



Canadian  
Cattle  
Association



# ANNUAL REPORT 2024

2

PRESIDENT'S MESSAGE

5

EXECUTIVE VICE  
PRESIDENT'S MESSAGE

7

BOARD OF DIRECTORS

8

DIVISION REPORTS

- 8 Beef Cattle Research Council (BCRC)
- 12 Canfax
- 16 Canfax Research Services
- 18 Canadian Roundtable for Sustainable Beef (CRSB)
- 24 Verified Beef Production Plus (VBP+)
- 28 Canadian Beef Breeds Council (CBBC)
- 31 Public & Stakeholder Engagement Program

37

COMMITTEE REPORTS

- 37 Animal Health and Care
- 39 Domestic Agriculture
- 43 Environment
- 48 Foreign Trade
- 52 Food Policy



# 54

**HERD ON THE HILL:  
GOVERNMENT RELATIONS  
AND ADVOCACY**

# 63

**FINANCIAL SUMMARY**

# 58

**LEADERSHIP PROGRAM  
REPORTS**

**59** Canadian Cattle Young Leaders

**61** Canadian Cattle Youth Council



# PRESIDENT'S MESSAGE

**NATHAN PHINNEY**

Did you know that the CCA President spends more than 100 days away from home each year?

As my presidency has drawn to a close, I lost count of how many days I was away. On the days I was at home, I was always prepared for phone calls, emails, texts, and even the occasional unannounced visit from a neighbour. You never know when you might have to rush through feeding cows or clearing snow to speak to a reporter, answer questions from a producer, or write a magazine article.

I'd like to share a snapshot of my year as president. It has been an incredible experience and opportunity to represent Canadian beef producers. Like many who have sat in this chair before me, I had no ambition or intention of becoming president, but I am very grateful for the opportunity to speak on your behalf.

## TRADE MISSIONS

I participated in trade missions to Japan, Korea, Jakarta and Manilla. These are strong Asian markets with potential for growth. They're excited about Canadian beef and want more of our product. As we look to diversify our markets, there is a lot of potential in the Indo-Pacific.

## ISSUES AND ADVOCACY

### BILL C-282



*The Canadian Cattle Association appeared before the Senate Foreign Affairs and International Trade Committee on October 23, 2024 to address the damaging impacts of Bill C-282 on Canada's future.*



### **CAPITAL GAINS TAX CHANGES**

Proposed changes to capital gains tax were announced about six weeks before they would take effect. CCA and the Canadian Cattle Youth Council urged the Government of Canada to pause implementation and thoroughly study the proposed changes to understand the impacts on beef cattle producers and other farmers. We were pleased that the capital gains changes were deferred until January 1, 2026.

### **FMD VACCINE BANK**

The Government of Canada outlined steps towards establishing the Canadian Foot and Mouth Disease (FMD) Vaccine Bank. CCA continues to advocate to the Government of Canada along with other stakeholders to ensure the FMD vaccine bank is fully established as soon as possible. The FMD vaccine bank is an essential component to Canada's preparedness and response plans. We hope to never need to use it, but having a vaccine bank in place is critical to protect Canada's beef producers.

### **NORTH AMERICAN TRADE**

We hold regular meetings with our counterparts in Mexico and the USA. These tri-lateral meetings have a shared goal of improving our integrated North American market. Last year, both Canada and Mexico raised concerns about the proposed labelling rule disrupting the integrated North American cattle market during a tri-lateral meeting. At our next meeting we were united in our efforts to continue advocating for an integrated North American market, with a focus on protecting herds from animal diseases and advocating for greater oversight and regulations of emerging lab-grown proteins.

*In May, CCA President Nathan Phinney was in Mexico for the Confederación Nacional de Organizaciones Ganaderas (CNOG) annual meeting and trilateral statement signing with National Cattlemen's Beef Association President Mark Eisele and Confederación Nacional de Organizaciones Ganaderas President Sr. Homero Garcia de la Llata.*





## REPRESENTATION MATTERS

Being President means that you have to show up when you are needed. Sometimes that means leaving your family to handle farming responsibilities so you can testify at the Senate. Sometimes that means you miss lunch so you can answer questions from producers.

Sometimes that means taking the opportunity for hands-on education in your farmyard or across the country.

*I hosted MP John Barlow in the Maritimes on October 5, 2024. He experienced great PEI hospitality from our beef producers, and it was the perfect opportunity to share the challenges and opportunities facing the Maritime beef sector, plus the industry's growth potential.*



*In July, Beef Cattle Research Council Executive Director Andrea Brocklebank hosted the Honourable Lawrence MacAulay at her family's ranch which they have been farming for generations. I was honoured to be included and have the opportunity to showcase beef cattle production and discuss issues of concern.*



*CCA and beef industry representatives discussed US trade topics with US Ambassador Cohen at the Alberta Beef Producers Summit.*

*L to R: Eric Bienvenue, Canada Beef, Jeff Smith, Canadian Beef Cattle Check-Off and Alberta Cattle Feeders' Association, US Ambassador David L. Cohen, President Nathan Phinney and General Manager Ryder Lee*

# EXECUTIVE VICE PRESIDENT'S MESSAGE

**DENNIS LAYCRAFT**

Our 2024 annual report has taken on a different look. To better showcase the highlights and our accomplishments we have cut the amount of text and added more photos and graphics to make this report easier to absorb.

The most important and gratifying development was record prices supported by strong fundamentals. Good grass and great prices will hopefully start the process of restocking our herd.

World demand for high quality beef continues to grow, particularly in Asia. Our preferential access achieved through the Comprehensive and Progressive Trans Pacific Partnership (CPTPP), our free trade agreement with South Korea, and more recently with Indonesia are allowing us to expand our market share in these growing markets. Canfax estimates that the premium value we receive by exporting the right product to the right customer increases the value of every animal we process by \$1,400. We continue to place a very high priority on preferential market access into the Indo-Pacific region.

Throughout 2024 we continued to highlight our great environmental story, the importance of grasslands, and to showcase our environmental stewardship award winners. We are emerging as a respected leader and valued voice in global conversations about the role of cattle production in world food policy discussions, both in terms of the nutritional value of beef and the environmental benefits of raising beef cattle.

We were pleased to see amendments to the Livestock Tax Deferral (LTD) provisions, expansion of livestock price insurance into Atlantic Canada, and the completion of the risk assessment into harmonizing our Specified Risk Material requirements with the United States.

Animal health is also a top priority for CCA. Dr. Rosengren, our Chief Veterinary Officer is chairing Animal Health Canada. We work closely with the National Cattlemen's Beef Association on all animal health issues including emerging diseases like highly pathogenic avian influenza (HPAI) in dairy cattle.

The greatest challenge that emerged in 2024 is the threat of tariffs on our exports to the United States. We were already preparing for the review of the Canada–United States–Mexico Agreement in 2026 and had stepped up our advocacy work in the United States. We accelerated all of this work and quickly completed an impact analysis of potential tariff scenarios.

The integrated North American live cattle and beef supply chain benefits all three countries and make us more competitive internationally. Every effort will be made to protect our free trade in North America.

Last year I said that 2023 was the year of Private Members' bills. Many of those bills made it all the way to the Senate. We are opposing a number of them that would do harm to our industry. Parliament was prorogued in January which suspended the process. When Parliament does resume, the threat will re-emerge. We will be ready for that although an early election would cause all of these bills to die.

2024 was the final year of the 2020–2024 National Beef Strategy. I am pleased to say that next five-year strategy was approved and I encourage everyone to go to [beefstrategy.com](http://beefstrategy.com) to look at the new and ambitious plan for Canada's beef cattle industry.

Finally, I want to recognise the amazing team we have at CCA. I can't say enough about their skill, dedication and tireless work.



*In June, I participated in the Winnipeg Regulatory Cooperation Roundtable meetings. Our top priorities were animal health and welfare, animal testing and US border accessibility.*



*President Nathan and I travelled to Washington, D.C. in February 2024 to discuss voluntary Product of USA labelling with Mexican and American officials*





## BOARD OF DIRECTORS

### **NATHAN PHINNEY**

*President*

### **TYLER FULTON**

*Vice President*

### **BOB LOWE**

*Past President*

### **JACK CHAFFE**

*Officer at Large*

### **KIRK JACKSON**

*Officer at Large*

### **RENEE ARDILL**

*British Columbia*

### **LARRY RAST**

*British Columbia*

### **JIM BOWHAY**

*Alberta*

### **JAKE BUECKERT**

*Alberta*

### **SHEILA HILLMER**

*Alberta*

### **GRAHAM OVERGUARD**

*Alberta*

### **DOUG ROXBURGH**

*Alberta*

### **CURTIS VANDER HEYDEN**

*Alberta*

### **MILES WOWK**

*Alberta*

### **RYAN BEIERBACH**

*Saskatchewan*

### **LYNN GRANT**

*Saskatchewan*

### **KARLA HICKS**

*Saskatchewan*

### **PHILIP LYNN**

*Saskatchewan*

### **MATTHEW ATKINSON**

*Manitoba*

### **MIKE DUGUID**

*Manitoba*

### **ARVID NOTTVEIT**

*Manitoba*

### **MATT BOWMAN**

*Ontario*

### **JASON LEBLOND**

*Ontario*

### **CRAIG MCLAUGHLIN**

*Ontario*

### **PHILIPPE ALAIN**

*Quebec*

### **JOHN SCHUTTENBELD**

*New Brunswick*

### **VICTOR OULTON**

*Nova Scotia*

### **KEVIN SIMMONS**

*PEI*

# DIVISION

## REPORTS

### BEEF CATTLE RESEARCH COUNCIL (BCRC)

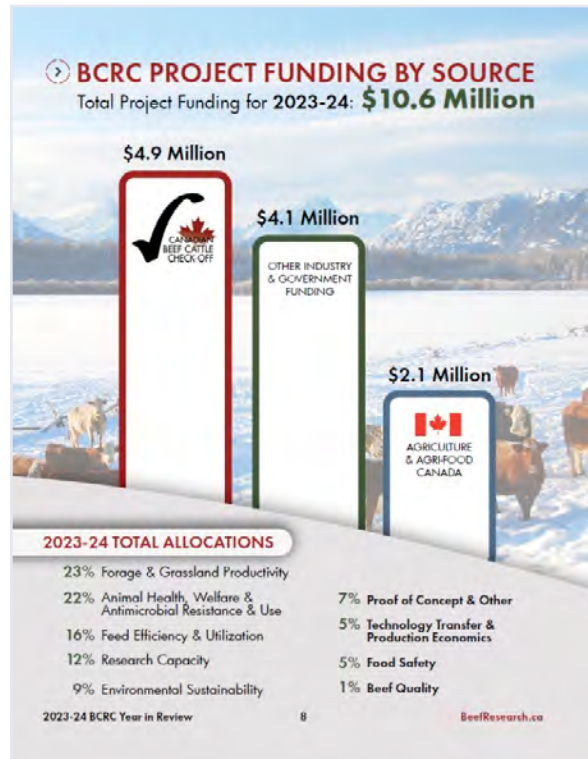
The Beef Cattle Research Council (BCRC) is Canada's industry-led funding agency for beef, cattle and forage research and extension. The BCRC is directed by a committee of 16 beef producers from across the country and is funded primarily through the research allocation of the Canadian Beef Cattle Check-Off.

**Beef Cluster IV**, titled 'Canada's Beef and Forage Cluster: Driving environmental, economic, and social sustainability', focuses on driving the growth of Canada's beef industry and the overall economy by sustainably advancing Canadian beef and forage production while reducing the industry's environmental footprint. Twenty-three projects were approved for a total cluster size of \$21.7 million (\$9.6 million from industry and \$12.1 million from AAFC) and completed their first year in March 2024.

Cluster IV project objectives include:

- improved diagnostics and vaccines to manage production-limiting diseases in cattle,
- development of new forages that have the potential to thrive across Canada,
- improvement of food safety technologies in beef processing facilities to reduce the use of water and energy, and
- development of practical, science-based resources and economic decision-making tools to support the Canadian beef industry



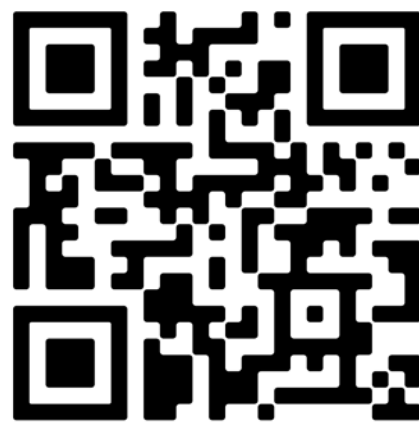


**BCRC Priority Research:** In addition to projects within the Science Cluster, the BCRC funds research projects aimed at achieving specific goals of high priority in the beef industry. Nine new research projects were awarded a total of \$1.4 million in funding through the 2024 annual call. More than 100 research projects are currently underway, and summaries of all projects are available on [BeefResearch.ca](http://BeefResearch.ca).

**Extension activities:** Building on last year's success, the BCRC pledged funding to support nine regional extension events and initiatives across Canada in 2024-25. Some of these activities include:

- Back to Basics, an Ontario event providing information on best management practices to improve producer cost of production and profitability
- CowBytes Training days held throughout BC and Alberta

- Water management seminars in northern Alberta
- Developing alternative methods of delivering extension materials to producers in the Maritimes



Scan the QR code to visit the BCRC website

# BE WISE AND IMMUNIZE

Vaccinated cows are **6x** more likely to become pregnant and **4x** more likely to stay pregnant than unvaccinated cows.



