCA to resolve this file.

BFO's policy department continues to address policies and regulations affecting the beef sector, working with various government ministries on a number of critical files. Priority areas included business risk management programming, the Next Ag Policy Framework, the Canadian Food Inspection Agency's (CFIA's) consultation on the guidelines for simulated meat and poultry products, updates to the Nutrient Management Act, improving access to veterinarians and livestock medicine in remote areas, advocating for the removal of the remaining BSE market access barriers, and consulting on transportation regulations and requirements.

BFO continued to build on the momentum generated in 2020 from the launch of our consumer engagement efforts. We ran two campaigns in 2021, experimented with podcast advertising and continued to develop new creative assets for use within various components of our strategy. One resource we are grateful to have completed was created in partnership with AgScape to develop three curriculum-linked resources for use in classrooms. The lesson plans, launched in the fall of 2021, are geared to grades 7-12 and cover topics such as environment, human nutrition, animal care and careers as they relate to beef farming.

Also in the fall, we kicked off a public relations campaign aimed at increasing positive news stories in the media about beef and beef farming's positive impacts on the environment. Through our efforts, we managed to land several articles and interviews with outlets such as BNN, Reuters, Hamilton Spectator and Canadian SME Business Magazine, to name a few, as well as some integrated media with McLean's and the Toronto Star.

BFO's producer engagement team focused on digital resources and online engagement in 2021 to provide information and updates to our members. The team developed a "Rural Ramble on the Road" video series, taking our producer relations staff to the farms of various producers across the province and allowing them to share their stories and ideas with other farmers. The team was also instrumental in the development of our newly launched youth-focused initiative. Over the years, BFO has sought ways to engage, support and encourage the next generation of beef farmers within our organization through policy development, initiatives, events and program offerings, and resource development. We know our organization will need strong leaders providing thoughtful direction for years to come. So, we have introduced the Ontario Beef Youth Alliance – a powerful group of individuals with energy and enthusiasm to grow, protect and advocate for Ontario's beef industry.

Regarding our market development work, together with the Ontario Cattle Feeders' Association, we finalized year two of our four-year strategy which is funded through provincial check-off. Our marketing strategy continues to focus on four key objectives to enhance the competitiveness of the Ontario beef industry and provide direct benefits to Ontario beef farmers. Work continued in 2021 despite the challenges of the pandemic and its impact on travel and execution of events and programs. At the end of 2021, there were 43 projects underway in various stages of implementation in a variety of sectors from retail, foodservice, processing, packers, producers, industry associations and academic institutions.





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The Producteurs de bovins du Québec (PBQ) is continuing to build on its work to make sure the current and future needs of beef and veal producers are satisfied. Its projects will help guarantee viability and growth for businesses in the current circumstances as well as ensuring we are ready to take advantage of new opportunities.

## **Adapting to the new animal transportation regulations**

Since the new animal transportation regulations were announced in 2019, the PBQ has been very active on this issue—particularly since the regulations came into force in February 2020. The association formed an internal committee on transport that is helping to develop and implement solutions for farmers. For instance, the PBQ has created training programs for farmers and transporters, and it has set up research projects to evaluate possible alternative practices, like the project on developing a milk replacer to feed unweaned calves. An English version of the training was also offered in the Atlantic provinces and Ontario. Additionally, the PBQ has taken a very active role in discussions and dialogue with all stakeholders, including the Canadian Food Inspection Agency, cabinet ministers, and members of legislatures.

## **Sustainable beef program**

The year 2021 saw the implementation of Quebec's sustainable beef program. After working with Attestra to finalize the value chain system for live cattle in the province, the PBQ signed an agreement with Cargill Limited that will bring its certification program to Quebec. Since January 2021, cattle farmers who have demonstrated their operations are sustainable have received financial credits.

## **Action plan for reviving fed cattle production**

With the amount of fed cattle raised in Quebec continuing to fall, the PBQ is working to introduce measures that will reverse this trend. An action plan was adopted following the strategic planning exercise for the Quebec beef sector, which brought together representatives for fed cattle, feeder calves, and cull cattle producers. The plan states that farmers' bargaining power needs to be improved through diversifying buyers; improving quality standardization; and building loyalty among consumers, distributors, and retailers. The PBQ also recognizes the benefits that can be gained by taking advantage of consumers' strong interest in local food and unique products. Temporary financial support for these kinds of initiatives was provided as well.

## Evaluating the feasibility of raising dairy calves for beef in Quebec

A project evaluating the feasibility of raising dairy cattle for beef in Quebec aims to gather information on feeding and best farming practices, information that will subsequently be shared with farmers. Developing this new sector could bring additional profits from dairy calves in the beef market and foster Quebec’s pool of expertise. The project began in 2020 and will run until 2023. It is funded by the Programme de développement sectoriel under the Canadian Agricultural Partnership, an agreement between the Canadian and Quebec governments.

## Evaluating the potential for using beef sire semen in dairy herds

In order to meet demand and maximize profits from selling dairy calves, an evaluation of the potential for using beef sire semen in dairy herds was undertaken. Its main purpose was to fill the gap in information available to dairy farmers. This project was funded by the Programme de développement sectoriel under the Canadian Agricultural Partnership, an agreement between the Canadian and Quebec governments.

For more information, please visit the PBQ’s website at [www.bovin.qc.ca](http://www.bovin.qc.ca).





We were fortunate in New Brunswick to have had an excellent growing and harvesting season in 2021. Our hearts go out to the producers in some areas of Canada who faced great challenges with both forest fires and drought last summer. We are pleased that many of our producers stepped in to offer surplus forages to the 2021 Hay West program to assist our Western partners.

COVID-19 has impacted New Brunswick relatively mildly compared to other provinces, but we are not out of the woods completely and as our sons, daughters and grandchildren have seen challenges at their schools, we have worked to stay diligent and keep the curve flattened across the province. Local demand for beef products has remained strong and both calf and cull cow prices have, thankfully, stayed strong throughout the pandemic. Many of our members have reported a significant increase in local demand for beef products. Our abattoirs are at full capacity and we have two new operations coming online within the next couple of months.

The Maritime Beef Conference was held virtually on October 29-30 and was a great success with good producer attendance. Special thanks to Amy Higgins and her team at Maritime Beef Council for pulling together another fantastic event under difficult circumstances.

We had several new programs available to producers this year including a Beef Rotational Grazing Initiative Program, Beef Heifer Retention Program, Beef Genetics education and training webinars, and a one-year pilot project to help producers improve their farm managerial and financial accounting abilities and support business risk management program participation. While our producer base continues to call for such programming, we have had limited uptake. We have engaged the New Brunswick Department of Agriculture, Fisheries and Aquaculture in discussions on how we can collaborate more effectively to engage the grassroots beef producer community to increase program awareness and use.

With COVID-19 causing in-person meeting concerns, New Brunswick Cattle Producers (NBCP) like many others moved our face-to-face producer meetings to a virtual platform again this year. The learning curve has been steep and technical challenges such as limited rural broadband internet have sometimes represented a barrier to success of the virtual model, but we are working through the challenges with resolve. We held our regional meetings January 11-15, 2022.

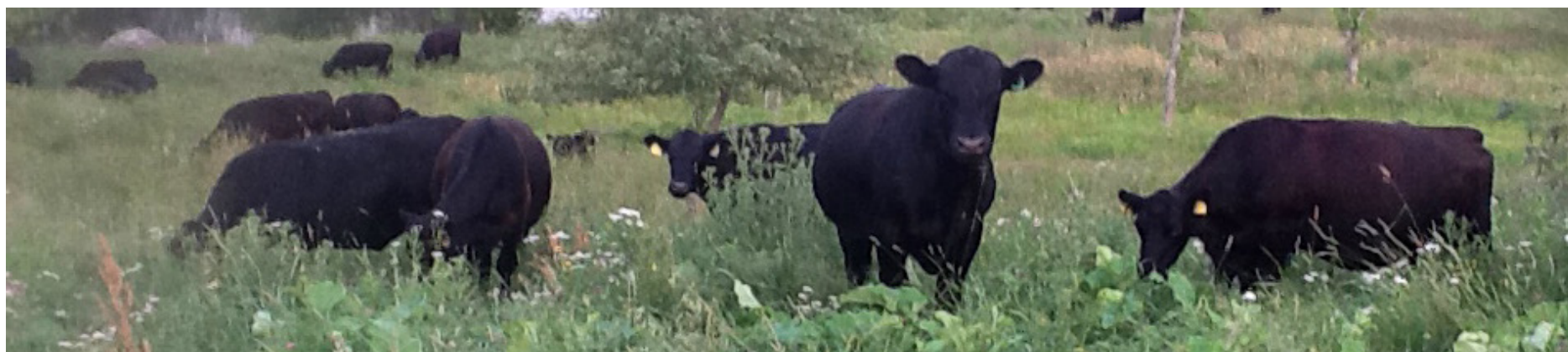
Work continues to establish an Eastern Settlement Index and develop a Beef Price Insurance Program for the Maritime region. NBCP sees this as a critical need for the regional beef sector to find a path towards expansion to meet the goals outlined in the Maritime Beef Sector Growth Strategy. Emergency management planning remains a high priority for NBCP and senior NBDAAF officials. Industry and government emergency actions plans are both currently under development.

Enhanced communication with our membership continues to be a top priority for the NBCP. As a cost reduction measure and a general modernization of the NBCP communications strategy, the NBCP encourages producers to be proactive in sourcing information by visiting the NBCP website, Facebook page and new YouTube page for workshop presentations.

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The Nova Scotia Cattle Producers (NSCP) once again had another busy, productive year. We were able to wrap up some projects and are continuing work on others into the New Year. Additionally, we are busy planning for the upcoming Zone Meetings and Annual Meeting.

Throughout the year, the NSCP, Sheep Producers Association of Nova Scotia, Perennia, Nova Scotia's Departments of Agriculture and Environment and Climate Change, and the Nova Scotia Federation of Agriculture have been working together to help the cattle and sheep industries prepare for climate change through the province's Climate Adaptation Leadership Program (CALP). A scan team has been developed with representation from across the industry, where input has been gathered to aid in preparing and administering a survey for industry responses. Work within this program is expected to last well into 2022.

We hosted many virtual workshops in 2021, including:

- **Feeder Cattle Market Outlook**, presenters Ab Carroll, Ontario Stockyards Inc., Douglas Brooks, St. Isidore, Scott Dixon, Atlantic Stockyards Ltd., and Bruce Andrews, Atlantic Beef Products Inc., discussed a cost comparison of selling cattle within various auction markets, as well as input on finished cattle.
- **Strategies for Selection Your Next Herd Sire**, presenter Jasper Munro, AgSights, delivered information on what you should be looking for when selecting a bull.
- **Culling Cattle - Timing and Markets**, presenters Bruce Andrews, Atlantic Beef Products Inc., and Dr. Trevor Lawson, Fundy Veterinarians Ltd, discussed proper timing to cull cattle and how to make culling decisions, as well as market impacts of these decisions.

We also posted monthly Virtual Farm Tours throughout Fall 2020-Spring 2021, where a different beef operation was highlighted each video.

We wish to extend congratulations to NSCP Board Member Dean and Catherine Manning, of Manning Family Farm, for being named the Environmental Stewardship Award (TESA) recipient at the 2021 Canadian Beef Industry Conference earlier this year. Dean and Catherine are extremely deserving of this honour, and are the first Nova Scotia recipients of this national award.

For another year, the NSCP partnered with the Maritime Beef Council on the Maritime Beef Conference, held virtually this past October. Speakers included Christine O'Reilly, Ontario Ministry of Agriculture and Rural Affairs (OMAFRA), Adam MacLean, Owner/Operator, Michael Young, Canada Beef, Jasper Munro, AgSights, Brenna Grant, CanFax/Beef Cattle Research Council (BCRC) and Dr. John MacKinnon, University of Saskatchewan. The East Coast was also well represented with many Maritime based presenters. This conference continues to offer attendees a great venue to gather information, network with peers and participate in conversations about the future of the beef industry.

The NSCP and Dairy Farmers of Nova Scotia (DFNS) collaborated on a Cattle Appreciation Day, held at the Atlantic Stockyards Ltd. during the Fall Breeding Stock Sale in late October. We wish to thank DFNS for teaming up with us on this well-deserved day in celebration for cattle producers in the region.

Looking ahead to 2022, the NSCP, along with the Prince Edward Island Cattle Producers and New Brunswick Cattle Producers, continue to work closely with the Maritime Beef Council on industry projects. We all share the combined interests of providing producer education, enhancing production systems, continuing additional implementation of Verified Beef Production Plus (VBP+) and executing farm data management systems.

We also are excited to continue working within our developed Programs, such as the Genetic Improvement Program, the Soil, Pasture and Forage Management Program, as well as the Female Breeding Stock draw. We also look forward to initiating the delivery of consumer and producer nutrition engagement sessions, such as lunch and learns, as well as on-farm services, such as the preconditioning pilot project, and continuing to offer the Maritimes carcass ultrasound services.

Please feel free to contact Brad McCallum at the NSCP office with questions, comments or concerns, at [office@nscattle.ca](mailto:office@nscattle.ca) or 902-893-7455.