**BCRC**  
BEEF CATTLE RESEARCH COUNCIL

RAISE YOUR  
**BEEF IQ**  
@  
beefresearch.ca

**Proof of concept informs research investment:** The BCRC funds short-term projects to inform whether a novel idea has merit or to validate practices or technologies used in other sectors, industries or countries that may benefit Canadian beef herds. An example of a short-term project is one undertaken by Dr. Nilusha Malmuthuge at Agriculture and Agri-Food Canada in Lethbridge who examined the effects of good vaccine handling practices on vaccine efficacy. The use of good vaccine practices including mixing modified live vaccines less than one hour prior to use and storing mixed vaccines in a cooler increased the efficacy of vaccine against Bovine Viral Diarrhea Virus.

**Interactive Tools:** The BCRC hosts a suite of interactive tools and calculators designed to help producers make economic and science-based decisions. Calculators are available online or for download as an Excel spreadsheet. Current calculators include:

- Cow-Calf Production Indicators Calculator (provides regional benchmark data)
- Bull Valuation Calculator
- Value of Calving Distribution Calculator
- Impact of Body Condition on Cow Productivity and Profitability
- Economics of Water Systems Calculator

Learn more at [BeefResearch.ca](http://BeefResearch.ca) under the Tools & Calculators tab.

**CowBytes software** allows producers to formulate their own feed rations while considering various combinations of feed and by-products at different prices, and in doing so, can find a way to reduce feed costs while still meeting production targets. CowBytes is available for purchase at [www.cowbytes.ca](http://www.cowbytes.ca).



Scan the QR code to go to CowBytes

Available again for purchase!

**CowBytes**  
Ration-Balancing Software

[www.CowBytes.ca](http://www.CowBytes.ca)



# Canadian Cow-Calf Survey 2022-23

## RESULTS



The **2023 Canadian Cow-Calf Survey** collected information from 600 producers across nine provinces from the 2022 breeding season through the 2023 weaned calf crop. The 600 respondents from across Canada reported on 95,100 breeding females, which is approximately 3% of the January 2024 Canadian beef cow herd.

BREEDING SEASON AVERAGE:

**96 DAYS**  
FOR COWS

**90 DAYS**  
FOR HEIFERS

**45.5%** of respondents feed test at least once per year, **23.8%** test less than once per year

Feed test results are used for developing rations with a nutritionist (35.8%), on-farm (48.8%) and with an extension specialist (5.3%)

Reasons for not feed testing include cattle seem healthy (45.1%), lack of knowledge on utilizing feed test results (15.9%), cost (12.1%) and unfamiliarity with collecting and sending a feed test (9.9%)

CALVING—FEMALES CALVED IN  
THE FIRST CYCLE:

**58.0%**  
OF COWS

**63.8%**  
OF HEIFERS

**38.2%** of respondents have tested for water quality at least once in the last three years

Reasons for not testing water include people drink from the same water source (34.1%), the assumption of good water from a spring or well (25.1%), cattle seem healthy (20.5%) and unfamiliarity with collection and sending for analysis (5.1%)



Scan the QR code to learn more about the results of the Inaugural Canadian Cow-Calf Survey

**94.0%** of respondents vaccinate their cattle

Cows were primarily vaccinated for reproductive diseases (69.3%), Clostridial diseases (66.1%) and BRD (65.8%)

Replacement heifers were primarily vaccinated for Clostridial diseases (78.2%), reproductive diseases (71.8%), and BRD (70.7%)

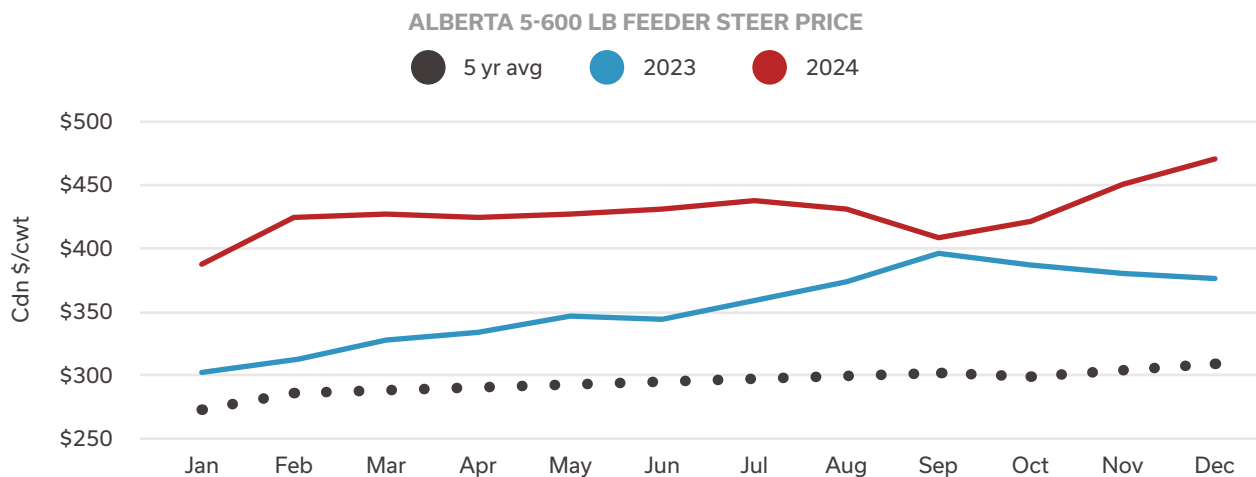
Calves were primarily vaccinated for Clostridial diseases (87.4%) and BRD (73.4%)

# CANFAX

In 2024, record high annual prices were established for all classes of feeder and slaughter cattle in Alberta and Ontario. The Canadian dollar weakened during the fourth quarter. The Canadian population has been increasing while beef production has remained steady, supporting higher retail prices.

Alberta 5–600 lb steers averaged \$429/cwt in 2024, up 21% from 2023 and up 69% from the five-year average. Prices were mostly stable in the first half, with steers averaging near \$420/cwt. However, volatility entered the marketplace in the second half of the year, with calves

bottoming in September at \$407/cwt, but by December had rebounded 16% to end the year north of \$470/cwt. The weaker currency represented 42% of the price rally in the fourth quarter with tight supplies and a strong futures board also contributing to the rally.



Lethbridge barley averaged \$289/tonne in 2024, down 27% from last year and down 16% from the five-year average. Alberta hay prices (January to November 2024) averaged \$249/ton, up 9% from last year and up 29% from the five-year average. Dry conditions in the summer of 2023 reduced hay production and kept prices elevated right through the first half of 2024. Timely rains in the summer of 2024 supported hay production and reduced

upward price pressure. By November 2024, hay prices were 15% below last year but remain 9% higher than the five-year average.

The July 1st Canadian cattle inventories were down 1.4% to 11.93 million head, with beef cows down 2.2% at 3.48 million head and beef breeding heifers up a modest 0.8% but remaining below expansion levels. Cow marketings were down 17% to be the smallest



since 1998 (excluding 2003–04) with beef cow culling rates down to 10.8%. While this points to stopping the liquidation, incremental increases in heifer retention over the next several years will be needed for expansion to occur. The transition into expansion is expected to be slow. Tight supplies will continue to support cattle and beef prices in the short and medium term.

In 2024, record large carcass weights offset smaller processing numbers, delaying the decline in beef production. Larger net feeder

imports in 2024 appear to be offsetting the smaller calf crop, leaving 2025 fed marketings mostly steady. Managing supplies will be a priority this year.

Consumer demand has been resilient. Nominal retail beef prices (January to November 2024) averaged \$22.39/kg, up 6% from 2023. The Canadian population has increased 6% or by 2.4 million people in the past two years, while beef production has remained steady. A larger population competing for steady supplies has supported retail prices.

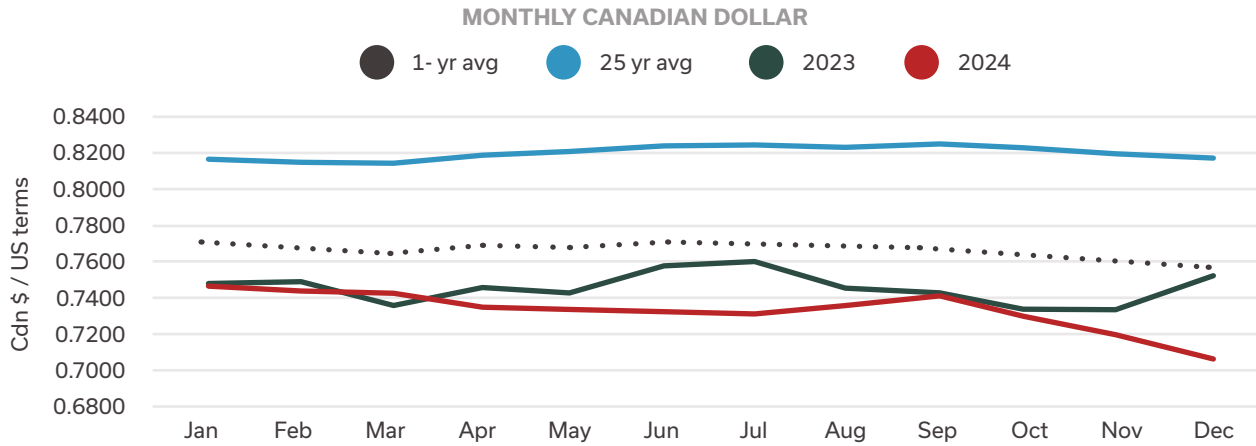
## **FACTORS TO WATCH IN 2025**

Price signals are pointing toward herd expansion in both Canada and the US, however, the limiting factor is weather. Once the North American herd moves into the expansion phase (retaining heifers), beef supplies will tighten further, pushing prices higher yet.

**Canada–US Relations**—President Trump has delayed a 25% tariff on all Canadian products (10% for oil) entering the US until early March. The impact on beef and cattle markets will be significant even with currency adjustments and a higher US price offsetting some of the impact. In addition, trade flows may shift, contributing to volatility in the market.

**Demand**—International beef demand appears to have largely rebounded from 2023 (Gira Meat Club). Record high retail beef prices in the US with steady volumes, strong demand from MENA, an improvement in consumer sentiment in South Korea, and a recovery in Japan all point toward historically strong international demand in 2025.

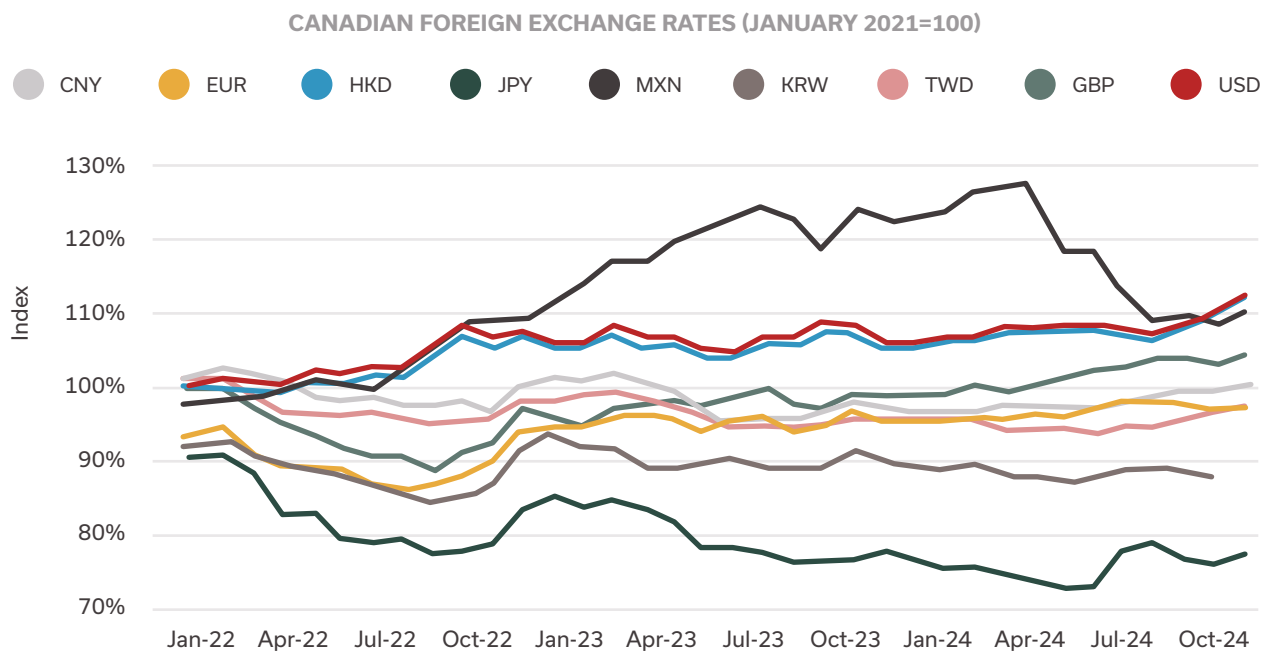
**Canadian dollar**—The Canadian dollar spent the first nine months of 2024 around US\$0.74. Between September and December, the Canadian dollar had weakened 5% to US\$0.70. The weaker Canadian dollar against the US dollar supported cattle and beef price and encouraged exports into the US but also raises questions of how much of tariff expectations are already built into the currency.



**Currency**—Several currencies have performed well against the Canadian dollar in 2024, with the most notable being the US dollar, the UK pound sterling, and the Taiwanese dollar. This has made exports to those markets more attractive. The Japanese yen, the South Korean won, and the European euro were somewhat stable against the Canadian dollar and reduced volatility from exchange rates. The Mexican peso saw noticeable softening, which has impacted beef exports. Foreign exchange rate movements will influence where opportunities

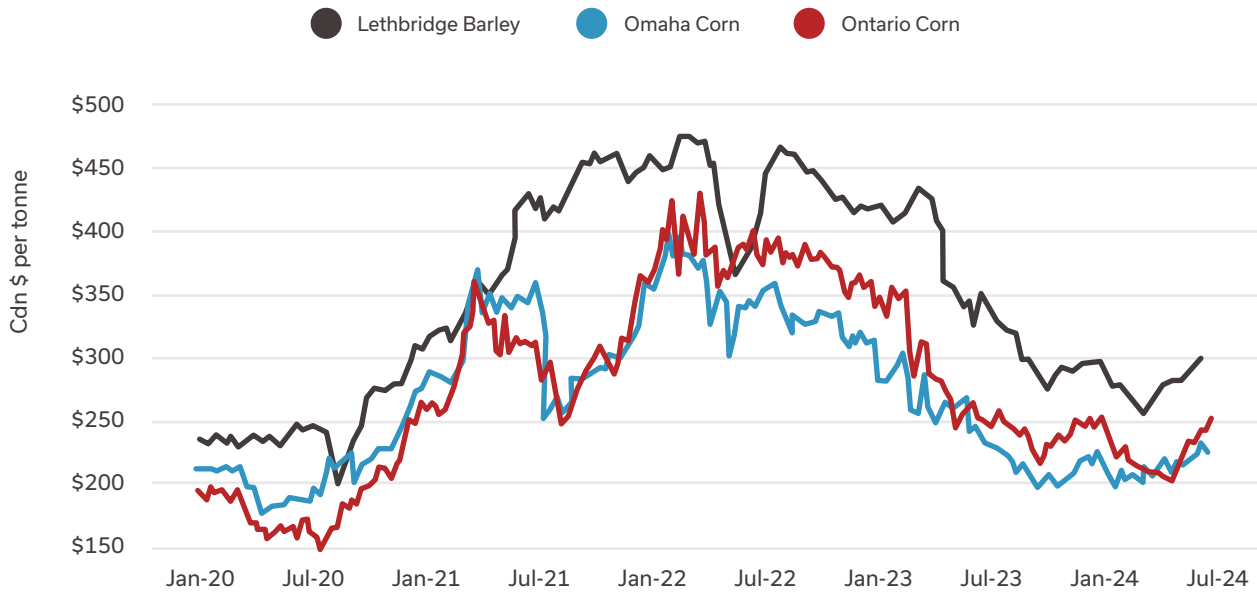
are to move Canadian beef to the rest of the world, if/when US tariffs come into effect.

**Weather**—North America has fluctuated between a neutral pattern and weak La Nina to begin the 2024 winter. This fluctuation has been the main driver of temperature volatility this winter. For 2025, Canada is projected to see a drier than average growing season, similar to 2024. In the US, the growing season is expected to begin drier than average with some late season moisture.





### FEED GRAIN PRICES



**Feed grains**—Lethbridge barley was at a feed cost disadvantage to Omaha corn for the entirety of 2024, averaging a \$37/tonne discount. Reports of a smaller US corn crop has rallied prices since the fall low and is expected to buy acres in the 2025 growing season.

**Fed cattle**—New all-time highs were established for both Alberta and Ontario fed cattle in 2024. However, record high feeder prices have raised breakevens. Annual average feedlot breakevens for 2024 were estimated to be negative (on the cash market, assuming no risk management).

Overall, North American beef cattle supplies will continue tightening in 2025, driven by the

US cattle herd. Prices are anticipated to remain elevated. It remains to be seen how tariffs will impact the US and Canadian markets.

*Canfax is Canada's go-to source for cattle market information. A division of the Canadian Cattle Association, Canfax has provided expert analysis of markets and trends in the ever-changing North American beef industry for over 50 years. Cattlemen, feedlot managers and agri-business professionals rely on accurate, relevant, and timely information as an essential tool for maximizing profit in today's beef sector. To learn how to become a Canfax member for ongoing daily/weekly market information visit: [www.canfax.ca](http://www.canfax.ca)*



Scan the QR code to visit the Canfax website

# CANFAX RESEARCH SERVICES

**Canfax Research Services (CRS)** provides market information and economic analysis on issues requested by national and provincial associations.

## **CONTRACTS:**

### **CANADIAN CATTLE ASSOCIATION**

- Project management of the **tariff study** with Daniel Sumner, UC Davis. A final report and fact sheet were available in January 2025.
- Representing industry at the Alberta Agriculture update of the **TIER protocol** (started September 2024)

### **SECRETARIAT SERVICES TO THE BEEF ADVISORS, INCLUDING QUARTERLY MEETINGS**

- A final status update for the 2020–24 Strategy was published in August 2024
- The **2025–30 National Beef Strategy** that aligns with the 2030 goals was launched in January 2025

### **BEEF CATTLE RESEARCH COUNCIL (BCRC)**

- The inaugural **Canadian Cow-Calf Survey** results were presented in August 2024. This survey provides consistent national statistics across the country.
- A **comprehensive 2008–23 Research Results Report** was completed in January 2025

### **REGULAR DATA SERVICES AND ANALYSIS**

continue to be provided to Canada Beef, CRSB, and the Beef Cattle Check-off Agency



## PROJECTS:

### SARPAL PROJECT

- To customize existing calculators of cost and returns for annual crop production on land parcels having no crop production yield history

### THE CANADIAN COW-CALF COST OF PRODUCTION NETWORK

- Resources that are on the [Analysis](#) page. There are fact sheets, case studies, videos and summaries of survey results:
  - Cost of Raising Replacement Heifers – October 2024 ([PDF](#))
  - Summary of 2023 Results – Aug 2024 ([PDF](#))
  - Cow-Calf Yardage – May 2024 ([PDF](#))
  - Recommendations for New Producers – Jan 2024 ([video](#), [PDF](#))
  - 2023 future farm scenarios – Jan 2024 ([video](#))
- In first quarter 2025, Ontario and BC benchmarks are being updated.

### ALBERTA AGRISYSTEMS LIVING LAB

- Canfax Research Services (CRS) is the socio-economic lead for the **Alberta AgriSystems Living Lab**, with funding for five-years (2022–27)
  - In September 2024, three producer interview fact sheets were created and published on: [Adaptive Winter Grazing Strategies](#), [Utilizing Annual and Perennial Forages to improve productivity](#), and [Small Steps, Big Gains: How Starting Slow leads to grazing success](#).
  - In October 2024, published the “[2022 Baseline Adoption of BMPs](#)” report.
  - Modeling of five BMPs (Swath grazing, bale grazing, hay and tame pasture rejuvenation, rotational grazing) were done on the benchmark farms in the COP Network and replicated in the HOLOS model for environmental impact.



# CANADIAN ROUNDTABLE FOR SUSTAINABLE BEEF (CRSB)

The Canadian Roundtable for Sustainable Beef (CRSB) is a multi-stakeholder organization focused on advancing, measuring and communicating continuous improvement in sustainability of the Canadian beef value chain.

A diverse membership of over 80 organizations including beef producer organizations, beef processors and organizations, retail and food service companies, non-governmental organizations (NGOs), agriculture and food businesses supporting the beef sector, academic institutions, scientific research and other supporters work collaboratively towards this mission.

## CRSB CELEBRATES 10<sup>TH</sup> ANNIVERSARY

2024 marked the 10-year anniversary of the creation of the Canadian Roundtable for Sustainable Beef. As we celebrated this important milestone, we reflected on all that we have accomplished, challenges we have overcome, the partnerships that have been forged, and what our future holds. We are thankful for our founding members who had the vision for the CRSB, bringing together this amazing collaborative community focused on common goals.

“It allowed us to bring together unique experiences and perspectives, and really learn how to collaborate. It wasn’t enough to tell a great story—we needed the science to validate it. By doing that, we became premier global leaders in sustainable beef production.”

CHERIE COPITHORNE-BARNES, CL RANCHES,  
FOUNDING CHAIR OF THE CRSB



Scan QR code to watch video



Here's what some of our members say...



Scan QR code to watch video of testimonials from CRSB members sharing their thoughts on the value of the CRSB for the Canadian beef industry



## **CRSB RELEASES COMPREHENSIVE UPDATE TO ITS CERTIFIED SUSTAINABLE BEEF FRAMEWORK**

Following the first scheduled five-year review, the CRSB released a fulsome update of the *Certified Sustainable Beef Framework* (the “Framework”). All components of the Framework were reviewed by a committee representing the whole beef supply chain, with input from stakeholders, subject matter experts, and public consultation.

Key improvements and updates to the Framework included a thorough review of each indicator in CRSB’s standards for both beef production and processing, informed by stakeholder and public consultation. The Assurance Protocols that guide how certification is carried out have been updated

to strengthen the assurances and improve consistency and clarity of the system; the Chain of Custody Requirements, which outline both how cattle and beef are tracked through the supply chain and how CRSB Claims for beef sourced from CRSB Certified Operations are enabled, were updated. The suite of claims related to certified operations and sourcing of CRSB Certified beef have been reviewed and updated, guided by comparison with other programs, expert opinion, stakeholder feedback, consumer research and legal review.



## **CRSB RELEASES NATIONAL BEEF SUSTAINABILITY ASSESSMENT AND STRATEGY, HIGHLIGHTING ENVIRONMENTAL, SOCIAL AND ECONOMIC SUSTAINABILITY PERFORMANCE OF CANADIAN BEEF**

The CRSB’s National Beef Sustainability Assessment (NBSA) measures the Canadian beef value chain’s environmental, social and economic performance and progress against an initial baseline of indicators and metrics every seven years.

The second NBSA study was published in January 2024 and was the first to measure progress against the baseline (2014), utilizing data from 2021. It serves as a benchmark and a halfway point as the industry works towards its 2030 goals, accompanied by a sustainability strategy, identifying key priorities and specific actions for areas of improvement.

The NBSA has been an extremely important key tool for Canadian beef industry players to support communications, marketing, issues

management, policy, research, advocacy work and more.

The release of the 2024 report was led by a comprehensive public relations plan including a national press release, highlighting the 15 per cent reduction in GHG emissions of beef (boneless and consumed; 2014–2021), among many other key metrics. Two published peer-reviewed scientific journal articles added an extra layer of credibility to the report. Media coverage was the strongest for the CRSB to date and has now reached over 280 million people. The NBSA has been featured in over 35 industry events across the country and beyond since the report was published.



Scan QR code  
to read more

GlobeNewsWire

# Canadian Roundtable for Sustainable Beef releases second National Beef Sustainability Assessment (NBSA)

GlobeNewsWire

Published Jan 15, 2024 • 7 minute read

Join the conversation

Key progress includes reduction in greenhouse gases, contribution to carbon storage, biodiversity and wildlife habitat; social responsibility strengths and opportunities identified

Press Release

## Canadian Roundtable for Sustainable Beef releases second National Beef Sustainability Assessment (NBSA)

Published Jan 15, 2024 at 12:15 p.m. ET



The Associated Press News Department reports on this story in the Canadian Press (CNW).

Canadian Roundtable for Sustainable Beef releases second National Beef Sustainability Assessment (NBSA)

Key progress includes reduction in greenhouse gases, contribution to carbon storage, biodiversity and wildlife habitat; social responsibility strengths and opportunities identified

CALGARY, Alberta, Jan. 15, 2024 (GLOBE NEWSWIRE) – Today, the Canadian Roundtable for Sustainable Beef (CRSB) released its second and highly anticipated National Beef Sustainability Assessment (NBSA) and Strategy report. The assessment reflects three years of in-depth scientific analysis and highlights the Canadian beef sector's progress between 2014 and 2021 on sustainability indicators like greenhouse gas emissions, biodiversity, carbon storage, people's health and safety, animal care, economic contributions and more. The report also includes accompanying sustainability strategies that identify areas for continuous improvement.

Nova Scotia

# Canadian beef farmers say they're on track to meet 2030 greenhouse gas emissions goal

Research shows ways farmers can continue to improve sustainability



Luke Ettinger · CBC News ·

Posted: Jan 20, 2024 4:00 AM CST | Last Updated: January 20



A report from the Canadian Roundtable for Sustainable Beef highlights a 15 per cent reduction in greenhouse gas emissions, which means the industry is on track to meet its goal — to cut emissions by a third before 2030. (Dean Manning)



A report on the sustainability of the Canadian beef industry says there is more beef being produced from the same number of animals, but with lower emissions.

Examples of media coverage of release of 2024 National Beef Sustainability Assessment and Strategy



Scan the QR code to learn more

## CRSB CELEBRATES 10<sup>TH</sup> ANNUAL GENERAL MEETING IN CALGARY

The Canadian Roundtable for Sustainable Beef (CRSB) held its Annual General Meeting (AGM) and convention in Calgary, Alberta in September 2024—celebrating its 10th anniversary of bringing together a diverse community working towards a common vision for continuous improvement in social, economic and environmental aspects of the Canadian beef value chain.



Scan QR code to view the CRSB 2024 annual report



"The CRSB's AGM is a great opportunity to bring everyone together and celebrate our annual successes, connect with our members and discuss challenges and opportunities for continuous improvement in the coming year."