Respectfully submitted,

Larry Weatherby  
Chair



The PEI Cattle Producers (PEICP) held their Annual Meeting on February 3, 2021. Board members include Peter Dixon, Tim Dixon, Kevin Simmons, Dennis Hogan, Dwain MacAulay and Greg Stavert. Ex-Officio Director, Gary Hughes represents Dairy Farmers of PEI.

In April of 2021, the PEICP partnered with Atlantic Beef Products Inc, and Discover Charlottetown to launch the first ever Meat N’ Badaydas (potatoes) campaign. This campaign was established to raise the awareness of the amazing local food and chefs across the Island. There were 66 restaurants from tip to tip participating each creating a dish which featured a meat paired with potatoes! There were 59 restaurants of the 66 that featured beef as their meat of choice.

The PEICP continues to deliver the Verified Beef Production Plus (VBP+) program in Prince Edward Island by providing information and delivering workshops. While the number of producers attending VBP+ workshop has remained consistent, the number of audited operations remains low. We have seen a small increase in producers wanting to be VBP+ audited. We accredited this to the program offered through Atlantic Beef Products that offers a \$.02 bonus for cattle that meet specific specs and come from a VBP+ registered operation. To date we have 13 registered operation on PEI.

The PEICP continues to offer third party Age Verification. This is very important to the feedlot sector in PEI who generally feed animals to an older age. This practice results in a high number of animals determined to be over thirty months of



age or OTM. A Birth Certificate can help to avoid a penalty of \$.20/lb if an animal is deemed to be OTM at Atlantic Beef Plant. As a result, we have seen an increase in the number of producers Age Verifying their animals. An important benefit from providing this service is that more producers are getting their Premise ID and merging multiple Canadian Cattle Identification Agency (CCIA) accounts into one. All of this will assist producers in preparing for traceability.

The Livestock Development for Beef program was delivered through the PEICP. Funding for this program is provided through Canadian Agricultural Partnership (CAP) and offers qualifying producers money for programs such as premium sires, genetic heifer renewal, seedstock testing, RFID readers, Animal Health and handling facilities.

The PEICP coordinates the *Prince Edward Island Certified Beef* (CIB) brand. 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 CIB brand based on these attributes and values. Feeders from any of the Atlantic provinces are now eligible for the brand enabling producers from these provinces to participate. Much of the criteria for CIB is based on current practices and so it does not take a lot of adjustment for producers to join. Two key factors include, documenting treatments and tracing all animals produced under the brand. The CIB brand continues to grow steadily.

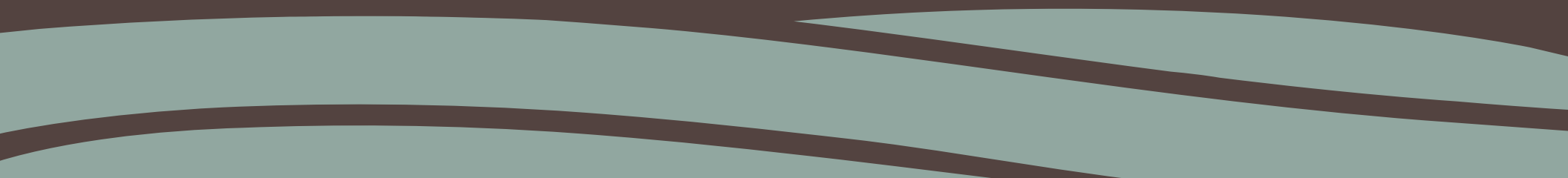
The PEICP continues to administer the Deadstock Removal service to beef producers. This \$850,000.00 service is cost shared with Dairy Farmers of PEI, PEI Cattle Producers and the province. PEICP signed a 3-year contract with the Province for \$50,000 a year for the PEICP portion of the service. There has been uptake of just over 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.

Atlantic Beef Products (ABP) has been consistently processing 650 head/week. This is steady from previous years and includes fats as well as culls cows. ABP is currently in expansion and hoping to be completed in Spring 2021. ABP continues to sell Island View Farms and CIB branded beef through Sobeys stores across PEI. In addition to this brand, ABP has been selling Certified Island Beef, Blue Dot and True Beef brands at other retail and food service locals across Canada.

We are pleased to have national representation as follows: Peter Dixon; Canadian Cattlemen's Association (CCA) Board of Directors, David Francis; Canada Beef, and Ivan Johnson; CCIA Board of Directors. These representatives provide a valuable link between our provincial organization and our national organizations.

Respectfully submitted by: Amanda Miller, Executive Director of the PEI Cattle Producers

# LEADERSHIP DEVELOPMENT





The Young Cattlemen's Council (YCC) is a youth subsidiary of the Canadian Cattlemen's Association (CCA) with a goal of exposing young people to the inner workings of the beef industry, while acting as a conduit of information between young beef producers and industry. Council delegates also participate as non-voting members on CCA committees.

From the beginning of the year until August 2021, the Council was led by President, Holly Sparrow (SK), and Vice President, Jessica Sperber (AB). The Council also included provincial representatives Andrea van Iterson (BC), Martin Clausen (AB), Kate Barnett (MB), Evan Chaffe (ON), Susan Hamilton (Maritimes) and members at large Carley Henniger (BC) and Kayla Weston (AB).

On March 17, 2021, the YCC held its semi-annual meeting virtually in conjunction with the CCA annual general meeting (AGM). During the AGM, the YCC raised the idea to the CCA Domestic Ag Committee of further exploring a capital gains

deferral fund that could allow retiring farmers to deposit all, or a portion, of the proceeds of their land to receive a tax deferral on the capital gains, while acting as a pool of capital for young people acquiring farmland. The Domestic Ag Committee was in favour of allocating staff time towards further investigating this concept.

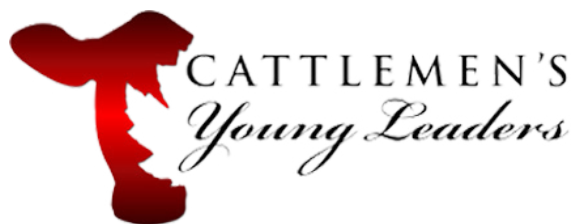
The YCC participated in its fourth annual "lobby day" meeting virtually with federal Parliamentarians throughout the end of March 2021 to discuss opportunities and challenges of importance to young beef producers. The council also submitted feedback outlining what priorities Canada's young beef farmers and ranchers would like to see in the Next Ag Policy Framework set to replace the Canadian Agricultural Partnership (CAP) ending in March 2023. Delegates also pursued various training opportunities in 2021, including media training with Loft 32 Founder and CEO, Crystal Mackay, and advocacy training with both the CCA Public and Stakeholder Engagement Team and the BC Agriculture Council.

The Council held their AGM in Calgary, AB on August 17, 2021, in conjunction with the CCA semi-annual meeting. A virtual election was held for a two-year member at large position in the days prior to the AGM. Laura Plett (MB) was elected to fill the member at large position, replacing outgoing delegate, Jessica Sperber (AB). President Holly Sparrow (SK) moved into the Past President role filling the one-year member at large position. New provincial representatives Charlene Yungblut (ON) and Victor Drury (QC) were welcomed to the board. The YCC was thrilled to welcome Quebec Cattle Producers to the Council, where Victor Drury is the very first delegate to serve as the YCC Quebec provincial representative. Carley Henniger (BC) stepped into the role of President and Martin Clausen (AB) took on the position of Vice President, both by acclamation.

The Council was grateful to have its Platinum Partner New Holland renew its sponsorship of the Young Cattlemen's Council in 2021 and looks forward to working together in the years ahead.

Funding for the Young Cattlemen's Council is made available through the generous support from our Platinum Sponsor New Holland and the following provincial member associations: British Columbia Cattlemen's Association, Alberta Beef Producers, Saskatchewan Beef Producers, Manitoba Beef Producers, Beef Farmers of Ontario, Quebec Cattle Producers, Nova Scotia Cattle Producers, New Brunswick Cattle Producers and Prince Edward Island Cattle Producers.





Established in 2010, the Cattlemen's Young Leaders (CYL) Mentorship Program is a national youth initiative of the Canadian Cattlemen's Association, which annually pairs participants with a mentor in their specific area of interest in the beef industry and provides networking and travel opportunities tailored for personal and professional growth. Young beef enthusiasts between the ages of 18-35 can apply for the program which has seen over 150 graduates since it was established.

The CYL Program continued with a larger group of over 30 participants for the majority of 2021 with two combined CYL cohorts, as the 2019 CYLs had their time extended in the program due to COVID-19.

The CYL Program continued its virtual engagement series in 2021 with program sponsors and industry partners. Sessions included topics such as feed additive alternatives

with Cargill, a networking series with Beef Cattle Research Council mentorship program participants, what to expect when meeting with your banker presented by RBC, beef demand in China with Alltech and a mentorship professional development workshop led by Kim McConnell. CYLs were also able to make plans to meet with their mentors in-person and attend industry events when COVID-19 restrictions allowed, such as Agribition, farm tours, holistic management training and more.

In June 2021, the annual three-day CYL Spring Forum took a virtual twist offering young leaders beef advocacy training, a cattle marketing 101 course and a virtual networking reception with program sponsors. The forum grand finale was a virtual "Taste & Terroir- Steak and Wine Pairing" event. CYLs gathered their ingredients and followed along virtually in their own kitchens to cook a steak that was led by a live demonstration from CYL mentor and Canadian Beef Centre

of Excellence Executive Director, Chef Mathieu Paré, and CYL mentee, Claye Harsany. Other summer activities included a feedlot and distillery tour in Southern Alberta in partnership with the Alberta Cattle Feeders' Association, where a small group of Alberta based CYLs toured with MLAs Nathan Neudorf and Joseph Schow to build upon the young leaders' government relations skills.

On August 30, 2021, the annual CYL Selections event to hand-pick the new group of 2021 CYL participants once again shifted to a virtual event, where semi-finalists participated in judged roundtable discussions about timely topics in the beef industry using Zoom breakout rooms. The 2021 mentees and mentors are as follows: Julia Flinton (Judy Guichon), Amanda Miller (Larry Thomas), Janine Rubin (Jodie Griffin), Diane Van Essen (Ryan Copithorne), Nikki Olson (Kelly Smith-Fraser), Rheanne Ritchie (Egan Brockhoff), Laura Macrae (Brendan Scholten), Tia Schram (Mike Panasiuk), Melissa Gablehaus (John McKinnon), Brock Larson (Ty Yeast), Holly Sparrow (Kelly Sidoryk), Logan Houff (Pat Hayes), Emily Potter (Andrea De Groot), Laura Scott (Jaclyn Wilson), Victor Drury (Graeme Finn) and Darren Dinsmore (Victor Oulton). In September 2021, the program hosted a virtual graduation celebration for the outgoing 2019 and 2020 CYLs with their industry leading mentors and program sponsors.

In 2021, the CYL Program was excited welcomed Elanco as a Gold level sponsor and pleased to see New Holland not only renew its sponsorship of the program, but increase its contributions to a Foundation Partner level. The program also renewed sponsorship agreements with RBC Future Launch and McDonald's Canada.

Funding for the CYL Program is made available through its Foundation Partners Cargill, MNP, McDonald's Canada and New Holland. The program also receives support from Gold Sponsors Farm Credit Canada, Alltech, RBC Future Launch and Elanco, along with program sponsorship from the Alberta Cattle Feeders' Association and Kim McConnell.

## Key Accomplishments in 2021:

**2021 saw the first CYL Program participants from Quebec and Labrador, and welcoming the Young Cattlemen's Council's first Quebec Provincial Representative.**

**Virtual engagement opportunities such as the CYL Spring Forum virtual steak and wine pairing event with a professional chef and media and advocacy training with the Young Cattlemen's Council.**

**New and continued investment and support from CCA Youth Program Sponsors who generously make these opportunities for the next generation possible.**



**WORKING  
TOGETHER**





Canada Beef is pleased to provide the Canadian Cattlemen's Association (CCA) with an overview of domestic and export market efforts to increase demand for Canadian beef and ultimately the value producers receive for their cattle. For full details, visit [Canada Beef Annual Report 2020-2021](#) and [Canada Beef Performs](#).

## Domestic Market



The Canadian Beef Information Gateway (Gateway) is dedicated to supporting the future growth of the Canadian cattle industry and an outstanding beef eating experience for our customers in Canada and around the world.

The Gateway is Canada Beef's most ambitious initiative to date. Consumers simply scan a Gateway QR or UPC code with a smart phone or tablet to access content that inspires them to try new beef cuts, recipes and preparation methods with confidence.