RYAN BEIERBACH, CHAIR OF THE CRSB AND SK RANCHER

*Estancia Bordonero in Uruguay*



CRSB AGM "Harvesting Knowledge" tour attendees at Wray Ranch, Irricana, Alberta

### **CANADIAN CONTINGENT ATTEND GLOBAL CONFERENCE ON SUSTAINABLE BEEF IN URUGUAY**

Hosted by the Global Roundtable for Sustainable Beef (GRSB), CRSB staff and leadership attended and actively participated in the Global Conference on Sustainable Beef, held from September 30 to October 2 in Punta del Este, Uruguay. A total of eight Canadian delegates represented various organizations.



*Canadian delegation at the Global Conference on Sustainable Beef in Punta del Este, Uruguay.*

*L to R: Jeffrey Fitzpatrick-Stilwell (Mars company), Monica Hadarits (Executive Director, CRSB), Bob Lowe (Chair, GRSB), Amie Peck (Public and Stakeholder Engagement), Brenna Grant (Executive Director, Canfax), Ryan Beierbach (CRSB Chair), Dennis Laycraft (Executive VP, Canadian Cattle Association), Andrea White (Director of Marketing & Stakeholder Relations, CRSB)*





The National Roundtable community, comprised of 12 regional roundtables (of which CRSB is one), came together for a session that included strategic discussions on climate and biodiversity as well as annual progress updates. CRSB and Europe co-chaired this session. There were also representatives from Argentina, Australia, Bolivia, Brazil, Colombia, U.S., Mexico, New Zealand, Paraguay and Uruguay. The opportunity for in-person discussion and knowledge sharing was very valuable.

Conference sessions included two sessions led by Canadian delegates. 'Calculating global greenhouse gas emissions from livestock and pathways for region-specific emissions reductions' featured Brenna Grant with Canfax Research Services. Amie Peck

chaired and Andrea White was a panelist for 'Communicating success stories in global beef sustainability', sharing the National Beef Sustainability Assessment's communications results and learnings. Other sessions featured beef producers from different regions and discussions around ESG (environmental and social governance), data, innovation, as well as international advocacy. Dennis Laycraft shared his insights on the international advocacy panel.

It was a great week to learn and connect with our international partners and support alignment in global beef sustainability discussions and strategies. The conference was capped off with three different full day tours, including research stations, processing facilities and beef farms and ranches.

*Global Conference on Sustainable Beef farm tour*



# VERIFIED BEEF PRODUCTION PLUS (VBP+)

VBP+ has been working hard to fulfill its vision, "Enable Canadian beef producers to realize value from producing beef in a safe, sustainable and socially responsible manner" through its mission, "Train producers and certify operations to continually improve on-farm practices that contribute to the credibility and viability of Canadian beef operations."

Last year was a year of growth. VBP+ Delivery Services Inc. has completed nearly double the number of certifications, both renewal and initial in 2024 compared to previous years. Through an increase in in-person workshops hosted by our provincial partners and cattle organizations, training completions have also increased significantly in 2024.

Work on our projects through the Agriculture and Agri-Food Canada, Agri-Assurance project "Enhancing VBP+ to Drive Sustainability and Market Growth in Canadian Beef" has continued steadily through 2024. Most notable progress has been made in the areas of sharps disposal, revitalization of the industry HACCP plan, benchmarking with the Environmental Farm Plan and training content creation.

**Verified Beef Production Plus**  
Published by Emma Cross  
March 12, 2024

Producers dispose of sharps and animal health products all the time, but not all of us have the same options for disposal. Take this survey by Olds College Agribusiness students to share your experience and help us understand what the current on-farm disposal practices are amongst producers.

<https://forms.gle/zdeWh2vi46KBVTH28>

**CAUTION**

**AGRICULTURAL MEDICINES AND SHARPS**

*Working hard and moving forward on our SCAP projects, including tackling livestock sharps disposal*



**Verified Beef Production Plus**  
 Published by Emma Cross  
 April 22, 2024

Happy #earthday! We're proud of our producers each and every day as stewards of the land.



Celebrating the processes and practices our producers do every day to protect water

**Verified Beef Production Plus**  
 Published by Emma Cross  
 May 3, 2024

Looking for VBP+ sample records and templates on our new website? Here's how to find them!



Sample records and templates are important resources for producers to validate the best management practices they employ

**Verified Beef Production Plus**  
 Published by Emma Cross  
 May 29, 2024

Diagnosing disease in humans comes with the advantage of the patient being able to tell you their symptoms, but animals can't do that! Here are some things to watch for when checking animals for health status.



**Verified Beef Production Plus**  
 Published by Emma Cross  
 May 16, 2024

Bringing cattle onto your operation or moving cattle into a new group can introduce disease into your herd. But what types of cattle do we need to pay the most attention to?



**Verified Beef Production Plus**  
 Published by Emma Cross  
 May 7, 2024

People are one of the main gateways for pathogens to enter an operation, probably because we're always on the move! We can help protect our own operations and our neighbors' by understanding what levels of risk different visitors carry in terms of introducing pathogens. In general, the higher the risk, the more precautionary measures you'll want to take.



Utilizing our social media channels to highlight areas of importance in on-farm food safety, animal care, biosecurity and environmental stewardship

**Verified Beef Production Plus**  
 Published by Emma Cross  
 May 28, 2024



**Simply Verified Beef**  
 May 28, 2024

The fifth episode of Season 3: Trusted has dropped! Listen to Trusted Transport to hear from cow/calf producer and VBP+ auditor Jim Whitley and VBP+ Technica... See more

The Simply Verified Beef podcast highlights discussions with producers and stakeholders on issues VBP+ heard from producers



Scan the QR code to learn more about the podcast and listen

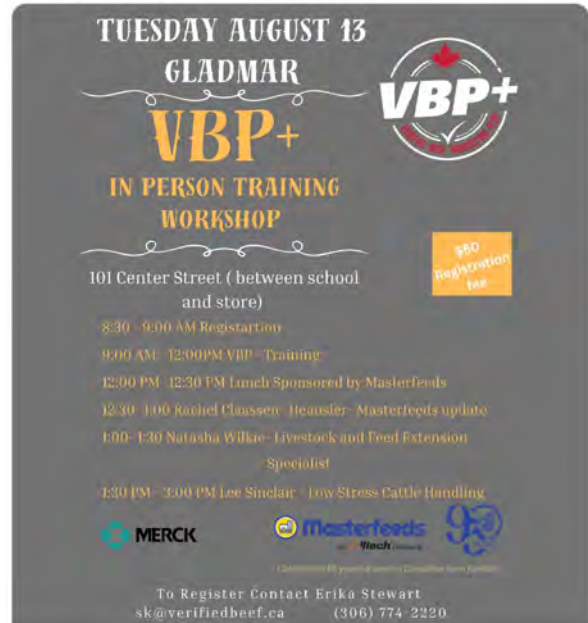
**Verified Beef Production Plus**  
 Published by Shannon Argent  
 January 20 at 1:44 PM



**BC Cattlemen's Association**  
 January 20 at 12:41 PM

VERIFIED BEEF PRODUCTION+ TRAINING - ISLAND AG SHOW  
 Please contact Sarah Maloney to register  
 Email: bc@verifiedbeef.ca  
 Training isn't just for producers who wa... See more

**Verified Beef Production Plus**  
 Published by Shannon Argent  
 August 6, 2024



VBP+ works with provincial associations and partners to deliver VBP+ training across the country



**Verified Beef Production Plus**  
Published by Emma Cross  
August 29, 2024

Looking to salvage a crop for livestock feed this fall? Check out our blog post with resources to help you out!  
<https://verifiedbeef.ca/.../safe-salvage-making-sure.../>



Check out the VBP+ blog for insightful articles highlighting new or newly relevant information from VBP+

**Verified Beef Production Plus**  
Published by Emma Cross  
August 1, 2024

We're offering three vaccine cooler giveaways for producers in 2024! Here are the groups we're drawing from:

1. Producers who complete VBP+ 2.0 training in 2024
2. Producers who complete a certification audit in 2024
3. Producers who complete a certification renewal event in 2024... See more



See insights and ads Boost post

Beef Cattle Research Council and 1 other 2 shares

Like Comment Share

Comment as Verified Beef Production Plus

Rewarding producers who completed an on-farm certification, renewal event or training in 2024

**Verified Beef Production Plus**  
Published by Emma Cross  
July 16, 2024

Got cattle from a VBP+ certified ready for sale in the next couple months? Check out these VBP+ feature sales through The Electronic Auction Market (TEAM)!



Good see some VBP+ feature sales looking to connect sellers with buyers looking to purchase from VBP+ certified operations

**Verified Beef Production Plus**  
Published by Shannon Argent  
July 11, 2024



Alberta Beef Producers  
July 10, 2024

Alberta Beef Producers is welcoming the announcement of \$1.9 million in funding for Certified Beef Production Plus (VBP+) through the Sustainable Canadian Agric... See more

Exciting to see new initiatives from provincial cattle organizations and governments to incentivize participation in VBP+

**Verified Beef Production Plus**  
Published by Shannon Argent  
July 14, 2024



Manitoba Beef Producers  
July 11, 2024

To encourage uptake of VBP+ in Manitoba, MBP is launching an incentive pilot to encourage adoption and to enhance data management for producers who are already ... See more

# CANADIAN BEEF BREEDS COUNCIL (CBBC)

Canadian Beef Breeds Council represents 18 member organizations in the seedstock sector for the advancement and promotion of Canadian beef genetics in both domestic and international markets.

## The Canadian Beef Breeds Council's (CBBC) mandate is to:

- Support the Canadian seedstock sector by developing partnerships that advance genetic improvement, research extension services, information dissemination and our role in Canada's National Beef Strategy;
- Promote Canadian beef cattle genetics both domestically and internationally by identifying market opportunities and facilitating market development; and
- Advocate on behalf of the Canadian seedstock sector for effective policy, meaningful market access and enhanced competitiveness.

## KEY UPDATES

### BOARD & STAFF UPDATES:

**New Chair:** Shawn Wilson

**New Vice-Chair:** Scott Severtson

**Board members:** Kevin Blair, Cory Ducherer\*, Shannon Eaton\*, Brad Gilchrist\*, Lance Leachman\*, Ken Lewis\*, Eddie Marsman, Garth Rancier\*, and Andy Schuepbach

**New CBBC hire:** Macy Liebreich

*\*Newly elected*

We'd like to sincerely thank retiring Chair David Sibbald and retiring Directors Ken Friesen, Marlin Leblanc, Rod McLeod, Dennis Serhienko and Brett Wildman for their service. Committing to a collective vision to bring our membership more value is no small task, and we were fortunate to have these individuals' efforts and expertise guide CBBC.



## **CBIN INITIATIVE**

CBBC along with several industry stakeholders have continued to advance the CBIN initiative with the goal to provide reliable, data-driven decision-making tools to Canadian beef cattle producers. Significant advancements have been made in the collaboration across several leading research institutes, multi-sector data sharing pilot projects and the development of secure and accessible data warehousing. CBBC remains committed to the importance of this project for the Canadian beef industry and is excited for the next phase of development.

## **AGRIMARKETING PROGRAM**

CBBC is pleased to receive up to \$871,200 over three years (2023–26) from Agriculture and Agri-Food Canada through the AgriMarketing program, an initiative under the Sustainable Canadian Agricultural Partnership (Sustainable CAP), to advance the international trade of Canadian beef cattle genetics. CBBC



Scan the QR code  
to visit the website

## **MESSAGE FROM CBBC CHAIR SHAWN WILSON**

It's exciting times to say the least when talking about the beef industry today. We are at an all time high—but with that comes the understanding that our industry has never been so challenged by outside forces.

It's never been so required that as beef producers—especially in the seedstock industry—to be aligned with our partners in cow/calf, feedlot, packer and retailer. We must continue to drive genetics to produce

continues to work diligently with its members to build relationships that open doors to trade and collaboration internationally.

## **COLLABORATION WITH BCRC**

We have been fortunate to collaborate with the Beef Cattle Research Council (BCRC) on the genetic literacy working group to provide resources and education to producers. We launched the *Records for Tracking Genetic Improvements* seven-part course with great success. Understanding the data associated with genetics is crucial to elevate the efficiencies and quality of the whole Canadian cattle herd and our end user products for consumers.

## **NATIONAL BEEF STRATEGY**

The 2025–2030 National Beef Strategy launched in partnership with the various industry groups in January 2025. Precision genetics are highlighted as a key tool to advance the strategy goals.

a trusted, safe, wholesome, quality and high valued protein. In doing that we must measure those calculated traits that will deliver an efficient/consistent and sustainable protein that the consumer will continue to pay for.

That's why CBBC will continue to pursue opportunities like CBIN, Sustainable Beef, and continue to work with CCA to represent and defend our membership as we go forward.

BEEF CATTLE REGISTRATIONS IN CANADA— PUREBRED CATTLE REGISTRATIONS 2023

<b>#1 ANGUS</b>	<b>50,590</b>
<b>#2 SIMMENTAL</b>	<b>24,565</b>
<b>#3 CHAROLAIS</b>	<b>15,660</b>
<b>#4 HEREFORD</b>	<b>9,663</b>
<b>#5 LIMOUSIN</b>	<b>3,516</b>
<b>#6 GELBVIEH</b>	<b>3,579</b>
<b>#7 SHORTHORN</b>	<b>3,069</b>
<b>#8 SPECKLE PARK</b>	<b>1,647</b>
<b>#9 SALERS</b>	<b>853</b>
<b>#10 MAINE-ANJOU</b>	<b>823</b>
<b>OTHER BREEDS</b>	<b>1,712</b>
<b>TOTAL REGISTRATIONS:</b>	<b>115,683</b>

Source: Breed associations and Canadian Livestock Records Corporation





# PUBLIC & STAKEHOLDER ENGAGEMENT PROGRAM

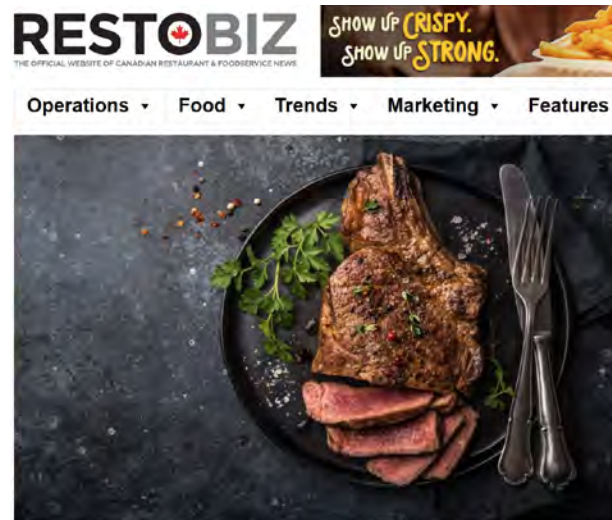
As part of the Connectivity and Beef Demand Pillars in the National Beef Strategy, the Public and Stakeholder Engagement (PSE) program is jointly delivered by the Canadian Cattle Association and Canada Beef and delivers national public trust issue management and proactive content on the societal benefits of raising beef cattle in Canada.

## ISSUES MANAGEMENT

Issues management strategies continue to correct misconceptions on the environmental footprint of Canadian beef production. This included a submission to the *Canadian Restaurant and Foodservice News*, highlighting how keeping beef on the menu is a choice that brings sustainability benefits.



Scan the QR code to read the article



Keeping beef on the menu doesn't mean sacrificing your sustainability goals

Tuesday, May 7th, 2024 - 9:59 am

## BEEF INDUSTRY ADVOCACY

New for this year, PSE launched the Public Advocacy Guide which is available both online and in print. The resource provides industry spokespeople with key messages and important statistics at their fingertips.



Scan the QR code to view the guide



## PARTNERSHIPS

PSE is a member of the Canadian Centre for Food Integrity as well as the Global Meat Alliance. Amie Peck, PSE Manager, continues to co-chair the Communications Council at the Global Roundtable for Sustainable Beef as well as the Beef Cattle Committee at the Calgary Stampede. PSE staff also support various committees for the Canadian Roundtable for Sustainable Beef and the International Meat Secretariat (IMS).



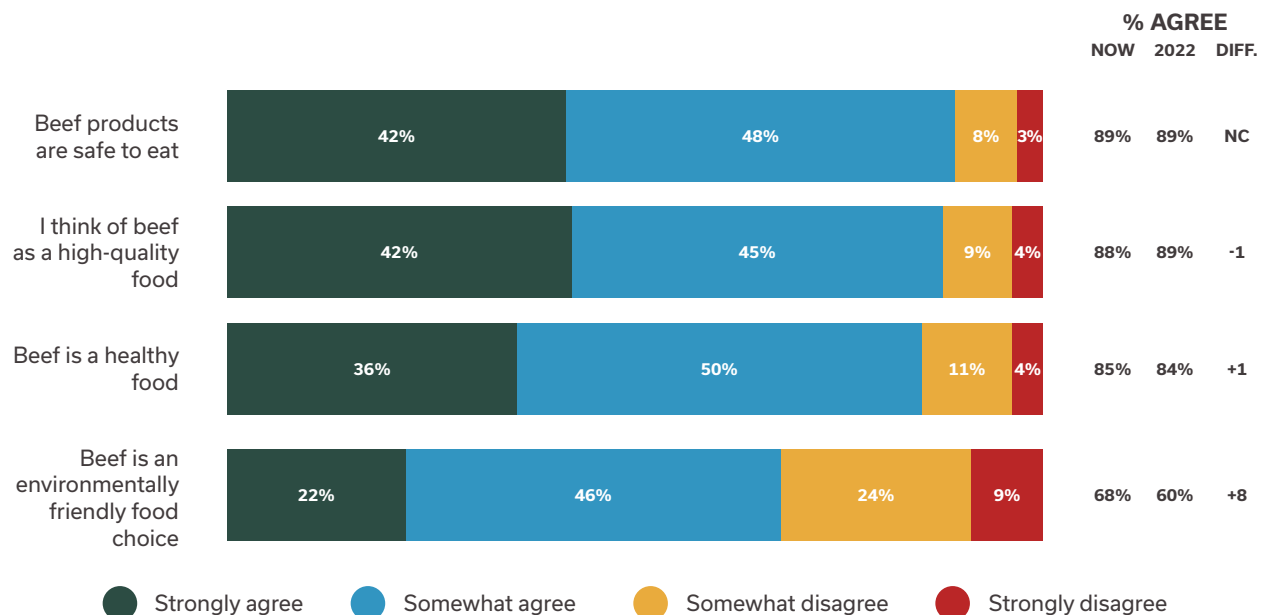
## CONSUMER PERCEPTION RESEARCH

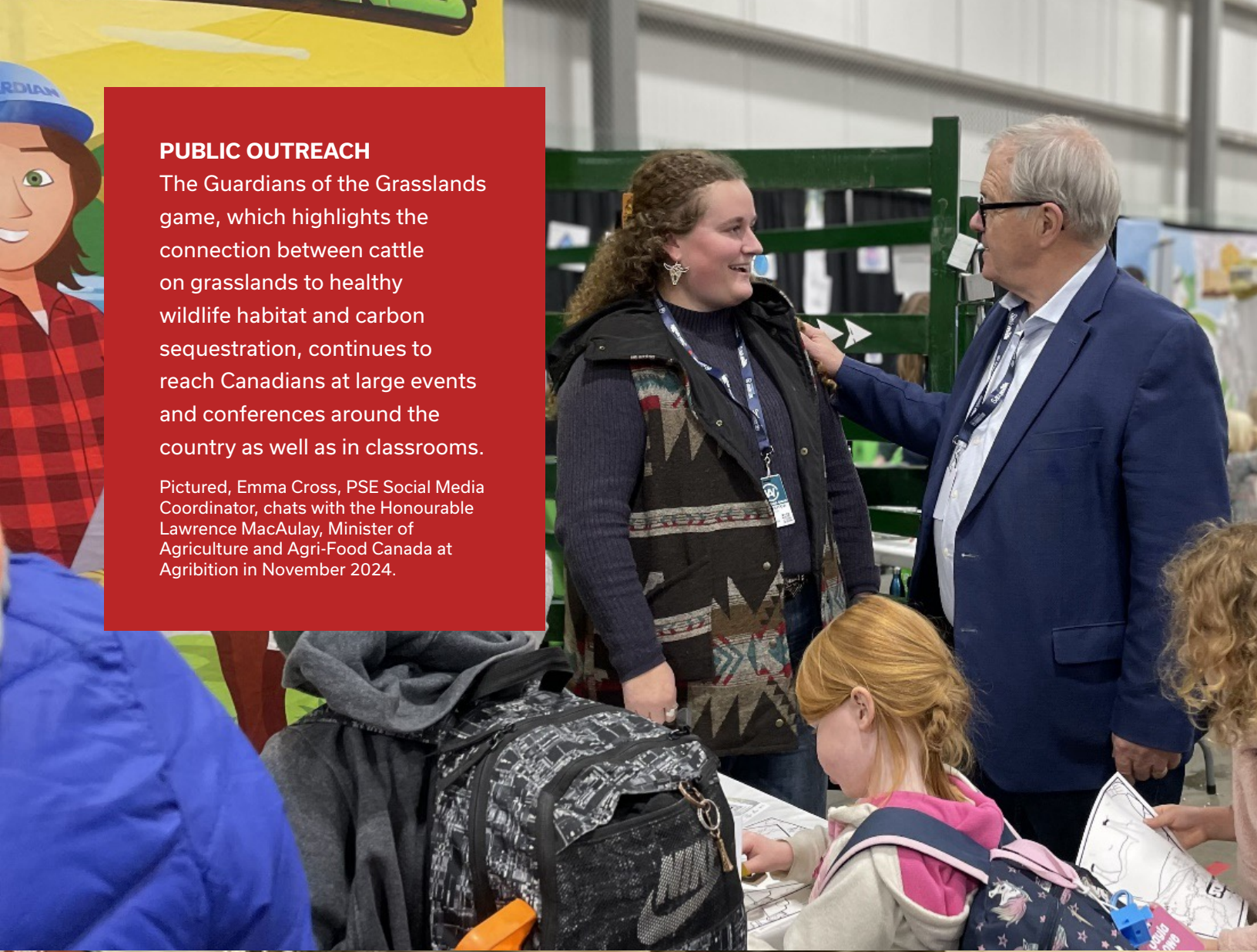
Ten key performance indicators (KPIs) were selected to be surveyed on an annual basis, to monitor emerging trends. The healthfulness and safety of beef continues to see strong support. There was an eight-point jump in the positive perceptions of consumers

towards beef as an environmentally friendly food choice. This consumer research aids in the overall strategy of the PSE program by highlighting areas of concern by target audience (region, gender, age, income).

### CANADIANS ARE MORE LIKELY TO REGARD BEEF AS AN ENVIRONMENTALLY FRIENDLY FOOD CHOICE

For each of the following statements do you strongly agree, somewhat agree, somewhat disagree, or strongly agree





## PUBLIC OUTREACH

The Guardians of the Grasslands game, which highlights the connection between cattle on grasslands to healthy wildlife habitat and carbon sequestration, continues to reach Canadians at large events and conferences around the country as well as in classrooms.

Pictured, Emma Cross, PSE Social Media Coordinator, chats with the Honourable Lawrence MacAulay, Minister of Agriculture and Agri-Food Canada at Agribition in November 2024.



Rob Flack, Minister of Agriculture, Food and Agribusiness in Ontario, views the Guardians of the Grasslands game while visiting the Beef Farmers of Ontario booth at the Royal Agricultural Winter Fair.



The third short documentary from PSE focuses on the upcycling ability of beef cattle to bolster recognition of the environmental benefits of feedlot systems, as well as cow/calf production. Called Reduce, Reuse, Ruminates, it reached Canadians through content creators on social media as well as print and digital articles. Global News covered the story on broadcast news, reaching millions across Canada.



Scan the QR code to watch Reduce, Reuse, Ruminates



Scan the QR code for an example of media coverage



Together with Trails End Beef, Lammles, Chop Steakhouse and conservation organizations, PSE also organized a full-day ranch experience for 12 content creators across Canada this summer. You can find more details about The Influencer Ranching Experience in CCA's Action News. The campaign amassed over 1 million impressions and 3,500 engagements (comments, shares, likes).



Scan the QR code to learn more about The Influencer Ranching Experience





We are also excited to share that PSE took home three trophies at the Canadian Agri-Marketing Awards (CAMA) on November 7 in Calgary. The event recognizes the very best in marketing, public and industry relations campaigns every year. PSE's Influencer Ranching Experience mentioned above took home the win in the Social Specialty Category. An op-ed supported by PSE and authored by rancher Bob Lowe was victorious in the Persuasive Writing Category. Finally, Reduce, Reuse, Ruminare received the top prize in the Specialty Video category.

For the 2024–2025 fiscal year, PSE is operating with a \$705,000 budget, with \$528,000 to CCA to administer, and \$177,000 to Canada Beef. The PSE program is in the second year of a Sustainable Canadian Agricultural Partnership (SCAP) grant to support the Guardians of the Grasslands game and has also successfully garnered an Alberta CAP grant for \$78,000 to support crisis communications, consumer research and public outreach.

**It is our privilege to be able to work on behalf of beef cattle producers across this country everyday.**

    @RaisingCdnBeef

# COMMITTEE

## REPORTS

### ANIMAL HEALTH AND CARE

A full review of the **Beef Cattle Code of Practice** was initiated in 2024. The code committee is chaired by Matt Bowman. Guided by the National Farm Animal Care Council (NFACC), priority welfare issues for cattle were identified that included pain control for painful procedures, weaning and euthanasia practices. Public consultation on a draft code is anticipated in January 2026. The code committee is committed to providing a draft that is relevant, applicable to the highly varied production across Canada, and is an implementable guide to continuous welfare improvement.

Active animal health files included prevention, preparedness, response and recovery for reportable diseases.

A case of **bovine tuberculosis** was identified in a mature beef cow at slaughter in November 2024. The CFIA has initiated a disease investigation, beginning with the birth herd in Saskatchewan. Given the current market prices, the CCA has been advocating for updates to the maximum compensation values for animals ordered destroyed under the Health of Animals Act. CCA along with our provincial partners are actively engaged

as liaison between the CFIA and affected producers.

**Highly Pathogenic Avian Influenza (HPAI)** was identified in dairy cattle in the US in 2024. To date, no cases have been detected in Canada as demonstrated through ongoing surveillance in bulk tank milk. CCA facilitated communications to producers about the resultant additional requirements for cattle travelling to the United States for short-term stays such as shows or exhibitions. CCA communications emphasized heightened attention to biosecurity, the need to wash and disinfect trailers, and isolation of cattle entering the herd. This work was further emphasized when a case of **Foot and Mouth Disease** was reported in Germany in January 2025. The CCA has been actively promoting biosecurity for international travelers and discouraging international farm tours.