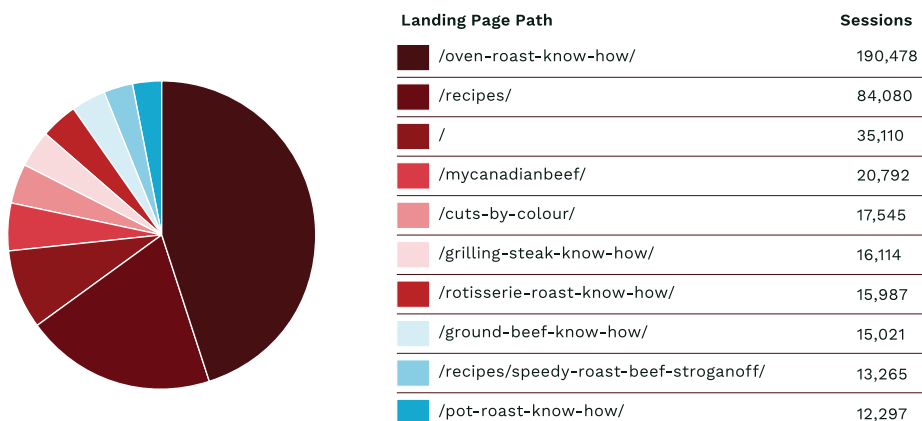
[A phased rollout of the Gateway](#) will begin in January 2022. To learn more about how the Gateway will serve the Canadian beef industry, click [here](#).

## Consumer marketing and public trust

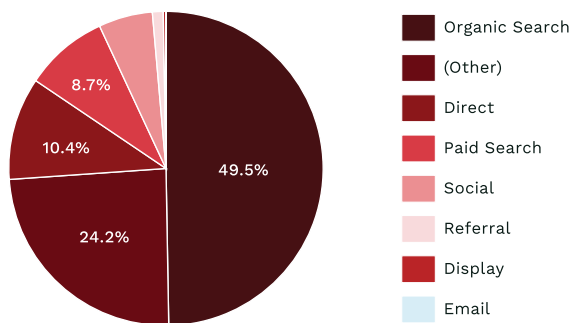
Canada Beef's social and digital spaces engage and connect with consumers and producers to build brand loyalty. With 70,000 followers and approximately 19 million impressions from January to December 2021, Canada Beef continues to build meaningful relationships.



## Top Landing Pages per session - Canadabeef.ca Jan - Dec '21



## Top Channels - Canadabeef.ca website Jan - Dec '21



Canada Beef partners with the CCA to jointly-deliver the Public and Stakeholder Engagement program, and works with other beef industry stakeholders to address public and consumer concerns about beef production, while also working to support Canadian beef brands.

## Generic beef marketing funded by the Import Levy

The Import Levy (collected on beef imports at the equivalent rate of \$1 per head) provides funding for positive beef messaging across Canada. The award-winning [One & Only Beef campaign](#) is an example of how import levy funds benefit beef consumption.

## Health and nutrition

Canada Beef fortified its efforts to promote the health and nutritional aspects of beef to consumers with the addition of a registered dietitian to our staff. This expertise will help further develop Canada Beef's nutrition strategy in line with the current science, industry needs and nutrition trends.

Efforts in this area include six TV spots on Iron & Women's Health on stations in major urban centres across Ontario and Atlantic Canada from July to October. The combined reach of these televised spots was 2.3 million viewers, with a segment on Breakfast Television Toronto alone reaching 840,000 views - an important target audience for Canada Beef.

## Domestic Channel Marketing

The Domestic Channel Marketing team engages brand partners within the Canadian market in the development and promotion of Canadian Beef to leverage the value of the Canadian Beef brand, to increase demand, client confidence and competitive position within the Canadian marketplace.

A new domestic trade-marketing program launched in 2021. The Domestic Market Development Partner Program provides cost-shared funding support for eligible Canadian Beef representative company initiated projects and activities in two broad based categories essential for facilitating domestic market growth.

An advertising campaign to promote the Canadian beef grading system to retailers also launched. Designed to educate consumers and trade professionals about the quality and value offered within Canada's top three beef grades, the campaign will help consumers choose the product that is right for them and improve overall consumer satisfaction.

## **Export Market Development Programs and Services**

The Canada Beef Export Market Development (EMD) program provides cost-shared funding support for eligible Canadian Beef representative company initiated projects and activities in five broad based categories essential for facilitating Canadian beef export market growth.

In 2021, 50 EMD program projects were approved that supported six incoming buyer delegations, one outgoing market development visit, 35 different promotion and marketing initiatives and eight projects that involved international trade show attendance. Of these 50 projects approved, 28 different companies received support targeting nine different export markets and four projects that covered multiple export markets.

Canada Beef's International team responsible for export market development in major and emerging beef export markets continue to respond to new trends and opportunities while at the same time dealing with many pandemic-related restrictions.

## **Global Marketing**

The global marketing team completed research projects that surveyed consumers as well as industry professionals in nine countries to acquire a fresh perspective about buyer and consumer trends. This intelligence ensures Canadian cattle and beef industry competitiveness, and a strong return on investment from Canada Beef.

## **Canadian Beef Centre of Excellence**

The Canadian Beef Centre of Excellence (CBCE) developed a sophisticated repertoire of video and photography capabilities to continue to deliver Canadian Beef Advantage messaging to industry and consumer audiences.

The videos serve as educational and promotional tools with trade/industry professionals and consumers as well as in multiple international markets. Approximately 85 of the 300 video titles developed to date are available on our trade website [cdnbeefperforms.ca](http://cdnbeefperforms.ca).

## **Conclusion**

As we enter the final quarter of the current fiscal year, the work continues at Canada Beef to ensure the delivery of programs, services and resources that will position Canada's beef and veal industry for continued success and increase consumer satisfaction, preference and brand loyalty.



## When it comes to agriculture, we get it.

Our Agricultural Specialists come from agriculture backgrounds to better serve your business.

What we can do for you:

- Review options to stabilize cash flow in case of seasonal fluctuation
- Meet your credit needs as your business expands or shifts with the times
- Discuss options to better manage surplus cash
- Review and document your transition plan

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[www.scotiabank.com/agriculturalservices](http://www.scotiabank.com/agriculturalservices)

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## Your Beef Check-Off: Working for You

By Chad Ross, Canadian Beef Check-Off Agency Chair

Our national check-off dollars went to work hard last year, supporting flexible marketing strategies to meet consumers where they were shopping, and investing research dollars into projects that helped producers stretch their feed supplies and increase efficiencies while holding on to cattle in a backlogged market situation. Investments into maintaining and growing public support for beef and beef producers was paramount this year, and our industry continues to focus on the science that shows how beneficial cattle and beef really are to our environments and to our health and wellness.

Last year, \$17.2 million in check-off was collected in Canada, to help drive value for Canadian beef and veal producers. Add that to the \$1.2 million in import levy collected, and nearly \$19 million was invested into making our industry more efficient and profitable through targeted investments in priority areas.

The national check-off is earmarked through federal regulatory framework overseen by the Farm Products Council of Canada (FPCC) for targeted investment only in research, market development and promotion in the beef industry in Canada. National check-off investments into lobbying and policy related programs aren't eligible through the regulatory framework, and the FPCC continues to review our business plans annually for eligibility of all investments.

The Agency has worked to educate producers, stakeholders and those along the value chain about the collection and remittance of check-off, which has in turn, reduced slippage. It is important that we, as an organization, remain engaged with our provincial partners so we understand the unique needs of producers from coast to coast. We are always looking for ways to change our strategies and remain flexible, making sure to get our message to where producers are.

As markets fluctuate and the way we raise and produce cattle changes, so must our strategy for investing check-off dollars. Different points in the cattle cycle highlight the need for different investment priorities for our industry, so we have to be ready to watch for those market signals and remain flexible.

Through the National Beef Strategy, our industry can continue to focus on the priorities that will move us forward together, which includes a funding strategy to meet the goals that will affect the profitability and future of Canadian beef producers. The Strategy recommends both funding allocations for each provincial cattle association, as well as the measurable goals that will continue to pull our industry into the future. And it is the job of our national beef organizations, including our provincial partners and our three national service providers, to help deliver on those measurable goals.

Speaking of our service providers, I have to give each of them a round of applause. This year has not been easy, and they have all stepped up to the plate to continue working for our industry without missing a beat.

At Canada Beef, Michael Young has brought such an impressive leadership style for the marketing arm of our industry. Canada Beef continues to thrive with Michael at the helm, and it is so encouraging to see the marketing strategies being put to work on behalf of our beef and veal producers. It is certainly something to be proud of.

At the Beef Cattle Research Council (BCRC), Andrea Brocklebank has been a rock for our industry. Through crises and prosperity, Andrea has continued to lead the BCRC and the industry's research strategies to do what they do best, which is to help beef producers do what they do best. Under Andrea's leadership, research capacity has been retained and grown, which is an incredible accomplishment for our industry.

Leading the Public and Stakeholder Engagement (PSE) team, Amie Peck has continued to drive new and exciting programs and strategies to share the stories of our industry and our beef and producers with the world. The Guardians of the Grasslands film has been an absolute joy to watch spread across the country, and it makes me feel so good about the hands that we're leaving our industry in.

Our Agency Members continue to work together to represent Canadian beef producers from all sectors around the check-off table. It is important to keep our eyes on the future of our industry, and ensure we are continuing to deliver measurable value for our industry.

Chad Ross  
Chair, Canadian Beef Check-Off Agency



As 2021 has now come to a close, we at the Canadian Cattle Identification Agency (CCIA) are reflecting back on a challenging yet informative year where we took direct action to help move our industry forward. Here are just a few of the major milestones.

## Relocation of CCIA

We have had a longstanding goal of owning our own building consisting of both office and warehouse. By having dedicated space of our own and room for a distribution centre we have the potential to increase our in-house services and become more self-reliant to better serve the industry as we move forward. We have been actively seeking a new property since March 2020 and finally found our permanent home in SE

Calgary. The move happened in mid-September, and we are enjoying the new building and all its wonderful features.

After searching high and low, CCIA purchased our own office and warehouse space with hopes of growing in-house services and becoming self-reliant.

## Moving Forward with Ultra-High Frequency (UHF)

There is a growing interest in Ultra High Frequency (UHF) technology-based tags and equipment as a management tool for livestock producers. Recent work by industry has

uncovered opportunities and challenges for implementing the technology in Canada, which is highly supported by the feedlot and packer sectors. While CCIA is technology neutral, we have a project completed which reviews all the relevant literature available on the subject and its application to the livestock industry, which was completed with support and funding by Agriculture and Agri-food Canada and Canadian Cattleman's Association. Visit <https://www.canadaid.ca/traceability/research/> to learn more.

Industry has indicated that there are benefits to be captured using the technology beyond the capabilities of the current Low Frequency technology tags. Even ahead of international standardization of numbering schemes, which is required for national adoption of the technology in Canada, introduction and testing of the technology is being seen as beneficial. CCIA is receptive to industry's wishes but require changes and additions to current systems to allow the new technology to achieve its greatest benefit for all stakeholders.

CCIA is exploring ways to rapidly introduce UHF management tags into the existing system in a cost-efficient manner that supplies benefits of the technology to on-farm data collection and supports traceability. Traceability integrity is enhanced and data capture is simplified by pairing a UHF tag number with a CCIA tag number and storing the cross reference in the CLTS.

CCIA is exploring ways to rapidly introduce UHF technology in a cost-efficient manner. In 2022, this will continue to be a major focus for our organization.

## Tag Retention

Tag retention is an integral part of the traceability system and has long been a focus for CCIA. Over the years, CCIA has collaborated on a number of research projects to better

understand common issues and find solutions to concerns about lost tags, missing backs and poor overall tag retention.

CCIA has been working directly with manufacturers to improve issues reported from producers. This has resulted in enhancements and modifications to current tags on the market as well as bringing new and innovative tag design to the market. Conformance testing of approved tags is conducted on a regular basis by CCIA. Annual testing is planned for early 2022. This ensures tags continue to meet the high standards of industry and CCIA. Tag retention will continue to be a focus for CCIA in 2022 and will be the feature of CCIA's targeted advertising.

Tag retention is improving through direct action, which will help with the growing demand for traceability in our industry. Ultimately, much of the responsibility still falls on the producers, who are relied upon to correctly apply tags and respect the environmental limits of the materials.

By working together with both manufacturers and producers, CCIA is helping resolve the fundamental traceability issue of tag retention by addressing concerns through direct feedback from producers through the [Approved Indicator Quality Control Form found on canadaid.ca under CLTS Forms](#)

CCIA works with manufacturers to improve retention issues reported direct from producers. Tag retention continues to be a major focus.



## LIVESTOCK MARKETS ASSOCIATION OF CANADA

During the past year, the Livestock Markets Association of Canada (LMAC) was unable to host any in person meetings, but was very active behind the scenes working on behalf of their members and industry partners.

Current issues that LMAC is working on include the requirement of “transfer of care” documents for livestock arriving at intermediate sites. Canadian Food Inspection Agency (CFIA) inspectors across the country are asking intermediate sites to produce documents for cattle arriving that include information such as when the cattle were last on feed and water, who hauled the livestock and whether or not they arrived at the intermediate site in good condition.

This is problematic because the producers/owners in most cases are totally unaware of the requirement! LMAC had suggested that CFIA develop an educational program to educate and promote the use of the documents, but this did not happen. There is no standard form developed by CFIA,

rather there is a template of information required. It is up to the owner of the cattle to fill out the form and provide the information. Intermediate sites are required to collect the forms and store them in the event that an investigation is required by CFIA. LMAC will be developing a form that will be posted on the LMAC website. LMAC is recommending that cattle travelling under 300 miles be exempt from requiring the “transfer of care” document, as they are well under the 36-hour limit in the current transport regulations.