To strengthen Canada's disease prevention capacity, CCA is placing a high priority on **biosecurity**. In conjunction with Verified Beef Production Plus (VBP+), an environmental scan is being undertaken related to advancements in biosecurity since the 2013 National Biosecurity Standard for Beef Cattle



Human, veterinary, and environmental health are **ALL RELATED**

Farmers know “One Health”— how human, veterinary, and environmental health are all related. Facilitating access to a wide variety of veterinary healthcare tools is essential to play our part in the fight against antimicrobial resistance.

Canadian Cattle Association

was released. This work will lay the foundation for revising the biosecurity guidelines for beef cattle producers through risk-based options that enable producers to apply practices according to the situation and their risk profile.

Biosecurity is only one aspect of the **Foot and Mouth Disease Emergency Management** work. In March 2024 a kickoff meeting was held to establish a model for planning and preparedness, building on the Emergency Management Pillars established for African Swine Fever. Over the last year, CCA has been actively engaged in drafting an Integrated Emergency Response Plan (IERP) with a focus

on developing an FMD Vaccine Implementation Support Structure (VISS) that could be deployed in response to a large outbreak. Gaps in preparation are being identified and prioritized with roles and responsibilities related to response and recovery being actively considered. In May 2024, the World Organization for Animal Health (WOAH) adopted changes to the FMD chapter. With appropriate surveillance, a country can **recover FMD trade status in three months if vaccinates are allowed to live.** This change further elevates the urgency to fully establish Canada’s FMD Vaccine bank for which funding was announced in 2023.



*Canada’s delegates to the World Organization for Animal Health. Paris, May 2024*

CCA has engaged with CFIA regarding responses received on the Canada Gazette I publication of the proposed **Health of Animals Traceability** regulations. Regular collaboration has been held with other industry stakeholders through the Coalition for Beef Cattle Movements. This group has promoted the value of traceability to the beef sector as well as shared development on applications and tools designed to facilitate producer compliance with the proposed regulations.

Work continues to fully realize the economic benefits of Canada's **BSE-negligible risk status**. The CCA continues to lean into the jointly funded (BCRC & CFIA) risk assessment of potential modifications to Canada's list of materials permitted in animal feed. Our advocacy continues towards eliminating all remaining trade barriers and additional BSE-related requirements for beef and cattle exports. In 2023, the CFIA initiated a review of the BSE surveillance program in recognition of new WOH rules and successful control of classical BSE worldwide. The new program came into force March 7, 2025.

The United Nations General Assembly (UNGA) High Level meeting on **Antimicrobial Resistance** was held in New York on September 26, 2024. CCA was on the ground to support our Canadian government and actively promote Canada's stewardship of antimicrobials. Canada's address was made jointly by Dr. Teresa Tam, Chief Public Health Officer of Canada, and Dr. Mary-Jane Ireland, Chief Veterinary Officer of Canada. The statement was made concurrently with the release of a Year 1 Progress Report on the Pan-Canadian Action Plan for AMR. CCA spent 2024 participating in the Canadian Animal Health AMU/AMR leadership team. Antimicrobial stewardship cannot be addressed independent of animal health issues. To emphasize this point CCA is developing a fulsome AMU/AMR strategy. This strategy will encompass not only work on AMU and AMR but also our ongoing advocacy related to access to veterinary drugs, resolving the veterinary shortage, and surveillance.



*Every dose matters. Together, we can ensure that antibiotics are responsibly used when treating animals.*





# DOMESTIC AGRICULTURE

The Domestic Agriculture Committee has a broad focus on issues facing the beef cattle sector such as Business Risk Management, regulatory modernization and harmonization, and general economic competitiveness issues. Here are some highlights.

## **LIVESTOCK TAX DEFERRAL**

CCA expressed cautious optimism that the Government recognized the Livestock Tax Deferral's effectiveness in providing relief for producers in Budget 2024 and recognized it as a crucial tool for producers in times of natural disasters such as drought or floods. The CCA has requested a change to the Income Tax Act to include all classes of cattle and allow producers to self-elect when they need to use the deferral. We were also pleased to see the Advance Payment Program (APP) had a \$250,000 interest-free limit for the 2024 program year.

## **RAIL LOCKOUT**

The rail lockout in August had immediate and significant impact. CCA advocated for a swift resolution. The Canadian beef industry depends on open and stable supply chains for both our domestic and international consumers, which includes steady transportation infrastructure such as railways. The looming and unprecedented labour action at both of Canada's Class 1 railways impeded this flow and disrupted the security of Canada's food supply. CCA believes that it is crucial that agriculture and agri-food be deemed an essential service that is not at risk of disruption by labour disputes.

## **DOMESTIC LEADERSHIP**

CCA worked with provincial members in advance of the Federal, Provincial and Territorial (FPT) meeting to bring forward recommended changes to the AgriStability program and discuss Business Risk Management (BRM) tools, notably AgriRecovery and AgriStability. The FPT meeting featured discussions on international trade and market diversification through ongoing trade negotiations and existing free trade agreements. For Canada to maintain its standing as a world-class trading partner, it is vital that CCA takes advantage of the Agriculture and Agri-Food Office in the Indo-Pacific region and leverage agreements such as the Canada-United States-Mexico Agreement (CUSMA).

We were pleased to see coordination between FPT governments and industry on animal disease preparedness and the acknowledgment of the significant impacts on farmer mental health. In preparation for potential outbreaks of diseases such as African Swine Fever and Foot-and-Mouth Disease, it is more important than ever that Canadian producers have access to a vaccine bank to prevent the spread of these diseases. Other relevant topics covered include interprovincial trade, pesticide management and capital gains.



**Canadian Cattle Association**  @CanCattle · Jun 14, 2024



“CCA has long advocated for changes to the LTD and we are encouraged to see the Government take tangible steps to address our concerns and find solutions that work for producers,” said Nathan Phinney, CCA.

Release: [bit.ly/4eozNFJ](https://bit.ly/4eozNFJ)

Thanks for listening @L\_MacAulay



**AAFC Canada**  @AAFC\_Canada · Jun 14, 2024

Minister MacAulay announces initial list of Livestock Tax Deferral regions for 2024. We have streamlined the process to identify regions earlier and added buffer zones so more #CdnAg farmers can benefit. [ow.ly/2iYK50SiYVT](https://ow.ly/2iYK50SiYVT)



*Leaders from across the agriculture sector travelled to Whitehorse for discussions with the Honourable Lawrence MacAulay around the annual Federal, Provincial and Territorial (FPT) Ministers of Agriculture conference. CCA Vice President Tyler Fulton represented CCA at a Ministerial roundtable discussion with industry representatives. Hosted by the Canadian Federation of Agriculture, the roundtable's theme was data and gave CCA a platform to speak to both domestic and international advocacy priorities of the industry.*



## CLOSE WORK WITH PROVINCIAL MEMBERS

Right: CCA and Alberta Beef Producers met with Parliamentary Secretary Francis Drouin in Ottawa in June to discuss BRM programming, the FPT meeting, processing capacity and trade with USA.

L-R: Brodie Haugan, PS Francis Drouin, Doug Roxburgh



Above: Manitoba CCA representatives visited Ottawa to discuss environment, economic resiliency and business risk management tools.

L-R: Jennifer Babcock, Tyler Fulton, MP Ted Falk, Matthew Atkinson.



Beef Farmers of Ontario meet with Ontario MPs to discuss trade, transport and business risk management.

L-R: Matt Bowman, MP Marcus Powlowski, Jack Chaffe, Jarred Cohen

Left: Saskatchewan MPs and Saskatchewan Cattle Association representatives visited Ottawa to discuss the 2024 federal budget

L-R: MP Gary Vidal, Chad Ross, Julie Mortenson, MP Kelly Block, Jennifer Babcock



## PROPOSED CAPITAL GAINS CHANGES

Proposed tax changes were announced in the Federal Budget on April 16, 2024 with an effective implementation date of June 25, 2024. CCA's and the Canadian Cattle Youth Council's voices were among those who spoke up immediately, noting that the Government

of Canada did not provide Canadian farm businesses with enough time to fully assess the potential implications of these changes for farm succession tax planning purposes and adjust accordingly.



**Canadian Cattle Association**  @CanCattle · Jun 14, 2024



Producers have been busy calving and seeding. They need more than 15 days to consult with advisors to properly assess the capital gains changes proposed on June 10. [@cafreeland](#) [@L\\_MacAulay](#)



# ENVIRONMENT

Critical environmental efforts include policy discussions, grassland conservation, soil health, water management, Species at Risk Partnerships on Agricultural Lands (SARPAL), Term Conservation Easements Project, AAFC Sustainable Agriculture Strategy, the five-year review and consultation on the Fisheries Act, and the Grassland Conservation Initiative.

## **GRASSLAND CONSERVATION**

Pressure to convert grassland for other land uses continues to grow and we're now seeing that less than 20% of native grasslands remain intact. The majority of that 20% is managed by beef producers. For several years CCA has been trying to develop an industry-led approach that preserves these sensitive ecosystems and maintains and enhances the socio-economic ranching model.

## **BILL C-59 COMPETITION ACT**

CCA submitted feedback jointly with the CRSB and the National Cattle Feeders' Association (NCFA) to the public consultation on the Competition Act's new "greenwashing" provisions. Our key concerns include lack of clarity and implementation guidance as well as unintended consequences such as frivolous and vexatious lawsuits. These provisions could deter commodity marketing and stifle innovation, with potential negative impacts on food prices, global food security, and Canada's reputation as a high-quality beef producer.

In December 2024, the Competition Bureau launched a public consultation to solicit feedback from Canadians on these new proposed guidelines and CCA committed to

once again submitting feedback.

## **NATIONAL SOIL HEALTH STRATEGY**

Led by the Soil Conservation Council of Canada (SCCC), work is being done to build a greater understanding of the importance of soil as an essential resource to society by facilitating the exchange of information with all stakeholders. CCA holds a spot on the SCCC's National Soil Health Strategy Advisory Committee. The NSHS will be an industry-led framework and plan for collective action to maintain and enhance the soils in Canada, with an immediate view (by 2030) and for the longer term (by 2050).

## **SUSTAINABLE AGRICULTURE STRATEGY (SAS)**

From its conception in 2022, the Sustainable Agriculture Strategy was meant to be an inclusive, industry-wide framework for sustainable practices in agriculture across areas of soil health, biodiversity, and climate. CCA was actively engaged in the SAS Advisory Group and biodiversity and climate working groups to ensure that cattle producers' contributions to sustainability are recognized and supported. Six national crop organizations who represent nearly all conventional crop production across the country withdrew from the SAS. It was subsequently agreed among

CCA that without all of agriculture at the table working towards the same objective, the strategy cannot be a comprehensive, all of agriculture, strategy and requested that CCA also be removed from the SAS Advisory Committee list. We are leading the world in sustainable beef production and through the National Beef Strategy and the Industry 2030 goals, we will continue to do so.

## **FISHERIES ACT**

On December 9, 2024, Larry Thomas appeared at the House of Commons Fisheries Committee to testify on the Review of the Fisheries Act and the impacts on the cattle sector. CCA has been active in consultations with DFO since prior to the Act coming into force in 2019.



CCA also provides input and advocacy on behalf of Canadian cattle producers on the following policy files:

- Proposed Administrative Monetary Penalty Regulation under the Canadian Navigable Waters Act. In the past CCA has voiced concerns to Transport Canada on several aspects of the Act including seeking exemptions for minor waters in relation for farm and ranch works and activities as well as concerns over defining a navigable water and public access via minor waters through private lands. There is no detailed information on the proposed monetary penalties regulation, but CCA staff, working with the committee co-chairs, have provided comment and concerns.
- Species at Risk Partnerships on Agricultural lands (SARPAL): the majority of SARPAL projects support species that rely heavily on grasslands used for rangelands or tame forage, so CCA has been a central entity and partner from the start.
- The Canadian Wetlands Roundtable (CWR), a multi-stakeholder partnership of industry,



conservation organizations and Environment and Climate Change Canada formed to conserve and improve the management of Canada's wetlands for the health, safety and well-being of people and species that depend on these habitats for survival

### INTERNATIONAL ADVOCACY EFFORTS

CCA participated in the International Symposium on Agriculture, Biodiversity, and Food Security, co-hosted by the Government of Quebec, University Laval, the Secretariat to the Convention on Biological Diversity (CBD), and the Food and Agriculture Organization (FAO) of the United Nations. One-third of participants were farmers of some kind, coming from over

30 different countries. A technical roadmap to help stakeholders in agrifood systems implement the Kunming-Montreal Global Biodiversity Framework (KMGBF) through agriculture was developed.

The United Nations Framework Convention on Climate Change (UNFCCC) 29th Conference of the Parties (COP 29) held in Baku, Azerbaijan marked progress in climate finance and carbon market discussions, with agriculture and food systems maintaining some momentum in both formal and informal settings. For four years CCA has been attending the UN climate conference. In those four years, we have seen a significant shift towards agriculture and Food Systems.



CCA is becoming one of the leading entities advocating for the beef industry at COP.  
Left: Mitchell Zoratti and CCA Past President Bob Lowe at COP 29  
Right: CCA Past President Bob Lowe speaks at COP

**“If we aren't at the table, we cannot expect others to speak up on our behalf.”**

**BOB LOWE, PAST CCA PRESIDENT**

## THE ENVIRONMENTAL STEWARDSHIP AWARD (TESA)

CCA introduced the Environmental Stewardship Award (TESA) in 1996 to recognize producers who go above and beyond standard industry conservation practices and set positive examples for other cattle producers and the general public. Provincial cattle organizations recognize recipients who are making

outstanding contributions in protecting and enhancing the environment and submit a nominee for national recognition from the CCA. The national TESA recipient is announced during the CCA semi-annual meeting at the Canadian Beef Industry Conference.

## 2024 NOMINEES

**ALBERTA—TAYLOR RANCHES**

**SASKATCHEWAN—BLOCK'S RANCHING LTD.**

**MANITOBA—THE ASSOCIATION OF MANITOBA COMMUNITY PASTURES**

**ONTARIO—CIRCLE H FARMS**

**QUEBEC—ECOBOEUF**

**MARITIMES—HOLDANCA FARMS**

*2024 TESA nominees at Canadian Beef Industry Conference*

*Back row, left-right: Tracy Hyatt, Shawn Hyatt (Circle H Farms, ON), Barry Ross (representing the Association of Manitoba Community Pastures (AMCP)), Audrey Taylor, Robert Taylor (Taylor Ranches, AB).*

*Front row, left-right: Neil Block, Denise Block (Block Ranching, SK), Jane Duynisveld, John Duynisveld (Holdanca Farms, NS, 2024 recipient), Frédérique Lavallée, Simon Lafontaine, (Ecoboeuf, PQ)*





# 2024 RECIPIENT: HOLDANCA FARMS

Holdanca Farms is owned and operated by father-daughter duo, John and Maria Duynisveld, who focus on ensuring that their management practices are economically sustainable while also enhancing the environment, which is home to many wildlife species. They raise grass-fed beef cattle, sheep, pastured pigs and poultry, and can custom graze up to 150 head of beef cattle, depending on the year. They manage the land to benefit both livestock production and environmental sustainability—of their 500 acres, 250 acres is a managed, biodiverse native woodlot, and the other 250 acres is in long-term (30 plus years) pasture production.

Nova Scotia's North Shore is a key stopping point and breeding location for migratory birds. They've recorded over 1000 wild species on the farm, and over thirty of those are threatened or endangered. The Duynisvelds ensure that there are spaces in the barns and sheds for barn swallows to safely enter and exit during breeding seasons and protect the nests from damage. During nesting periods, they avoid cutting forages and put fences around the nests to prevent livestock from unintentionally damaging the nests. John and Maria believe that gaining knowledge of these endangered species and protecting their habitat is critically important to the longevity and success of native species.



*2024 The Environmental Stewardship Award recipient Holdanca Farms, John and Jane Duynisveld*

## CHECK OUT VIDEOS FEATURING 2024 TESA RECIPIENT HOLDANCA FARMS:



Scan the QR code to watch the long version (2 minutes 50 seconds)



Scan the QR code to watch the medium version (60 seconds)



Scan the QR code to watch the short version (30 seconds)

# FOREIGN TRADE

Opening and improving access to world markets increases the value of Canadian beef. Canadian beef producers export approximately 50% of beef produced (beef and live cattle exports), 75% of those go to the US.

Growth in demand for Canadian beef cattle and exports has grown significantly over the last 10 years, mainly due to increased demand. In 2024, Canada exported \$7 billion in total exports, \$6 billion of which was to the U.S.

Overall beef export was down in 2024, but total beef and cattle export was up: from January to December 2024, beef and live cattle exports increased 4% in volume and 6% in value over 2023.

In 2024, Agriculture and Agri-Food Canada announced an investment of up to \$453,364 for the Canadian Cattle Association through the AgriMarketing Program, an initiative under the Sustainable Canadian Agricultural Partnership to grow our exports in key regions and put more delicious, sustainable beef on tables around the world. The funding covers activities such as advertising campaigns, incoming and outgoing trade missions, technical training, and educational seminars. Increasing trade in foreign markets will boost economic activity in Canada and positively impact farmers and businesses at all levels of the supply chain.

*CCA President Nathan Phinney, The Honourable Lawrence MacAulay, Canada Beef President Eric Bienvenue at the AAFC funding announcement*



## **CANADA-UNITED STATES-MEXICO AGREEMENT (CUSMA) 2026 REVIEW**

Canada is preparing for the CUSMA review in 2026 (or sooner) and we're working with a strong Team Canada approach. CCA participated in the Canadian government's official consultation process, and we continue to meet with officials as we approach the review.

## **SOUTH KOREA**

In Spring 2024, CCA participated in the Team Canada Trade Mission to Korea. There is a lot of excitement for Canadian beef. However, we are at a cost disadvantage with the US due to tariffs. CCA is advocating to fast-track the removal of our tariff into the South Korean market and put us on equal footing as our American counterparts.



**US Advocacy**—CCA Executive Vice President Dennis Laycraft and Senior Director, Government and Public Affairs Jennifer Babcock went to Washington, D.C. in early February 2025 for meetings with stakeholders and officials to advocate on behalf of Canadian beef producers and discuss the importance of the Canada-US trade relationship.

## **INDONESIA**

CCA participated in the Team Canada Trade Mission to Indonesia on the heels of the Comprehensive Economic Partnership Agreement (CEPA) was announced between Canada and Indonesia. While in Jakarta, Minister Ng signed a memorandum of understanding between Canada and Indonesia to establish a bilateral dialogue on sanitary and phytosanitary issues to address market access for the trade in Canadian beef.

## **PHILIPPINES**

CCA participated in the Team Canada Trade Mission to the Philippines, where the focus was on the IndoPacific Agriculture Office. The office's resources are stretched between commodities and markets across the Indo-Pacific region and CCA discussed our current challenges in the region. There is an opportunity to grow our market share where grain-finished beef is preferred by their consumers.



*CCA team participated in a Team Canada Trade Mission to the Philippines and Indonesia. Ensuring fair trade policies that allow Canadian beef to compete on the global stage is a priority.*

## **EUROPE**

The European Union had a substantial change in its Parliament in 2024. CCA went to Brussels in the fall to learn more about the political dynamics and discover if there is more opportunity to address our barriers to the market. There may be an opportunity to engage based on our sustainability story and we've since invited European officials to Canada to tour and learn more about the Canadian production system. CCA has been clear that if we cannot have access, we should ensure fair and reciprocal access in both directions.

In late 2024, CCA requested to the Government of Canada to withdraw our PAA application from EFSA, due to numerous factors including: a change in formulation, the request for extensive further research necessary for the application and therefore further time required to repackage our application. CCA has flagged that we will reach out to the Government when we are ready to reapply.

## **UNITED KINGDOM**

In early 2024, the UK government paused engagement with Canada on our bilateral trade negotiations. A new administration has since been elected in the UK. CCA has been clear that no deal is better than a bad deal and to hold strong regarding food systems approval (i.e. carcass wash) and hormones. The Canadian government has heard our concerns and is carrying the message forward in potential reengagement of bilateral negotiations. In addition, Canada has not approved the UK into the Comprehensive and Progressive Trans-Pacific Partnership (CPTPP), which means that the UK cannot access the Canadian market through the CPTPP agreement. However, it does not stop the UK from joining the CPTPP and trading with other member states.



## CHINA

CCA is participating in the Canadian Red Meat Advocacy Office in China as a smaller contributor along with beef processors, the Pork Council and pork processors. Dennis Laycraft sits on the board of the Office and they're in the process of finalizing leadership for the office. We continue to work with the Canadian government to have Canadian beef permitted into the Chinese market again, including considering a WTO case.

## WORLD TRADE ORGANIZATION (WTO)

CCA participated in the World Trade Organization's 13th Ministerial Conference with the Canadian Agri-Food Trade Alliance delegation to support the Canadian government to promote a continued strong rules-based trading system that will provide stable export opportunities for Canadian beef producers.

## BILL C-282

C-282 is a Private Member's bill that, if passed, would make it illegal for Canadian trade negotiators to make any market access concessions on supply managed products while every other sector and commodity remains on the negotiating table. The discourse surrounding Bill C-282 has framed supply managed farmers as the core of Canada's agriculture. More than 90 per cent of Canada's agriculture is export-driven and produces food for both Canadians and consumers around the world. Canadian beef farmers earn their livelihoods from the marketplace. Our potential to make a good living raising and selling our beef is a product of the number of markets we have access to. We rely on Canada being able to negotiate ambitious agreements that provide secure access to international markets for us.

**We'll keep speaking up until  
the message is clear:**

**BILL C-282  
IS BAD  
TRADE  
POLICY**

 Canadian  
Cattle  
Association

# FOOD POLICY

CCA's Food Policy Committee focuses on enhancing the position of Canadian beef in domestic and international food markets and considers topics such as labelling, food policy and alternative proteins. CCA works to ensure that Canadian regulations support beef consumption and that international perceptions of the beef industry appropriately represent its role in food systems.

The Food Policy committee at CCA continues to engage domestically and internationally. At the domestic level, the \$1 billion National School Food Program was announced in Budget 2024, with the National School Food Policy formally rolled out in June 2024, covering nutrition, health, procurement, sustainability, and food security. The CCA has monitored this policy development over the past few years and participated in National School Food Policy consultations in 2022 emphasizing the role of beef in a healthy, sustainable diet, working alongside Canada Beef and other stakeholders. The goals of the policy include providing nutritious food at schools, fostering healthy eating practices and strengthening connections to local food systems and the environment. We continue to highlight the important role Canadian beef plays in helping achieve these goals.

CCA also continues to work closely with domestic and international stakeholders to monitor how cell-culture and alternative proteins are regulated and labelled. CCA participated in the 2024 *Safe Food for Canadians Act* consultation, where one of the goals was to seek feedback on improving food safety and consumer protection oversight. CCA emphasized the importance of ensuring alternative and cell-culture protein products

are held to an appropriate science-based level of review, inspection and control, and further, that labelling and/or marketing of alternative and cell-culture protein products does not mislead or confuse consumers or misrepresent animal grown meat products. In 2024, CCA also participated in a joint letter with National Cattlemen's Beef Association, Confederación Nacional de Organizaciones Ganaderas and Cattle Australia, to encourage government collaboration on a number of priorities, including ensuring science-based food safety and marketing regulations of emerging food technologies like cell-culture proteins.

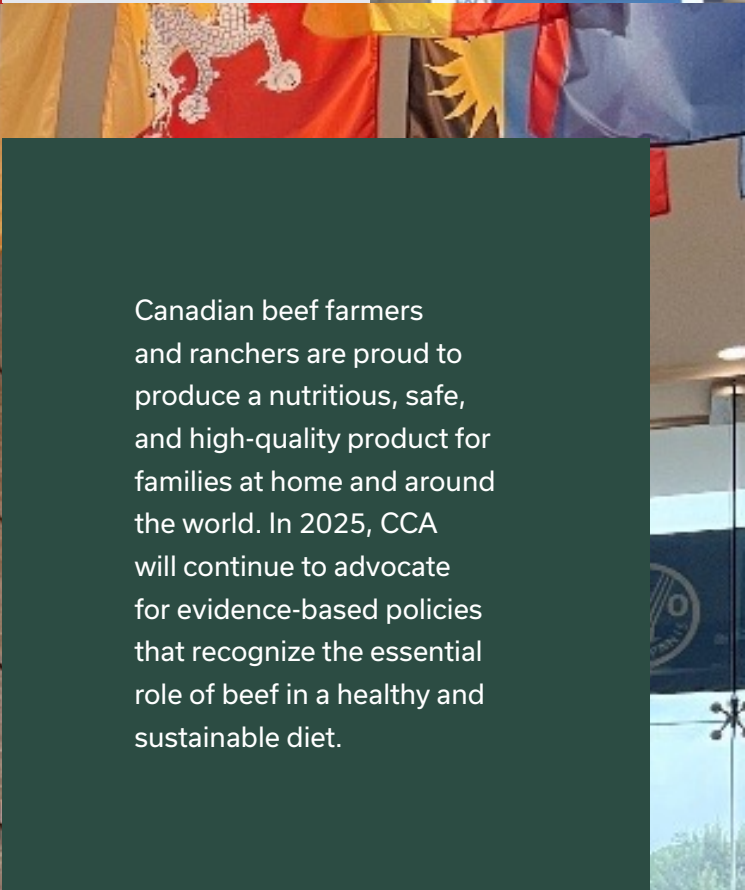
Internationally, CCA continues working with the Private Sector Mechanism and various international livestock groups monitoring the work of the United Nations Food and Agriculture Organization (FAO). This included participation in the FAO Sub-Committee on Livestock and FAO Committee on Agriculture meetings in 2024. We are pleased with the positive relationships built with our Canadian Government contacts who engage in this space. The goal of this participation is to ensure livestock receives the recognition it deserves for its environmental and nutritional benefits, as these discussions can influence policy development at the national level.



CCA Past President and Global Roundtable for Sustainable Beef President, Bob Lowe, participated in a panel on the synergy between animal agriculture and soil health at the United Nations Food and Agriculture Organization Sub-Committee on Livestock Meetings held in Rome, Italy on July 16-18, 2024. It was positive to see livestock recognized as a vital part of the solution in building sustainable food systems—recognition that is built over time by continuing to show up and be part of the conversation.