LMAC has been an active participant in the “Intermediate Site Code of Practice” development committee led by Animal Health Canada, formerly NFACC. This committee has met 15 times and will finish the new code in early 2022. It was very important that industry be a part of this development. According to the project leaders, five provinces currently use the “Codes of Practice” when making regulatory changes regarding animal care and housing.



The committee includes government, private sector, animal welfare, transportation and industry representatives. The group also represents more than cattle, which at times makes it very difficult to get consensus. LMAC has been working very hard to make sure that nothing in the code can be taken out of context in the future and be used to impede operations at intermediate sites.

LMAC has been involved in the reorganization of the Canadian Livestock Transport certification program. In the USA, some of the major packing plants are requiring that livestock handlers and truckers have this certification in order to deliver cattle to their locations. There are indications that some in Canada may require this certification in the future. In the past, this course was very expensive, and with the high turnover of staff in both the trucking industry and intermediate sites, meeting the requirements became very difficult. The course is now offered online at a cost of \$200.00 per person and is good for three years. LMAC has asked that intermediate sites be able to have one employee who would take a train the trainer course. This person would then be authorized to teach employees on the site. The goal would be to have one certified instructor on site who could certify employees.

LMAC spent a lot of time during the past year keeping their members informed on current and accurate COVID-19 information, so that members could continue to provide marketing services to their customers. Different regulations in different provinces made this more difficult. Some market operators were fined under the COVID-19 public gathering regulations. Many of the markets broadcast their sales publicly so that producers would have the opportunity to watch their cattle sell.

LMAC will continue to make sure that the marketing sector is recognized as an essential service. The federal vaccination requirement for truckers hauling to and from the U.S. is a concern; live cattle and beef products could be affected.

Also, grain and feed byproduct deliveries will be more difficult. LMAC expects exports of live cattle in the first half of 2022 to be higher than last year due to the cheaper cost of feeding cattle in the U.S. compared to western Canada.

LMAC estimates that 15 per cent to 20 per cent more feeder cattle were sold in the fall of 2021 due to feed shortages. There is also concern over the number of bred cows culled and sold in 2021 due to drought conditions. LMAC feels that many of these herds will not be “rebuilt” in the future.

Experienced labour shortages in the auction business continue to be a challenge in our industry.

LMAC is pleased that the Livestock Marketers of Saskatchewan have rejoined LMAC and are members in good standing.

LMAC will attempt to hold their 2022 Convention and Canadian Livestock Auctioneering Championship May 5 to 8 in Lloydminster, Saskatchewan. The events were cancelled the past two years due to COVID-19 concerns. This year, LMAC has approved a policy in which all persons attending must be at a minimum double vaccinated to attend, or for those not vaccinated, a “rapid test” will be available on site. The person taking the test must provide a negative result to be allowed into the event.

Over the past year, LMAC has worked on improving membership services and enhancing public awareness of our organization.

LMAC looks forward to working with CCA in the future.



Activities and accomplishments of the National Cattle Feeders' Association (NCFA) reached new heights in 2021 as we stepped out to execute on a new five-year Strategic Plan adopted by the Board of Directors last year. While there are numerous initiatives and objectives under the plan, all of them drive back to NCFA's core organizational goals—sustainable growth and prosperity, improved competitiveness, and industry leadership and collaboration.

**I am especially pleased to report on some significant achievements this year.**

James Bekkering  
NCFA Board Chair

- Succeeded in working with the Canadian Food Inspection Agency (CFIA) to develop a new “Trusted Trader” designation with USDA-APHIS.
- Served as an essential voice of Canada's beef industry in responding to new proposed feed regulations published this year in Canada Gazette-I. This comprehensive regulatory package is the result of a decade-long effort to modernize Canada's livestock feed regulations, and one with which NCFA has been involved since the beginning.
- Successfully partnered with other national cattle and beef industry stakeholders to arrive at a Joint Industry Statement calling for the development of ultra-high frequency (UHF) tags for Canadian cattle, and their eventual adoption as mandatory approved indicators for cattle traceability purposes.

- Worked with our national industry partners and the project team at CFIA to prepare the successful application to the World Organization for Animal Health (OIE) resulting in Canada being granted “negligible risk status” for BSE in May 2021.

Across 2021, NCFCA made over two dozen separate submissions to the federal government including:

- Trade submissions were made to Global Affairs Canada on potential new free trade agreements with Indonesia, the United Kingdom, and India.
- Regulatory submissions were made to the CFIA on a set of pre-proposals for enhanced traceability, cattle imports and exports, and improving regulatory competitiveness.
- A particularly critical submission was made in advance of the Federal-Provincial-Territorial (FPT) Agriculture Ministers meeting on the next Canadian Agricultural Partnership (CAP) Agreement. In that submission, NCFCA urged the ministers to add “improving competitiveness” as a pillar of the next CAP Agreement and pursue meaningful reform to the current suite of agriculture Business Risk Management (BRM) programs by ensuring timely payments, removing the current \$3 million cap on Agri-Stability, and increasing the payout rate to 85 per cent.
- Additional submissions were made to Environment and Climate Change Canada (ECCC) on current carbon pricing policies and development of a new federal GHG offset system.
- Lobbied on the need for continued access to foreign labour and proposed changes to the Temporary Foreign Workers’ Program.

Other activity highlights:

- Appeared before the House Standing Committee on Agriculture and Agri-Food, Citizenship and Immigration,

International Trade, and Finance.

- Held a “top-to-top” meeting with the CFIA President and the Senior Executive Team, followed by meetings with Canada’s Chief Veterinary Officer (CVO), officials within the Animal Health Directorate and the Import-Export Division, and officials at Health Canada’s Veterinary Drug Directorate (VDD).
- Submitted to each federal political party a list of agriculture priorities to include in their election platforms, and unfolded a social media campaign designed to draw attention to our issues and concerns.
- Represented cattle feeders on national working groups for:
  - » Animal Health Canada
  - » Animal Transportation
  - » SRM Requirements in Canadian Beef Plants
  - » UHF Tag Technology
  - » Climate Change (Agriculture Carbon Alliance)

The accomplishments above reflect only a small portion of NCFCA’s efforts over the past year—a year marked by numerous events testing Canada’s fed cattle producers. All of this is occurring against the backdrop of an ongoing global pandemic coupled with new regulatory requirements on cattle transportation and electronic logging devices (ELDs).

As NCFCA Chair, I extend my sincere appreciation to all our industry partners and each and every one of our dedicated directors for your collective efforts during the past year. A special word of thanks goes out to our talented provincial staff representatives, and our committed team of consultants on the ground in Ottawa.



CANADIAN MEAT COUNCIL

Canada attained BSE negligible risk status from the OIE in May 2021. We look forward to expanded access to foreign markets for various beef products limited by BSE era restrictions. Also, it would be great if your report could hit on the following topics: overview of the year, update on key priorities/activities, and priorities going into 2022.

## **Report on CMC Beef and Veal Committee Activities**

The CMC Beef and Veal Committee has addressed several key issues throughout this past year, as we continue to manage through challenges presented by the COVID-19 pandemic.

The COVID-19 pandemic continued to cause challenges to the members of CMC beef processors. CMC maintained contact with Ministers and senior government officials to ensure plants were able to continue to operate throughout the pandemic. Government offered rapid testing products and CMC lobbied for priority to meat plants to obtain early access to the vaccine.

Priorities for the Beef and Veal Committee focussed on the request for changes to the SRM Removal Policy to harmonize with the United States now that Canada has been recognized as having a BSE Negligible Risk Status with the OIE –World Animal Health Office, as well as lobbying for changes to the Traceability Regulations which would have been difficult for CMC members to comply with in their proposed form.

The Beef and Veal Committee formed two sub working groups to address these key issues.

### **SRM Removal Policy**

A position paper was developed on the SRM Removal Policy and presented to CFIA to outline the specific issues that cause members to be uncompetitive with the United States. Working together with stakeholders –Canadian Cattlemen’s Association (CCA), the National Cattle Feeders Association (NCFA) and with support from the Canadian Renderers and Canadian Feed Association –we are seeking changes that would improve the situation in Canada. Consultation with the National Renderers Association in the United States highlighted the following:

- Approx. 25 lbs. more of material is removed from each OTM animal processed in Canada
- SRM cost for OTM cattle in Canada is as much as \$256.84/ton
- The cost to dispose SRM from 500,000 OTM cattle processed in Canada is C\$6 million dollars more than in the United States (this does not include labor, loss of raw material, or the decrease in sustainability impact of rendering byproducts)

In addition, CFIA was provided a side-by-side document that highlighted the differences in how SRM is treated in the United States vs Canada. Industry is working with independent researchers to provide CFIA with an accurate risk assessment on a move towards harmonization with the US.

There is concern that the Atypical BSE Case will affect the progress of this policy change. CMC is monitoring closely whether or not the atypical case will affect our SRM regulatory improvement advocacy.

### **Traceability / UHF Technology**

On the issue of the Traceability Regulations, CFIA agreed to CMC's position paper that showed we could respond to a request for trace-back of any animal that arrives to our plants within 48 hours, rather than a need to actively report specific details for every animal. However, they continue to ask establishments to report the PID-Premise Identification number. CMC's position is that this information can be provided when technology is in place through an electronic manifest and/or Ultra High Frequency (UHF) identification tags on cattle. CMC is working in collaboration with CCA and NCFA to advance the approvals of UHF technology in Canada. Research is underway to establish the criteria for UHF tag use in Canada and to advance the ISO approvals needed to use these tags.

### **Market Access Priorities**

Now that Canada has achieved negligible risk status at the OIE, CFIA asked for a list of priority markets that should be focused on to negotiate new export certificates for all beef of all ages. In April 2021 CMC provided the BVC's list of priorities which include:

- China: Access for Bone-in Beef, Offal, and OTM (Resumption of suspended plants due to previous COVID outbreaks)
- Taiwan: OTM Beef and Offal
- S. Korea: OTM Beef
- Indonesia: OTM, Offal and remove restrictions on beef from imported cattle (must be in Canada 4 months prior to slaughter)
- Brazil: UTM, OTM, Offal and Trimming

CMC also provides individual company support for ongoing market access issues and trouble shooting.

### **EU Working Group**

The EU working group continued to address the challenges in exporting product to the European Union. The Canadian Veal Protocol was approved and is now published on the CMC website. Delays caused by complications due to COVID-19 have prevented the next step for establishment approval however that will be the next step. The issue of the approval of PAA processing aid is also a challenge for some establishments and the solution to that is a longer-term project. The work of this committee was suspended during the election writ period but is expected to resume at some point in the new year.

## Trade Agreement Updates

CUSMA was implemented on July 1, 2020 and our unaddressed issues could be referred to bilateral committees once they are established. COVID and the election delayed some of this work. The status of the Consultative Agreement on Agriculture(CCA)is still unknown.

An interim bilateral Canada-UK Trade agreement is in place to allow trade to continue. The beef industry continues to ask that access be equivalent, and Canada should not allow UK more access than they allow Canada.

Canada is also in discussions for an economic partnership agreement with Indonesia. CMC provided comments on the issues important to access this market such as the restrictions on beef from imported cattle.

## Product of Canada

The Minister of Agriculture has responded to the joint industry letter asking for changes to the residency requirements for use of Product of Canada on beef from cattle imported from the United States. The response was not helpful and efforts will continue to seek changes to this requirement.

## USA COOL

There continue to be efforts to restore the Country-of-Origin Labelling rules in the US and Secretary Vilsackhas indicated he would support a WTO compliant position. In addition, they are reviewing the Product of USA regulations. We continue to monitor both these issues.

## Interprovincial Trade

The issue of trade in meat products has been raised at Federal Provincial Minister's meetings and producer associations. CMC has concerns with this potential policy change, as it could affect the industry's food safety status. The Beef and Veal Committee has agreed that we would support this policy

if it could be demonstrated (by audits) that product from provincial plants meets the same food safety standards as federally inspected plants.

## COVID-19

CMC has been working closely with government officials and senior management to support members as they work through the challenges imposed by COVID-19 in establishments. We lobbied for meat plant workers to be prioritized for early vaccination and coordinated efforts to ensure business could continue. There were daily discussion with senior officialsand updates sent to members to keep them informed. CMC members requests for rapid tests have been flagged to get priority.

## Priorities going into 2022

The main priority as identified by CMC members continues to be changes to the SRM Removal Policy in Canada. The working group continues to address the priorities submitted by CMC as "low hanging fruit".

The discovery of an atypical case of BSE in Alberta in December 2021 will not affect the progress of this work, but has temporarily suspended trade with China, S. Korea and Philippines. CMC urges the government of Canada – Agriculture & Agrifood Canada Market Access Secretariat and the Canadian Food Inspection Agency, together with our Embassies abroad to work to resume trade to these important markets. CMC will continue to closely monitor whether or not the atypical case will affect our SRM regulatory improvement advocacy.

The Market Access Priorities for resumption of full trade after Canada's upgrade to Negligible Risk Status will also be a priority for CMC.

It is expected that the government will introduce the changes to the Traceability Regulations in the spring or summer of

2022. CMC will continue to push for time to adapt to the requirement to report the Premise Identification Number as new technology evolves to facilitate this.

The health of the environment is a topic of global interest and the focus of this session of Canadian Parliament. CMC is undertaking a study on the environmental performance of the meat processing sector in Canada. We are working on a survey of members that will provide input into the report “An assessment of the past current and planned environmental performance” of the Canadian meat processing industry. The report is expected to be finalized late February or March.

## About the Canadian Meat Council

The Canadian Meat Council represents Canada’s federally licensed meat packers, meat processors and suppliers of equipment, services and goods to the meat industry. CMC provides evidence-based advocacy on behalf of its members and works to secure and improve Canada’s global meat competitiveness and, promote a balanced diet, which includes high-quality and nutritious Canadian meat. The Canadian red meat industry represents over 20 Billion dollars to the Canadian economy and supports 288,000 jobs across Canada.

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**SUSTAINABILITY**

The image features a solid dark teal background. The word "SUSTAINABILITY" is written in a large, bold, white, sans-serif font across the middle. At the bottom of the image, there are several overlapping, wavy, light-colored shapes that resemble stylized hills or water ripples, rendered in a light beige or taupe color.



# The Environmental Stewardship Award

The Canadian Cattlemen's Association (CCA) started presenting The Environmental Stewardship Award in 1996, making 2021 the 25th anniversary of this prestigious award. Across those 25 years, outstanding producer nominees have come forward from across Canada to share their sustainability story.

To recognize The Environmental Stewardship Award's (TESA) silver anniversary, CCA embarked on an ambitious communications and promotional strategy to raise the profile of TESA both within the cattle industry and the general public, while raising awareness of the connection between cattle production and the environment. Ducks Unlimited Canada, Birds Canada and the Canadian Roundtable for Sustainable Beef were also engaged as foundational partners of TESA.

At the local level, cattle producers receive provincial recognition from their peers for their outstanding stewardship

initiatives and contributions. These recipients move forward as nominees for national recognition from the CCA through TESA. We saw six regional recipients nominated for the national award – the most ever. We also had our first ever nominee from Quebec.

The stewardships stories of each regional nominees were highlighted in the Action News Blog beginning in mid-June. The nominees also participated in an online media training session, helps prepare the nominees to tell their stories in an interview format. A virtual showcase event was held on August 24 to introduce the regional nominees and their stewardship accomplishments. Select media were invited, along with industry stakeholders and provincial managers.

We remain grateful for the generous support of our TESA Platinum Partner MNP. MNP is a long-time partner of the CCA, and we sincerely appreciate their support in honouring these outstanding Canadian cattle producers.

**The nominees for 2021 were:**



Alberta: Soderghen South Inc., Scott and Elan Lees and Stan and Jane Grad



Manitoba: Triple V Ranch, Matt Van Steelandt



Saskatchewan: Ed and Charlotte Bothner



Ontario: Pemdale Farms, Jackie and Steven Pemberton



Quebec: Brylee Farm, Brian Maloney and Lise Villeneuve, along with daughter Kim Maloney

## 2021 TESA

After a thorough evaluation process and discussion, the TESA judges named the Manning Family Farm located in Falmouth, Nova Scotia (NS) as the 2021 TESA recipient.

The award was presented by Environment Committee chair Duane Thompson and Marvin Slingerland, business advisor with TESA sponsor MNP during the 2021 virtual Canadian Beef Industry Conference (CBIC) in early September. Despite having an online award presentation, there was good media coverage of the awards and the recipients. We even had mainstream coverage from the Chronicle Herald in Halifax, NS.

Of their many accomplishments, Thompson noted,

**“The Manning Family Farm is leader in their community and the Canadian beef industry with their outreach efforts to the general public and their open-door policy to educate consumers wanting to know more about how beef cattle are raised.”**

### The Manning Family Farm – 25th Anniversary Recipient

The Manning Family Farm is owned and operated by Dean and Catherine Manning, who left their off-farm careers about 25 years ago to return to the second-generation family farm where Dean was raised. They’ve proudly carried on and expanded the conservation practices that Dean’s parents, Malcolm and Gail, put in place, creating an efficient and profitable mixed farming operation that works very much in harmony with the environment.

The Mannings have 80 head of commercial and purebred beef cattle on about 500 acres along with a greenhouse and market garden for vegetable production that’s marketed through weekly local farm markets, an online store, and wholesale their vegetables to other farm markets in the



Nova Scotia: Manning Family Farm, Dean and Catherine Manning

area. The farm also includes about 40 acres of annually cropped land to produce silage corn and grain crops such as wheat or fall rye. About 300 acres are cleared and seeded to forages to be used for either pasture or hay production. The balance of the farm is woodland or bush pasture used mainly as shelter. Brooks with adjoining riparian areas flow through the property. The various watercourses that cross the farm were also fenced out to restrict livestock access and the buffer areas established allowed wildlife to flourish. On remote pastures, solar panels power electric fence energizers with water from one of their ponds pumped to a large stock tank run from a solar powered pump.

The family focused on developing a grazing and cropping system that considers risk management. With climate change and more volatile and extreme weather the couple needed to develop an adaptive system as weather conditions change.

It was after their area of Nova Scotia experienced dry growing seasons, that the Mannings began thinking it might be a good risk management tool to stockpile some forages.

Some pastures were more intensively managed, while others were set aside to grow and not be used until after the growing season. If needed that stockpiled forage could be cut and baled, it could be grazed in the fall, or used the next spring - this provided some options.

For the past few years, the family also worked on extending the grazing season. They seeded cover crops, such as a winter cereal or in some cases a forage blend on cereal and corn stubble after grain and silage corn was harvested. The cover crop could be grazed later in the fall, and they also saved part of the corn crop as standing corn for winter grazing.

Thompson highlighted that the TESA judges acknowledge each year the innovative conservation solutions all nominees bring to enhancing not only their operation but the environment and wildlife around them.

We look forward to seeing the innovative practices undertaken by the nominees for 2022!



# Canada's 2030 Beef Industry Goals

## Measuring impact and progress nationally and globally

This has been a year marked by intensifying coverage regarding sustainability and climate change. The Canadian beef industry knows it has a vital role to play, demonstrating continued leadership, as a solution for climate change, and our role in a sustainable food system. Through collaborative processes beef industry stakeholders have been working regionally, nationally and globally on establishing robust 2030 goals that are practical, yet ambitious, and demonstrate our collective intention to make continual progress, and be part of the solution. Alongside these initiatives, the United Nations is hosting the first Food Systems Summit in 25 years, which has the potential for broad-reaching international recommendations for the food system, so the conversation is even more important than ever.

## CANADA'S 2030 BEEF INDUSTRY GOALS

Through the seven national organizations that comprise the Canadian Beef Advisors, a suite of ambitious ten-year goals across seven key topics areas demonstrate how we are working to address continual improvement in how cattle are raised, and the importance of enhancing the natural environments under the care of beef farmers and ranchers. These goals build on the National Beef Strategy and address improvements in:

- Reducing greenhouse gases and sequestering carbon
- Best practices in animal health and care
- Conserving land use and biodiversity
- Improving water and soil quality

“

- Supporting health and safety of people
- Improving beef quality and food safety, and
- Incorporating technology to improve efficiencies

This suite of long-term goals highlights the work of the Canadian beef industry as integral for climate change mitigation, supporting communities, embracing innovation, and the overall sustainability of our food system. The wide variety of topics covered in the long-term goals underscores the vast benefits of raising beef cattle in Canada, beyond supplying global protein demand, and address all five of the principles of beef sustainability adopted here in Canada – Natural Resources, People & Community, Animal Health and Welfare, Food, and Efficiency & Innovation.

Thank you to our members and stakeholders who have provided valuable input, feedback and recommendations throughout the goals development process through producer working groups, CRSB webinars, surveys and written feedback.



**We want Canadians to know that we share their concerns around climate change and the need for a resilient food supply. Raising cattle in Canada is good for the environment and these goals demonstrate how we are striving to make every sector of the industry even better.**

- BOB LOWE  
Alberta rancher, President of the Canadian  
Cattlemen's Association (CCA),  
and CRSB Council member

”

# FINANCIALS



# Management's Responsibility

To the Board of Canadian Cattlemen's Association:

Management is responsible for the preparation and presentation of the accompanying financial statements, including responsibility for significant accounting judgments and estimates in accordance with Canadian accounting standards for not-for-profit organizations. This responsibility includes selecting appropriate accounting principles and methods, and making decisions affecting the measurement of transactions in which objective judgment is required.

In discharging its responsibilities for the integrity and fairness of the financial statements, management designs and maintains the necessary accounting systems and related internal controls to provide reasonable assurance that transactions are authorized, assets are safeguarded and financial records are properly maintained to provide reliable information for the preparation of financial statements.

The Board is composed of Members who are neither management nor employees of the Association. The Board is responsible for overseeing management in the performance of its financial reporting responsibilities, and for approving the financial information included in the annual report. The Board fulfils these responsibilities by reviewing the financial

information prepared by management and discussing relevant matters with management and external auditors. The Board is also responsible for recommending the appointment of the Association's external auditors.

MNP LLP is appointed by the Board to audit the financial statements and report directly to them; their report follows. The external auditors have full and free access to, and meet periodically and separately with, both the Board and management to discuss their audit findings.

October 27, 2021

e-Signed by Dennis Laycraft  
2021-10-28 19:12:28:28 GMT

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Dennis Laycraft  
Executive Vice President



# Independent Auditors' Report

To the Board of Canadian Cattlemen's Association:

## Opinion

We have audited the financial statements of Canadian Cattlemen's Association (the "Association"), which comprise the statement of financial position as at June 30, 2021, and the statements of operations, changes in net assets and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Association as at June 30, 2021, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

## Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Association in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance

with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## Other Matter - Unaudited schedules and Supplementary Information

Our audit of Canadian Cattlemen's Association's financial statements for the year ended June 30, 2021 was not directed to the determination of the accuracy of the information included in Schedules 1 to 9. While such information has been subjected to the auditing process applied in the audit of the financial statements as a whole, we do not express a separate opinion on Schedules 1 to 9.

## Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Association's ability to continue

as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Association or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Association's financial reporting process.

### **Auditor's Responsibilities for the Audit of the Financial Statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Association's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Association to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

*MNP LLP*

Calgary, Alberta  
October 30, 2021

**Chartered Professional Accountants**

# Canadian Cattlemen's Association Statement of Financial Position

As of June 30, 2021

	2021	2020
<b>Assets</b>		
<b>Current</b>		
Cash	<b>8,749,925</b>	8,114,392
Accounts receivable (Note 3)	<b>2,360,317</b>	3,100,179
Goods and services tax recoverable	<b>3,988</b>	1,277
Note receivable (Note 4)	<b>500,000</b>	500,000
Prepaid expenses	<b>85,544</b>	93,323
	<b>11,699,774</b>	11,809,171
<b>Property and equipment</b> (Note 5)	<b>46,681</b>	37,460
<b>Investments</b> (Note 6)	<b>6,300,333</b>	5,260,774
	<b>18,046,788</b>	17,107,405
<b>Liabilities</b>		
<b>Current</b>		
Accounts payable and accrued liabilities (Note 7)	<b>640,684</b>	1,063,086
Deferred contributions (Note 8)	<b>3,495,360</b>	3,376,728
<b>Commitments (Note 9)</b>		
<b>Contingency (Note 8(d))</b>		
<b>Significant event (Note 16)</b>		

The accompanying notes are an integral part of these financial statements

	2021	2020
<b>Net Assets</b>		
Invested in property and equipment	<b>46,681</b>	37,460
Unrestricted	<b>9,632,288</b>	9,615,431
Restricted - Beef Cattle Research Council	<b>2,000,000</b>	2,000,000
Restricted - Marketing Assessment	<b>979,131</b>	647,055
Restricted - Canadian Roundtable for Sustainable Beef	<b>150,000</b>	125,000
Restricted - Public and Stakeholder Engagement	<b>100,000</b>	40,000
Restricted - Special Projects Fund	<b>202,645</b>	202,645
Restricted - Climate Change Reserve	<b>740,000</b>	-
Restricted - Canfax Research Services	<b>60,000</b>	-
	<b>13,910,745</b>	12,667,591
	<b>18,046,788</b>	17,107,405

### Approved on behalf of the Board

e-Signed by Lynn Grant  
2021-10-30 13:47:06:06 GMT

Director

e-Signed by Bob Lowe  
2021-10-29 19:25:57:57 GMT

Director

The accompanying notes are an integral part of these financial statements

# Canadian Cattlemen's Association Statement of Operations

For the year ended June 30, 2021

	2021	2020
<b>Revenue</b>		
Canadian Cattlemen's Association Segment (Schedule 1)	<b>4,224,523</b>	3,983,201
Canfax Market Analysis Division (Schedule 3)	<b>455,873</b>	469,803
Canfax Research Services Division (Schedule 5)	<b>555,826</b>	246,155
Beef Cattle Research Council (Schedule 6)	<b>6,295,753</b>	7,227,068
Beef Science Cluster (Schedule 7)	<b>2,547,067</b>	2,882,536
Canadian Roundtable for Sustainable Beef (Schedule 8)	<b>1,100,963</b>	1,214,718
Public and Stakeholder Engagement (Schedule 9)	<b>534,549</b>	849,206
	<b>15,714,554</b>	16,872,687
<b>Expenses</b>		
Canadian Cattlemen's Association Segment	<b>2,807,358</b>	3,138,597
Canfax Market Analysis Division	<b>417,510</b>	429,425
Canfax Research Services Division	<b>394,517</b>	250,906
Beef Cattle Research Council	<b>6,792,496</b>	4,346,318
Beef Science Cluster	<b>2,547,067</b>	2,882,536
Canadian Roundtable for Sustainable Beef	<b>952,844</b>	1,083,645
Public and Stakeholder Engagement	<b>530,927</b>	537,051
Amortization	<b>28,681</b>	20,259
	<b>14,471,400</b>	12,688,737
<b>Excess of revenue over expenses</b>	<b>1,243,154</b>	4,183,950