Scan the QR code to read more



Canadian beef farmers and ranchers are proud to produce a nutritious, safe, and high-quality product for families at home and around the world. In 2025, CCA will continue to advocate for evidence-based policies that recognize the essential role of beef in a healthy and sustainable diet.



CCA staff Jessica Radau attended the United Nations Committee on Agriculture meetings on September 30–October 4, 2024, at FAO headquarters in Rome, Italy, to highlight the important role the Canadian beef industry plays in sustainable food systems and healthy diets.

# HERD ON THE HILL:

GOVERNMENT  
RELATIONS AND  
ADVOCACY

## 2024 ACHIEVEMENTS

**11** committee appearances  
across the hill

**20+** letters to senators  
and MPs

**72** fly-in meetings:

CCA organized meetings in Ottawa to connect beef producers with Parliament and government representatives.

**CCA was listed as  
a Top 100 Lobby  
Group for 2024**

### Top issues discussed at these meetings:

1. Agriculture
2. International trade
3. Environment





## ENGAGEMENT WITH POLICYMAKERS

We met with key decision-makers, including Members of Parliament, Senators and government officials, to highlight the importance of the beef industry.

## FALL BARBECUE

CCA arranged a number of fly-in meetings for producers to meet with parliamentarians to discuss Canadian beef industry priorities. The Canadian Cattle Association's (CCA) Fall BBQ was a key component of our engagement strategy with policymakers, providing a unique and effective setting to advance our advocacy priorities. The barbecue allowed us to connect with MPs, Senators, political staff, and government officials in a relaxed and informal setting, fostering open dialogue and strengthening relationships.

## SPRING FLY-INS WITH PROVINCES

We saw another successful Spring Fly-In and were pleased to have all provinces participate and engage with MPs, Senators, and senior officials on topics relevant on both national and regional scale. A critical piece of our advocacy strategy is having beef farmers, ranchers and producers speak to Parliamentarians and adds to our credibility throughout the year. Thank you to all provincial members for your engagement and every producer who took the time away from your operation to come to Ottawa and engage with Parliamentarians.

## COLLABORATION WITH INDUSTRY PARTNERS

CCA works closely with other agriculture, trade and business organizations to present a united front on shared issues. Examples include our successful collective efforts on the Budget 2024 proposed Capital Gains tax changes, which have



*CCA hosts BBQ on the Hill with Ministers, Members of Parliament and Senators*



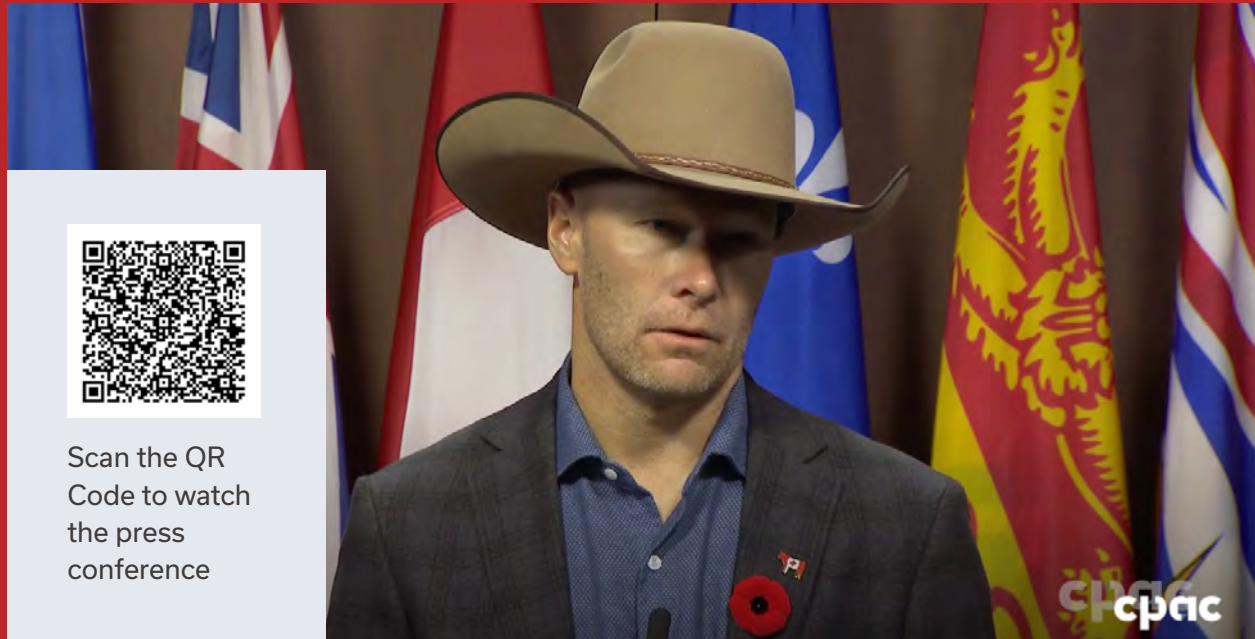
*British Columbia Cattlemen's Association met with MP John Barlow*

now been delayed. We've also collaborated on multi-stakeholder initiatives to address private members' bills, potential trade challenges, and more. We are stronger when we can work together towards our shared outcomes.

## BILL C-282

CCA has been actively advocating against Bill C-282: An Act to amend the Department of Foreign Affairs, Trade and Development Act (Supply Management) due to its potential

negative impact on Canada's ability to negotiate trade agreements that benefit the Canadian economy, including beef producers.



Scan the QR Code to watch the press conference

## SENATE TESTIMONIES AND COMMITTEE SUBMISSIONS

CCA has provided formal submissions to the Senate to advocate on behalf of Canadian beef producers. These appearances and submissions have included:

- Emphasizing how Bill C-282 could undermine Canada's reputation as a trading nation
- Sharing concerns about lack of clarity and implementation guidance about Bill C-59 the Competition Act's new "greenwashing" provisions
- Recognizing the Livestock Tax Deferral as a crucial tool for producers in times of natural disasters such as drought or floods
- Appealing to the Government of Canada for not providing Canadian farm businesses with enough time to fully assess the potential implications of proposed capital gains changes for farm succession tax planning purposes



- Expressing the importance of consulting with the Canadian beef industry regarding freshwater policies and their impact on cattle producers
- Discuss the border carbon adjustments study
- CCA's Environment Committee Chair Duane Thompson appeared before the federal government's ENVI committee on March 21, 2024 to express the importance of consulting with the Canadian beef industry regarding freshwater policies.



CCA President Nathan Phinney appeared before the Senate



Scan the QR code to watch the video



Vice President Tyler Fulton amplifying CCA message on Bill C-282



Scan the QR Code to watch the video



Scan the QR code to watch the video

CCA Domestic Agriculture Policy and Regulations committee co-chair Jack Chaffe appeared before the AGRI Committee to discuss the border carbon adjustments study to urge that any domestic sustainability policy is consistent with our WTO obligations and that international trade implications are considered before implementation. While carbon adjustments were the focus, most of the questions focused on non tariff barriers (outside of carbon), other legislation such as Bill C-59, and the carbon tax.

# LEADERSHIP PROGRAM REPORTS



Canadian Cattle Youth Council and Canadian Cattle Young Leaders participants travelled to Denver for the annual trip to the National Western Stock Show. Highlights included: participating in the Colorado Cattlemen's Association Mid-Winter Conference; visiting the National Cattlemen's Beef Association

(NCBA) office in Denver to connect with their leadership and tour their impressive culinary center; visiting the JBS USA headquarters and touring the JBS Greeley processing facility; visiting the Colorado State University AgNext research farm.



# CANADIAN CATTLE YOUNG LEADERS (CYL)

2024-25 PROGRAM PAIRINGS	
Canadian Cattle Young Leaders (CYL)	Mentors
Alice Rooke	Trevor Atchison
Arlis Hanson	Doug Mann
Ashley Perepelkin	Deanne Young
Beatriz Montenegro	Maureen Cousins
Brianna Elliot	Melissa Downing
Brittany Sigfusson	Andrea Brocklebank
Chelsea Allan	Tim & Donna Prior
Emily Jamieson	Stacey Domolewski
Erik Nottveit	Chad Meunier
Janelle Graham	Nicole Neubauer
Jayse Wilson	Katie Songer
Josh Sanden	Kyle Hebert
Laura Buss	Erika Stewart
Levi Hurlburt	Derrell Peel
Taylor Iwasiuk	Kim & Daniel Doerksen
William Gamache	Sean McGrath

Canadian CYL participants at 2024 Spring Forum Sponsor Reception: The Spring Forum brings the program’s 16 participants (ages 18 to 35) from across Canada together for three days of industry tours, classroom learning sessions and networking opportunities.





24 semi-finalists attended the Canadian Beef Industry Conference (CBIC) in Saskatoon, Saskatchewan to participate in the Canadian CYL Selections Competition vying for a spot in the 2024-25 program year



The 2024 Canadian CYL graduation group passed a special milestone as they marked more than 200 graduates since the program was started in 2010.



Cassie Marchand received the 2024 Reg Schellenberg Next Generation Legacy Award at the CYL Graduation at CBIC. The Reg Schellenberg Next Generation Legacy Award honours individuals who embody the spirit of humble leadership, mentorship, collaboration and dedication to the Canadian cattle industry, and mirrors Reg's dedicated leadership.



## THANK YOU

to our Platinum Partners, Cargill and McDonald's Canada, Foundation Partners, MNP, New Holland, Elanco, and Gold Partners, Farm Credit Canada, RBC Future Launch and Alltech for making these opportunities available to the next generation in the Canadian beef industry possible.



# CANADIAN CATTLE YOUTH COUNCIL



*Above: Youth Council Semi-Annual Meeting  
in conjunction with CCA AGM in Ottawa*

*Top Right: Incoming and outgoing  
delegates pose for a photo at the Youth  
Council AGM at CBIC*

*Bottom Right: Youth Council President  
Emily Bromley and Vice-President Marc  
Vachon*



## YOUTH ADVOCACY

Youth Council members wrote letters and took to social media to oppose proposed changes to Capital Gains legislation and Bill C-282.



**Bill C-282**  
Scan the QR code  
to watch the video



cancattleyouth

🎵 cancattleyouth • Original audio



The opportunities provided to the next generation of beef farmers and ranchers through the Canadian Cattle Youth Council would not be possible without the generous support of our Program Platinum Partner, New Holland, and provincial associations; BC Cattlemen's Association, Alberta Beef Producers, Saskatchewan Cattle Association, Manitoba Beef Producers, Beef Farmers of Ontario, Les Producteurs de bovins du Québec, New Brunswick Cattle Producers, Prince Edward Island Cattle Producers, Nova Scotia Cattle Producers, and the Canadian Cattle Association.



cancattleyouth

🎵 cancattleyouth • Original audio



**CAPITAL GAINS**  
Scan the QR code  
to watch the video





# FINANCIAL

## S U M M A R Y

### ASSET SUMMARY

**\$8,122,396**  
FMV INVESTMENTS-MAWER

**\$1,303,744**  
GIC INVESTMENTS  
(MARKETABLE SECURITIES)

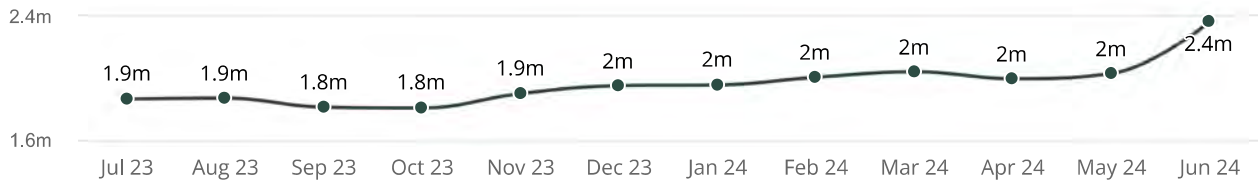
**\$6,511,789**  
CASH

**\$3,525,603**  
RECEIVABLES, PREPAIDS AND  
OTHER ASSETS

### Mawer Investment - BCRC



### Mawer Investment - CCA



### Mawer Investment - Canfax Research Services



### Mawer Investment - PSE



## LIABILITY SUMMARY

**\$661,534**  
ACCOUNTS PAYABLE

**\$3,328,766**  
DEFERRED REVENUE AND  
CONTRIBUTIONS



# SUMMARY BY DIVISION

	CCA	CRSB	PSE	CFX	CRS	BCRC	Total
Marketing Reserve - Restricted	2,027,155						2,027,155
Special Projects Reserve - Restricted	171,665						171,665
General Reserve - Restricted	0	86,000	100,000	0	210,000	2,000,000	2,396,000
Unrestricted Net Assets	3,596,000	880,298	336,049	194,920	244,276	5,626,869	10,878,412
<b>Net Assets June 30, 2024</b>	<b>5,794,820</b>	<b>966,298</b>	<b>436,049</b>	<b>194,920</b>	<b>454,276</b>	<b>7,626,869</b>	<b>15,473,232</b>
Revenue	4,336,979	1,609,368	623,053	529,771	699,648	8,740,787	16,539,606
Expenses	4,016,615	1,550,858	623,053	457,964	674,990	9,025,115	16,348,595
<b>Excess of Revenue over Expenses</b>	<b>320,364</b>	<b>58,510</b>	<b>0</b>	<b>71,807</b>	<b>24,658</b>	<b>-284,328</b>	<b>191,011</b>



Scan the QR code to read the full financial report





**Canadian  
Cattle  
Association**

**[WWW.CATTLE.CA](http://WWW.CATTLE.CA)**