The accompanying notes are an integral part of these financial statements

# Canadian Cattlemen's Association Statement of Changes in Net Assets

For the year ended June 30, 2021

	Invested in property and equipment	Unrestricted	Restricted	2021	2020
<b>Net assets, beginning of year</b>	<b>37,460</b>	<b>9,615,431</b>	<b>3,014,700</b>	<b>12,667,591</b>	8,483,641
<b>Excess of revenue over expenses</b>	-	<b>1,243,154</b>	-	<b>1,243,154</b>	4,204,209
<b>Allocation of amortization</b>	<b>(28,681)</b>	<b>28,681</b>	-	-	(20,259)
<b>Reserve allocation (Note 10)</b>	-	<b>(1,217,076)</b>	<b>1,217,076</b>	-	-
<b>Invested in property and equipment</b>	<b>37,902</b>	<b>(37,902)</b>	-	-	-
<b>Net assets, end of year</b>	<b>46,681</b>	<b>9,632,288</b>	<b>4,231,776</b>	<b>13,910,745</b>	12,667,591

The accompanying notes are an integral part of these financial statements

# Canadian Cattlemen's Association Statement of Cash Flows

For the year ended June 30, 2021

	2021	2020
<b>Cash provided by (used for) the following activities Operating</b>		
Excess of revenue over expenses Amortization	<b>1,243,154</b>	4,183,950
Dividends reinvested	<b>28,681</b>	20,259
Gain on sale of investments Unrealized gain on investment	<b>(378,478)</b>	(127,649)
Canadian Roundtable for Sustainable Beef (Schedule 8)	<b>(2,287)</b>	(666)
Public and Stakeholder Engagement (Schedule 9)	<b>(364,459)</b>	(160,639)
	<b>526,611</b>	3,915,255
Changes in working capital accounts		
Accounts receivable	<b>739,862</b>	17,406
Goods and services tax recoverable	<b>(2,711)</b>	606
Prepaid expenses	<b>7,779</b>	18,501
Accounts payable and accrued liabilities	<b>(422,402)</b>	(2,007,300)
Deferred contributions	<b>118,632</b>	283,761
	<b>967,771</b>	2,228,229
<b>Investing</b>		
Purchase of property and equipment	<b>(37,902)</b>	(27,770)
Purchase of investments	<b>(333,373)</b>	(2,330,750)
Issuance of note receivable	-	(500,000)
Proceeds on disposal of investments	<b>39,037</b>	25,419
	<b>(332,238)</b>	(2,833,101)
<b>Increase (decrease) in cash</b>	<b>635,533</b>	(604,872)
<b>Cash, beginning of year</b>	<b>8,114,392</b>	8,719,264
<b>Cash, end of year</b>	<b>8,749,925</b>	8,114,392

The accompanying notes are an integral part of these financial statements

# Canadian Cattlemen's Association Notes to the Financial Statements

For the year ended June 30, 2021

## 1. Description of business

The Canadian Cattlemen's Association (the "Association" or "CCA") was incorporated in March 1932. Under the Income Tax Act (Canada), the Association is classified as a not-for-profit organization and, accordingly, is not subject to income taxes. The Association's mandate is to represent the interests of Canadian beef producers for the enhancement of the beef industry. The Association undertakes its activities through a number of divisions.

The Canadian Cattlemen's Association Segment ("CCA Segment") funds specific projects and organizational operations through provincial assessments.

The Canfax Market Analysis provides market intelligence services and up to the minute information to its members, who are primarily feedlot, cow-calf and backgrounding operators.

The Canfax Research Services provides a market research service that is used by provincial cattlemen's association and government.

The Beef Cattle Research Council ("BCRC") sets priorities and contributes funding to national beef research and development projects in specific research areas.

The Beef Science Cluster is a contribution agreement between the Canadian Cattlemen's Association and Agriculture and

Agri-Food Canada. This initiative is administered by the Beef Cattle Research Council. It is intended to fund practical, applied research to improve the competitiveness of Canada's beef value chain, and to encourage continued investment in infrastructure and human capital in strategically important areas of beef and cattle research.

The Canadian Roundtable for Sustainable Beef ("CRSB") was set up as a division of CCA to engage a broad range of stakeholders to promote sustainability throughout the Canadian beef industry through three pillars of focus – Certified Sustainable Beef Framework, Sustainability Benchmarking, and Sustainability Projects.

The Public and Stakeholder Engagement Division ("PSE") was set up as a division of CCA with the goal of increasing consumer confidence, trust, and support of Canadian beef production practices, which will result in increased beef demand over competing proteins.

During the year, the Association became the sole member of the Canadian Beef Breeds Council ("CBBC"), whose mandate supports, promotes, and represents the Canadian seedstock sector by developing partnerships that advance genetic improvement and research, identify market opportunities, and advocating effective policy. The CBBC has not been consolidated into the audited financial statements as its operations are immaterial to the Association.



## 2. Significant accounting policies

The financial statements have been prepared in accordance with Canadian accounting standards for not-for-profit organizations and include the following significant accounting policies:

### Divisional reporting

These financial statements have been prepared to include the results of the following Association divisions: the Canadian Cattlemen's Association Segment, the Canfax Market Analysis Division, the Canfax Research Services Division, the Beef Cattle Research Council, the Beef Science Cluster, the Canadian Roundtable for Sustainable Beef, and the Public and Stakeholder Engagement.

For presentation purposes, amortization expense has not been segregated on the Schedule of Operations and changes in Net Assets for the Canadian Cattlemen's Association Segment, the Canfax Market Analysis Division, the Canfax Research Services Division, the Beef Cattle Research Council, the Beef Science Cluster, the Canadian Roundtable for Sustainable Beef, and the Public and Stakeholder Engagement.

### Expenditures

The expense categories on the Schedule of Operations for the Canadian Cattlemen's Association Segment have been grouped by department.

The expense categories on the Schedules of Operations and Net Assets for the CCA Segment, the Canfax Market Analysis Division, the Canfax Research Services Division, the BCRC Division, the Beef Science Cluster, the Canadian Roundtable for Sustainable Beef, and the Public and Stakeholder Engagement, have been grouped by type of expense.

### Cash

Cash includes bank balances and deposits with maturities of three months or less. Cash subject to restrictions that prevent its use for current purposes is included in restricted cash.

### Property and equipment

Purchased property and equipment are recorded at cost.

Amortization is provided using the straight-line method at rates intended to amortize the cost of assets over their estimated useful lives.

	<b>Rate</b>
Computer equipment	3 years
Furniture and fixtures	5 years
Office equipment	10 years

### Revenue recognition

The Association follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured. Subscription and assessment revenues that meet the definition of a liability are deferred and recognized on a pro-rata basis over the subscription and assessment period. Interest income is recognized as revenue in the year in which it is earned.

### Contributed service and materials

Contributions of services and materials are recognized both as contributions and expenses in the Statement of Operations when a fair value can be reasonably estimated and when the materials and services are used in the normal course of the Association's operations and would otherwise have been purchased.

## Investments

Investments are recorded at fair value for those with prices quoted in an active market, and cost less impairment for those that are not quoted in an active market.

### Measurement uncertainty (use of estimates)

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements, and the reported amounts of revenues and expenses during the reporting year.

Accounts receivable are stated after evaluation as to their collectability and an appropriate allowance for doubtful accounts is provided where considered necessary. Amortization is based on the estimated useful lives of property and equipment.

These estimates and assumptions are reviewed periodically and, as adjustments become necessary, are reported in excess of revenue over expenses in the years in which they become known.

### Allocation of expenses

The Association follows CPA Handbook Section 4470 Disclosure of Allocated Expenses, which establishes disclosure standards for not-for-profit organizations that classify their expenses by function and allocate their expenses to a number of functions to which the expenses relate. The Association has allocated administrative expenses, primarily salaries and office expense, to the Canadian Cattlemen's Association Segment, Canfax Market Analysis Division and Beef Cattle Research Council Division. The expenses are allocated based on budgeted figures and are disclosed in the accompanying schedules. The Association does not engage in any fundraising activities.

## Restricted net assets

Restricted net assets represent amounts set aside to finance future operating and capital expenditures. Restrictions are established at the discretion of the Association. Increases to and/or from the restricted net assets are reflected as an adjustment to the respective division.

### Financial instruments

The Association recognizes its financial instruments when the Association becomes party to the contractual provisions of the financial instrument. All financial instruments are initially recorded at their fair value, including financial assets and liabilities originated and issued in a related party transaction with management. Financial assets and liabilities originated and issued in all other related party transactions are initially measured at their carrying or exchange amount in accordance with CPA Handbook Section 3840 Related Party Transactions.

At initial recognition, the Association may irrevocably elect to subsequently measure any financial instrument at fair value. The Association has not made such an election during the year.

The Association's financial assets and liabilities are subsequently measured at amortized cost.

### Financial asset impairment

The Association assesses impairment of all of its financial assets measured at cost or amortized cost. The Association groups assets for impairment testing when there are numerous assets affected by the same factors. When there is an indication of impairment, the Association determines whether it has resulted in a significant adverse change in the expected timing or amount of future cash flows during the year. If so, the Association reduces the carrying amount of any impaired financial assets to the highest of: the present value of cash flows expected to be generated by holding the assets; the amount that could be realized by selling the assets; and the amount expected to be realized by exercising any rights to

collateral held against those assets. Any impairment which is not considered temporary is included in current year excess of revenue over expenses.

The Association reverses impairment losses on financial assets when there is a decrease in impairment and the decrease can be objectively related to an event occurring after the impairment loss was recognized. The amount of the reversal is recognized in the excess of revenue over expenses in the year the reversal occurs.

### 3. Accounts receivable

	2021	2020
Canadian Cattlemen's Association Segment	<b>757,306</b>	958,242
Canfax Market Analysis Division	<b>96,736</b>	168,276
Beef Science Cluster	<b>1,057,086</b>	1,843,638
Canadian Roundtable for Sustainable Beef	<b>448,543</b>	126,351
Other receivables	<b>646</b>	3,672
	<b>2,360,317</b>	3,100,179

### 4. Related party transactions

In the prior year, the Association provided a loan to VBP+ Delivery Services Inc., a party related through significant influence due to a common director. The loan is non-interest bearing and there are no principal repayments due within the first five years. Repayments of \$100,000 per year will commence in fiscal 2024.

	2021	2020
Note receivables	<b>500,000</b>	500,000

These transactions were in the normal course of operations and are measured at the exchange amount, which is the amount of consideration established and agreed to by the related parties.

### 5. Property and equipment

	Cost	Accumulated amortization	2021 Net book Value	2020 Net book Value
Computer equipment	<b>148,895</b>	<b>114,026</b>	<b>34,959</b>	29,547
Furniture and fixtures	<b>10,015</b>	<b>8,013</b>	<b>2,002</b>	4,909
Office equipment	<b>18,005</b>	<b>8,285</b>	<b>9,720</b>	3,004
	<b>176,915</b>	<b>130,324</b>	<b>46,681</b>	37,460

### 6. Investments

	2021	2020
Canadian Cattlemen's Association Segment - Mawer Balanced Pooled Funds, at fair market value (cost - \$1,135,685 (2020 - \$751,839))	<b>1,212,719</b>	774,143
Beef Cattle Research Council Division - Mawer Balanced Pooled Funds, at fair market value (cost - \$4,639,760 (2020 - \$4,348,297))	<b>5,087,614</b>	4,486,631
	<b>6,300,333</b>	5,260,774

## 7. Accounts payable and accrued liabilities

	2021	2020
Canadian Cattlemen's Association Segment	<b>555,934</b>	771,649
Beef Science Cluster	<b>84,750</b>	291,437
	<b>640,684</b>	1,063,086

Canadian Cattlemen's Association Segment accounts payable in 2021 included \$424,501 of general accounts payable (2020 - \$408,481), \$12,033 of GST payable (2020 - \$100,611), \$87,462 of payroll liabilities (2020 - \$70,850) and \$31,938 of other accruals (2020 - \$191,707).

## 8. Deferred contributions

Deferred contributions consist of the following:	2021	2020
Beef Science Cluster (a)	<b>1,534,099</b>	1,877,006
Beef Cattle Research Council Division (b)	<b>154,857</b>	237,053
Canfax Marketing (c)	<b>122,465</b>	120,653
Legal Contingency (d)	<b>500,000</b>	500,000
Young Leaders Development Program (e)	<b>307,800</b>	248,374
Canadian Roundtable for Sustainable Beef (f)	<b>614,727</b>	325,689
Canfax Research Services Division (g)	<b>106,189</b>	63,760
National Beef Strategy (h)	<b>14,160</b>	4,193
Public and Stakeholder Engagement (i)	<b>141,063</b>	-
	<b>3,495,360</b>	3,376,728

- a. During the year, interest of \$3,189 (2020 - \$16,779) was earned on the grant, and grant income allocations for the year totalled \$3,388,860 (2020 - \$3,810,507). Expenditures totalled \$1,854,761 (2020 - \$1,933,501) resulting in a deferred balance for the Beef Science Cluster of \$1,534,099 (2020 - \$1,877,006).
- b. During 2021, the Beef Cattle Research Council received \$106,431 (2020 - \$500,343) including interest earned of \$29,430 (2020 - \$92,892) as funding for Canadian Integrated Program for Antimicrobial Resistance Surveillance (CIPARS), Surveillance of antimicrobial use and resistance in Canadian feedlot cattle, Developing a Canadian Tool Quality Management System for Beef Processing, and VBP+ Industrial and Market Alignment. As at June 30, 2021 the Beef Cattle Research Council has spent \$188,627 (2020 - \$421,654) on qualifying activities and the balance of unexpended funds is \$154,857 (2020 - \$237,053), which has been deferred.
- c. These balances represent the unearned portion of yearly subscriptions billed for Canfax Marketing.
- d. The balance represents the unearned portion of funds received from the provincial members to help support legal costs. A standing policy is on record that the Canadian Cattlemen's Association retain a cap of \$500,000 in the legal reserve with a special assessment triggered quarterly for all legal costs incurred.
- e. During the 2021 fiscal year, the Association received industry sponsorship of \$146,433 (2020 - \$149,000). In the 2021 fiscal year, the Association spent \$87,007 (2020 - \$127,989) in qualifying expenses. The balance of unexpended funds is \$307,800 (2020 - \$248,374) and this amount has been deferred.
- f. During the 2021 fiscal year, the Association received \$1,241,883 (2020 - \$1,452,472) in industry sponsorship and government funding for the Sustainable Beef Program.

As of June 30, 2021, the Association has spent \$952,845 (2020 –spent \$1,083,740), resulting in deferred contributions of \$614,727 (2020 - \$325,689).

- g. During the 2021 fiscal year, the Association received \$459,761 (2020 - \$293,393) in contracts for the Canfax Research Services Division. As of June 30, 2021, the Association has spent \$417,332 (2020 - \$252,342), resulting in deferred contributions of \$106,189 (2020 - \$63,760).
- h. During the 2021 fiscal year, the Association received \$15,000 (2020 - \$22,400) in contributions for the National Beef Advisors. As of June 30, 2021, the Association has spent \$5,033 (2020 - \$20,345), resulting in deferred contributions of \$14,160 (2020 – \$4,193).
- i. During the 2021 fiscal year, the Association received \$13,095 (2020 - \$nil) in sponsorships for the development and advertising of public engagement programs, \$721,366 of funding from the National Check-off (2020 - \$680,250), and \$1,152 of interest income (2020 - \$nil). As of June 30, 2021, the PSE Division has spent \$534,550 (2020 - \$235,225), resulting in deferred contributions of \$201,063, (2020 - \$nil), of which \$60,000 (2020 - \$nil) has been transferred to restricted assets. During the prior year, the Association transferred the public engagement program from a project into a division of the Association.

## 9. Commitments

The Association has annual lease commitments for office space in Calgary and Ottawa. The Calgary lease expires May 31, 2024 and the Ottawa lease expires August 31, 2027. The Association has entered into various lease agreements with estimated minimum annual payments as follows:

2022	179,876
2023	180,866
2024	176,382
2025	28,455
2026	30,036
Thereafter	35,410
	<hr/>
	631,025

In addition, the Association is obligated to pay common area costs under certain leases.

## 10. Net assets

	Invested in property and equipment	Unrestricted	Restricted	2021	2020
Canadian Cattlemen's Association Segment	28,180	1,550,961	1,719,131	3,298,272	1,956,812
Canfax Market Analysis Division	1,653	127,526	-	129,179	93,534
Canfax Research Services Division	1,812	281,774	60,000	343,586	183,526
Beef Cattle Research Council	9,322	6,811,912	2,000,000	8,821,234	9,323,364
Canadian Roundtable for Sustainable Beef Public and Stakeholder Engagement	2,830	550,844	150,000	703,674	555,555
Special Projects Fund	-	-	202,645	202,645	202,645
	<b>46,681</b>	<b>9,632,288</b>	<b>4,231,776</b>	<b>13,910,745</b>	12,667,591

During 2021, the CCA Segment increased its restricted assets from \$647,055 to \$1,719,131, which is comprised of \$979,131 for the marketing assessment reserve, and \$740,000 for the climate change reserve. Also, during 2021, the Canfax Research Services Division segment increased its restricted assets from \$nil to \$60,000, the CRSB segment increased its restricted assets from \$125,000 to \$150,000, and the Public and Stakeholder Engagement fund increased its restricted assets from \$40,000 to \$100,000.

## 11. Budget information

Budget figures shown on the divisional supplementary schedules have not been audited. They were approved by the Board of Directors.

## 12. Economic dependence

The Canadian Cattlemen's Association Segment receives a significant amount of its revenue from assessments received from various provincial associations. Each member province is assessed by the Association according to its relative marketing. The Association received \$3,522,622 (2020 - \$3,530,214) in assessments and \$nil (2020 - \$nil) in legal assessments; during the year, \$nil (2020 - \$nil) of

legal assessments previously received and deferred were recognized as revenue. The Canfax Market Analysis Division received \$455,873 (2020 - \$469,803) in subscriptions. The Beef Cattle Research Council received \$4,432,079 (2020 - \$5,756,444) of funds from the Canadian Beef Cattle Check-Off Agency.

## 13. Financial instruments

All significant financial assets, financial liabilities and equity instruments of the Association are either recognized or disclosed in the financial statements together with other information relevant for making a reasonable assessment of future cash flows, interest rate risk, credit risk, currency risk, liquidity risk and other price risk.

## 14. Indemnifications

In the ordinary course of operations, the Association enters into grant and contribution agreements which contain indemnification provisions. In such contracts, the Association may indemnify counter parties to the contracts if certain events occur. These indemnification provisions vary on an agreement by agreement basis. In some cases, there are no pre-determined amounts or limits included in the indemnification provisions and the occurrence of contingent events that will trigger payment under them is difficult to predict. Therefore, the maximum potential future amount that the Association could be required to pay cannot be reasonably estimated, and no amounts have been recorded in these financial statements.

## 15. Compensation

The remuneration and benefits paid to all members of the Board of Directors (on an individual basis by title) are as follows:

	<b>2021</b>	2020
President	<b>30,000</b>	30,000
Vice President	<b>15,000</b>	15,000
	<b>45,000</b>	45,000

## 16. Significant event

In March 2020, there was a global outbreak of COVID-19 (coronavirus), which continues to have a significant impact on businesses through the restrictions put in place by the Canadian, provincial, and municipal governments regarding travel, business operations and isolation/quarantine orders. The Association continues to operate throughout the pandemic and has not experienced an adverse financial impact. Beef has remained an essential trade and management expects this to continue as the pandemic continues.

At this time, it is unknown the ongoing extent of the impact the COVID-19 outbreak may have on the Association as this will depend on future developments that are uncertain and that cannot be predicted with confidence. These uncertainties arise from the inability to predict the ultimate geographic spread of the disease, and the duration of the outbreak, including the duration of travel restrictions, business closures or disruptions, and quarantine/isolation measures that are currently, or may be put, in place by Canada and other countries to fight the virus.

## 17. Comparative figures

Certain comparative figures have been reclassified to conform with current year presentation.

# Auditors' Communication on Supplementary Information

To the Board of Canadian Cattlemen's Association:

We have the following comments with respect to the supplementary information included in the attached schedules of the Canadian

Cattlemen's Association for the year ended June 30, 2021.

## **Management's Responsibility for the Schedules and Supplementary Information**

Management is responsible for the preparation of these schedules, which are presented for the purposes of additional analysis and are not a required part of the Canadian Cattlemen's Association's general purpose financial statements.

## **Auditors' Responsibility**

Our audit dated October 27, 2021 of the Canadian Cattlemen's Association's financial statements for the year ended June 30, 2021 was not directed to the determination of the accuracy of the information included in the attached schedules. While such supplementary information has been subjected to the auditing process applied in the audit of the general purpose financial statements as a whole, we do not express a separate opinion on the attached schedules.

Calgary, Alberta  
October 27, 2021

*MNP LLP*

Chartered Professional Accountants



# Canadian Cattlemen's Association Schedule 1 – Canadian Cattlemen's Association Segment Schedule of Operations and Net Assets

For the year ended June 30, 2021 (Unaudited)

	2021 Budget	2021 Actual	2020 Budget	2020 Actual
<b>Revenue</b>				
Assessments (Schedule 2)	<b>3,542,448</b>	<b>3,522,622</b>	3,530,214	3,530,214
Legal assessments	<b>210,000</b>	-	600,000	-
Sponsorship	<b>43,000</b>	<b>28,000</b>	46,000	43,000
Interest	<b>14,400</b>	<b>59,414</b>	12,000	14,726
Mastercard program	<b>14,000</b>	<b>12,866</b>	14,000	14,448
Young Leaders program	<b>133,250</b>	<b>83,238</b>	140,000	99,724
Young Cattlemen's Council	<b>33,750</b>	<b>3,768</b>	42,100	28,266
Town halls	-	-	-	16,458
International Beef Alliance	-	-	-	31
National Beef Strategy	<b>19,651</b>	<b>5,034</b>	22,400	20,344
Public and Stakeholder Engagement	-	-	-	-
Investment revenue	-	<b>50,658</b>	-	22,014
General revenue	-	<b>189,426</b>	-	-
Domestic agriculture policy (note)	-	<b>269,497</b>	-	193,976
	<b>4,010,499</b>	<b>4,224,523</b>	4,406,714	3,983,201

	2021 Budget	2021 Actual	2020 Budget	2020 Actual
<b>Expenses</b>				
Canadian Cattlemen's Foundation	-	-	-	55
CCA Segment services	<b>267,495</b>	<b>284,913</b>	299,426	250,688
Calgary office	<b>1,074,085</b>	<b>1,098,678</b>	1,138,131	1,116,379
Ottawa office	<b>554,285</b>	<b>464,819</b>	442,197	427,786
Legal reserve	<b>210,000</b>	-	600,000	-
Communications	<b>39,620</b>	<b>56,419</b>	62,000	46,769
Conventions	-	-	-	-
Town halls	-	-	12,000	-
Executive and finance	-	-	177,675	192,102
Advocate services	<b>411,635</b>	<b>147,330</b>	350,739	309,296
Annual meetings	<b>90,500</b>	<b>2,519</b>	90,000	117,212
Semi-annual meetings	<b>173,150</b>	<b>19,104</b>	92,000	82,775
Animal health and meat inspection	-	-	110,400	116,171
Animal care committee	<b>76,650</b>	<b>51,362</b>	-	-
Value creation and competitiveness	-	-	-	-
Foreign trade committee	<b>143,700</b>	<b>56,798</b>	74,100	40,047
Domestic agriculture policy (note)	<b>17,500</b>	<b>504,235</b>	16,800	199,566
Young Cattlemen's Council	<b>41,125</b>	<b>3,768</b>	44,735	28,266
International Beef Alliance	<b>51,500</b>	<b>13,496</b>	51,500	13,763
Young Leaders development	<b>168,240</b>	<b>83,238</b>	95,300	99,724
Environment	<b>62,150</b>	<b>13,634</b>	41,730	35,225
National Beef Strategy	<b>6,900</b>	<b>5,034</b>	28,650	20,343
Public and Stakeholder Engagement	-	-	-	-
Food Policy	<b>23,300</b>	<b>16,694</b>	32,400	2,160
Special Projects	-	<b>1,022</b>	-	47,330
	<b>3,411,835</b>	<b>2,823,063</b>	3,759,783	3,145,657

	<b>2021 Budget</b>	<b>2021 Actual</b>	2020 Budget	2020 Actual
<b>Excess of revenue over expenses</b>	<b>598,664</b>	<b>1,401,460</b>	646,931	837,544
<b>Net assets, beginning of the year</b>		<b>1,956,812</b>		1,361,913
<b>Special Projects reserve allocation</b>		-		(202,645)
<b>Public Stakeholder and Engagement reserve allocation (Schedule 9)</b>		<b>(60,000)</b>		(40,000)
<b>Net assets, end of the year</b>		<b>3,298,272</b>		1,956,812

**Note: Domestic agriculture policy**

The Remote Sensing project is funded under AAFC's AgriRisk Initiatives program. The Association requests advances on approved funds for each fiscal year and then files a final claim for the remaining funds, which is typically delivered in the next fiscal year. The Association funds these project costs until the final claim amount is reimbursed by AAFC.

# Canadian Cattlemen's Association Schedule 2 – Canadian Cattlemen's Association Segment Schedule of Assessment Revenue

For the year ended June 30, 2021 (Unaudited)

	<b>2021 Budget</b>	<b>2021 Actual</b>	2020 Budget	2020 Actual
<b>Revenue</b>				
British Columbia	<b>173,032</b>	<b>173,033</b>	152,446	152,446
Alberta	<b>1,796,814</b>	<b>1,796,814</b>	1,735,847	1,735,847
Saskatchewan	<b>641,128</b>	<b>641,128</b>	722,400	722,400
Manitoba	<b>276,828</b>	<b>276,828</b>	308,355	308,355
Ontario	<b>473,124</b>	<b>473,124</b>	466,939	466,939
Quebec	<b>144,586</b>	<b>144,586</b>	115,488	115,488
New Brunswick	<b>10,856</b>	<b>799</b>	11,184	10,468
Nova Scotia	<b>11,576</b>	<b>11,576</b>	9,233	9,721
Prince Edward Island	<b>14,504</b>	<b>4,734</b>	8,322	8,550
	<b>3,542,448</b>	<b>3,522,622</b>	3,530,214	3,530,214

# Canadian Cattlemen's Association Schedule 3 – Canfax Market Analysis Division Schedule of Operations and Net Assets

For the year ended June 30, 2021 (Unaudited)

	2021 Budget	2021 Actual	2020 Budget	2020 Actual
<b>Revenue</b>				
Subscriptions (Schedule 4)	265,620	263,786	259,920	256,814
Market information system – Alberta Beef Producers Canadian Cattlemen's Association Segment dues	42,600	42,600	42,600	42,600
Alberta Beef Producers dues	15,000	15,000	15,000	15,000
Newswires	21,000	21,000	21,000	21,000
Interest	21,600	22,162	21,600	22,423
Grading Agency contract	1,800	275	1,800	5,664
Sponsorships	2,160	2,875	2,160	2,852
Miscellaneous	14,400	5,000	18,000	5,000
	77,240	83,175	74,240	98,450
	<b>461,420</b>	<b>455,873</b>	456,320	469,803
<b>Expenses</b>				
Salaries and benefits	365,000	344,326	355,575	356,787
Travel, promotion and meetings	7,620	-	8,280	1,352
Postage	1,920	278	3,480	1,520
Telephone	4,800	3,687	4,800	3,638
Rent	39,540	38,347	39,540	38,011
Office supplies, printing, computer and other	30,655	25,582	34,920	25,866
Newswires	3,600	3,536	3,600	3,477
Resource information	1,680	1,326	1,680	1,423
Amortization	2,650	2,718	6,690	3,061
Consulting fees	1,500	428	1,500	981
	<b>458,965</b>	<b>420,228</b>	460,065	436,116
<b>Excess (deficiency) of revenue over expenses</b>	<b>2,455</b>	<b>35,645</b>	(3,745)	33,687
<b>Net assets, beginning of the year</b>		<b>93,534</b>		59,847
<b>Net assets, end of the year</b>		<b>129,179</b>		93,534

# Canadian Cattlemen's Association Schedule 4 – Canfax Market Analysis Division Schedule of Subscription Revenue

For the year ended June 30, 2021 (Unaudited)

	<b>2021 Budget</b>	<b>2021 Actual</b>	2020 Budget	2020 Actual
<b>Revenue</b>				
Feedlot yearly	<b>58,800</b>	<b>62,443</b>	57,600	61,785
Feedlot monthly/quarterly	<b>20,100</b>	<b>21,212</b>	21,000	20,632
Associate/producer	<b>18,000</b>	<b>19,381</b>	18,000	16,106
East Associate West	<b>105,000</b>	<b>103,219</b>	102,000	100,105
Cow/calf	<b>56,400</b>	<b>50,331</b>	54,000	50,807
Trends	<b>7,320</b>	<b>7,200</b>	7,320	7,379
	<b>265,620</b>	<b>263,786</b>	259,920	256,814

# Canadian Cattlemen's Association Schedule 5 – Canfax Research Services Division Schedule of Operations and Net Assets

For the year ended June 30, 2021 (Unaudited)

	2021 Budget	2021 Actual	2020 Budget	2020 Actual
<b>Revenue</b>				
CCA dues	40,000	40,000	25,000	25,000
Canada Beef Contract	70,100	70,460	56,500	57,875
Projects	316,942	398,541	75,500	130,839
Investment income	-	4,588	-	3,863
Other income	32,500	42,237	28,250	28,578
	<b>459,542</b>	<b>555,826</b>	185,250	
<b>Expenses</b>				
Salaries and benefits	219,000	223,666	181,435	177,782
Rent	21,600	20,835	21,600	20,649
Office	8,850	8,663	8,070	9,224
Travel	8,040	-	8,040	6,931
Consultant	6,000	4,850	6,000	8,162
Amortization	2,010	1,249	1,440	676
Registrations	2,400	1,119	2,400	1,300
Projects	113,500	135,384	-	27,621
	<b>381,400</b>	<b>395,766</b>	228,985	252,345
<b>Excess (deficiency) of revenue over expenses</b>	<b>78,142</b>	<b>160,060</b>	(43,735)	(6,190)
<b>Net assets, beginning of the year</b>		<b>183,526</b>		189,716
<b>Net assets, end of the year</b>		<b>343,586</b>		183,526

# Canadian Cattlemen's Association Schedule 6 – Beef Cattle Research Council Schedule of Operations and Net Assets

For the year ended June 30, 2021 (Unaudited)

	2021 Budget	2021 Actual	2020 Budget	2020 Actual
<b>Revenue</b>				
Canadian Beef Check-Off (Revenue derived from National Check-Off based on provincial percentage allocations)	4,200,000	4,432,079	5,100,000	5,756,444
Interest	50,000	29,430	30,000	92,892
Cluster projects	733,241	399,786	569,856	558,253
Grants	702,610	565,579	165,125	169,042
Enhanced Verified Beef Production+	29,011	34,450	34,170	39,497
Verified Beef Production + industry and market alignment	199,418	200,158	356,757	346,827
Investment income	-	634,271	-	264,113
	<b>5,914,280</b>	<b>6,295,753</b>	6,255,908	7,227,068
<b>Expenses</b>				
BCRC Division Services	1,069,870	1,017,214	990,104	956,942
Projects	4,392,112	4,105,672	2,332,633	1,291,873
Cluster projects	1,448,672	1,094,137	1,326,719	1,302,147
Enhanced Verified Beef Production+	612,000	355,440	629,748	452,938
Verified Beef Production+ industry and market alignment	199,418	225,420	356,757	347,487
	<b>7,722,072</b>	<b>6,797,883</b>	5,635,961	4,351,387
<b>Excess (deficiency) of revenue over expenses</b>	<b>(1,807,792)</b>	<b>(502,130)</b>	619,947	2,875,681
<b>Net assets, beginning of the year</b>		<b>9,323,364</b>		6,447,683
<b>Net assets, end of the year</b>		<b>8,821,234</b>		9,323,364



# Canadian Cattlemen's Association Schedule 7 – Beef Science Cluster Schedule of Operations and Net Assets

For the year ended June 30, 2021 (Unaudited)

	2021	2020
<b>Revenue</b>		
Agriculture and Agri-Food Canada funding Interest	<b>2,543,878</b>	2,865,757
Interest	<b>3,189</b>	16,779
	<b>2,547,067</b>	2,882,536
<b>Expenses</b>		
Administrative	<b>271,678</b>	233,104
Feed efficiency	<b>374,821</b>	531,231
Animal health and production limiting diseases	<b>682,661</b>	993,375
Forage and grassland productivity	<b>405,228</b>	480,544
Food safety	<b>200,207</b>	147,228
Technology transfer and information dissemination	<b>245,078</b>	235,145
Environmental foot print	<b>367,394</b>	261,909
	<b>2,547,067</b>	2,882,536
<b>Excess (deficiency) of revenue over expenses</b>	-	-
<b>Net assets, beginning of the year</b>	-	-
<b>Net assets, end of the year</b>	-	-

# Canadian Cattlemen's Association Schedule 8 – Canadian Roundtable for Sustainable Beef Schedule of Operations and Net Assets

For the year ended June 30, 2021 (Unaudited)

	2021 Budget	2021 Actual	2020 Budget	2020 Actual
<b>Revenue</b>				
Membership	220,000	274,339	252,000	307,331
Environment Canada	49,500	65,000	-	-
Agriculture and Agri-Food Canada	-	-	600,000	488,597
SARPAL	268,000	283,757	-	-
Provincial Canadian Agricultural Partnership	150,000	188,583	350,000	339,516
Federal Canadian Agricultural Partnership	182,600	289,284	138,600	79,274
	<b>870,100</b>	<b>1,100,963</b>	1,340,600	1,214,718
<b>Expenses</b>				
Administration and membership	225,295	120,719	247,210	176,258
SARPAL	268,000	283,758	-	-
Environment Canada	49,500	65,000	-	-
Multisar	-	-	600,000	488,596
Provincial Canadian Agricultural Partnership	150,000	194,083	350,000	339,517
Federal Canadian Agricultural Partnership	182,600	289,284	138,600	79,274
	<b>875,395</b>	<b>952,844</b>	1,335,810	1,083,645
<b>Excess (deficiency) of revenue over expenses</b>	<b>(5,295)</b>	<b>148,119</b>	4,790	131,073
<b>Net assets, beginning of the year</b>		<b>555,555</b>		424,482
<b>Net assets, end of the year</b>		<b>703,674</b>		555,555

# Canadian Cattlemen's Association Schedule 9 - Public and Stakeholder Engagement Schedule of Operations and Net Assets

For the year ended June 30, 2021 (Unaudited)

	2021 Budget	2021 Actual	2020 Budget	2020 Actual
<b>Revenue</b>				
Canadian Beef Check-Off (Revenue derived from National Check-Off based on provincial percentage allocations)	680,250	721,366	520,000	613,981
Interest	-	1,152	-	-
Sponsorship	-	13,095	-	-
	<b>680,250</b>	<b>735,613</b>	520,000	613,981
<b>Expenses</b>				
Salaries and benefits	270,000	227,602	315,000	252,898
Rent	24,000	13,524	14,160	19,073
Office	111,615	112,712	130,295	57,346
Travel	31,575	1,841	25,250	23,461
Consulting / projects	165,000	139,171	70,295	69,006
Amortization	2,630	3,622	1,000	2,496
Communication	54,000	35,707	160,000	109,196
Registrations	5,000	371	4,000	3,575
	<b>663,820</b>	<b>534,550</b>	720,000	537,051
<b>Excess (deficiency) of revenue over expenses</b>	<b>16,430</b>	<b>201,063</b>	-	76,930
<b>Net assets, beginning of the year</b>		<b>352,155</b>		-
<b>Public Stakeholder and Engagement unrestricted reserve allocation (Deferred revenue)</b>		<b>(201,063)</b>		235,225
<b>Public Stakeholder and Engagement reserve allocation (Schedule 1)</b>		<b>60,000</b>		40,000
<b>Net assets, end of the year</b>		<b>412,155</b>		352,155

# **PARTNERS PROGRAM**



# Partners Program

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.

## Prime Partner



FCC is Canada's leading agriculture and food lender, with a healthy loan portfolio of more than \$44 billion. Our employees are dedicated to the future of Canadian agriculture and food. We provide flexible, competitively priced financing, management software, information and knowledge specifically designed for the agriculture and food industry. As a self-sustaining Crown corporation, we provide an appropriate return to our shareholder, and reinvest our profits back into the industry and communities we serve. For more information, visit [fcc.ca](http://fcc.ca).



From feed efficiency to fertility, our nutritional technologies help beef producers by supporting cattle health and performance and producer profitability. Our products and services, which are backed by science, will help you solve your toughest challenges. From scours to mycotoxins and pregnancy rates to weaning weights, our science-based solutions ensure sustainable food production for a global population. We are committed to Working Together for a Planet of Plenty.

## Platinum TESA Sponsor



MNP is a leading national accounting, tax and business consulting firm for Canada's agriculture industry. We have invested for time and resources into understanding agriculture than any other firm. With more than 18,000 agriculture clients and a team of over 600 agriculture specialists, MNP delivers a diverse suite of services to protect farmers and maximize results.

## AAA Partner

### Scotiabank.

Are you planning to grow, diversify or transition your farm operations to the next generation? Scotiabank's team of dedicated Agricultural Banking Specialists understands your need for dependable financial services and is committed to the future of your business. Scotiabank is Canada's international bank and a leading financial services provider in North America, Latin America, the Caribbean and Central America, and Asia-Pacific. We are dedicated to helping our 23 million customers become better off through a broad range of advice, products and services, including personal and commercial banking, wealth management and private banking, corporate and investment banking, and capital markets.



For more than a century, Merck, a leading global biopharmaceutical company, has been inventing for life, bringing forward medicines and vaccines for many of the world's most challenging diseases. Merck Animal Health, a division of Merck & Co., Inc., Kenilworth, N.J., USA, is the global animal health business unit of Merck. Merck Animal Health is dedicated to preserving and improving the health, well-being and performance of animals and the people who care for them.

For more information, visit [www.merck-animal-health.com](http://www.merck-animal-health.com) or connect with us on LinkedIn, Facebook, and Twitter at @MerckAH.



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