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Messages from the President and General Manager
MBP 2016 Year in Review
National Organization Reports
TABLE OF CONTENTS

MBP DIRECTORS ................................................................. PAGE 2
MESSAGE FROM THE PRESIDENT ................................. PAGE 3
MESSAGE FROM THE GENERAL MANAGER ..................... PAGE 4
2016 MBP YEAR IN REVIEW ........................................... PAGES 5 - 10

REPORTS FROM:
CANADIAN CATTLEMEN’S ASSOCIATION ...................... PAGE 12
NATIONAL CATTLE FEEDERS’ ASSOCIATION .................. PAGE 13
CANADIAN BEEF CHECK-OFF AGENCY ....................... PAGE 14
CANADIAN CATTLE IDENTIFICATION AGENCY ............. PAGE 15
BEEF CATTLE RESEARCH COUNCIL ............................... PAGE 16
MESSAGE FROM
THE PRESIDENT

Heinz Reimer
President

There is a saying that being busy is better than being bored. If you are a beef producer in Manitoba or an organization like Manitoba Beef Producers (MBP) that represents cattle producers it’s probably fair to say that you aren’t bored very often.

MBP directors and staff were kept busy throughout 2016 tackling an array of issues and opportunities. Early in the year we fine-tuned our annual budget to better represent the wealth of initiatives and programs as well as the need for robust and responsive business risk management tools for crops and forages.

In late Spring, the Minister and his staff, as well as some of his cabinet colleagues, had a good turn-out of young producers at a focus on the development of the industry. Our community pasture program is growing. Gains in the number of corrals into a rutted mess. These prolonged wet conditions plaguing parts of Manitoba can only politely be described as miserable, turning fields, yards and corrals into a rutted mess. These prolonged wet conditions left a good number of producers unable to silage their corn. MBP approached Manitoba Agriculture Services Corporation (MASC) about this issue, asking for consideration on their behalf.

MBP will continue to speak with MASC about the need for robust and responsive business risk management tools for crops and forages. Producer interest in the Western Livestock Price Insurance Program (WLPIP) is growing. Gains were made in 2016 when the federal government announced that producers who are participating in WLPIP can use this as a backstop if they are using the Advance Payments Program. This had been long sought by organizations like MBP. WLPIP is a pilot project and MBP has advocated with governments that it be continued.

There have been discussions with federal and provincial officials about what did or did not work in Growing Forward 2, and what industry would like to see in the next agricultural policy framework. MBP pointed out that there has been strong value in initiatives such as: the pilot project around the management of the community pastures (administered by the Association of Manitoba Community Pastures); the investments made in Manitoba Beef & Forage Initiatives; and, Manitoba Community Pastures); the investments made in programs such as the Environmental Farm Plan Program and Verified Beef Production Plus. MBP has advocated for the continuation of these programs and initiatives as well.

Social license is an ongoing topic of discussion, especially in light of the short-lived announcement by the Earls restaurant chain that it was going to source its beef from outside of Canada. While Earls quickly reversed its decision, the public conversation about how food is produced is only growing stronger. Many other retailers and restaurants are making decisions about what they sell or serve based on societal signals. In the beef industry we have a very good story to tell about our animal care practices, the high quality of our beef and the environmental benefits that can accompany beef production, such as maintaining grasslands that sequester carbon, preserving wetlands and providing habitat for an array of plant and animal species.

Conversely, some customers may not be as familiar with our industry as we are. MBP is pleased to be a member of the Canadian Roundtable for Sustainable Beef, an organization dedicated to advancing sustainability efforts in the Canadian beef industry. This fall it released the findings of the National Beef Sustainability Assessment and Strategy, which was a comprehensive look at the environmental, social and economic performance of Canada’s beef industry. It will be used to help advance future sustainability efforts. The CRSB is also developing a Verifier Framework that will allow producers and processors to demonstrate the sustainability of their operations and enable our customers to source sustainable beef.

MBP is also a proud supporter of both the Manitoba 4-H Council and Agriculture in the Classroom Manitoba. The former is helping train the next generation of producers. The latter delivers programs, activities and tools to help teachers and students learn more about the important role that agriculture plays in our province. With people so far removed from agriculture, it is very important that we partner with organizations like Agriculture in the Classroom to help tell the good story about Canadian agriculture. In this report you’ll learn more about the many different types of communications activities MBP undertakes. While some are targeted specifically at producers, many of our outreach activities focus on helping the general public better understand our industry.

Throughout 2016 MBP directors and staff worked on many issues, from predation management to pesticide consultations, market access and labour supply, the community pasture program and Crown lands policies, investments in research and knowledge transfer, and more. We hope you find value in the advocacy work we undertake on behalf of the industry, in the public outreach we do to share the story of how beef is raised, as well as the other services we provide to you, such as age verification.

As always, I have truly appreciated the support I received from my family and friends in 2016 as I spent time away from our operation fulfilling my role as both District 4 director and MBP president. Thank you as well to my fellow MBP directors and to our staff, including our new General Manager Brian Lemon who joined us in April, for the outreach we do to share the story of how beef is raised, as well as the other services we provide to you, such as age verification.

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MBP President Heinz Reimer was among the speakers at the Vita Beef and Forage Seminar in late November.

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So how do we get that message out to people who may not be as familiar with our industry as we are? MBP is pleased to be a member of the Canadian Roundtable for Sustainable Beef, an organization dedicated to advancing sustainability efforts in the Canadian beef industry. This fall it released the findings of the National Beef Sustainability Assessment and Strategy, which was a comprehensive look at the environmental, social and economic performance of Canada’s beef industry. It will be used to help advance future sustainability efforts. The CRSB is also developing a Verifier Framework that will allow producers and processors to demonstrate the sustainability of their operations and enable our customers to source sustainable beef.

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t is certainly my privilege to be working as your Manitoba Beef Producers (MBP) General Manager and bringing you a message as part of the association’s Annual Report. I am humbled and honoured to be working with the talented staff in the office as well as with the dedicated directors who represent you from each of the 14 districts.

As I look back on the past year, I suspect that every year in history has been filled with both challenges and successes. Looking back we can recall the hard times and also recall of lot of enjoyment we working in the industry over time. This said, this year is a bit unique, in that it came to you as the NEW General Manager, and when I look back, I really do so with a very fresh set of eyes! When I think about the past year, I don’t have the same sense of history and am not able to judge if the year was better than many, about normal or worse than most. I don’t have the experience that allows me to look back and say “this is as bad as I’ve ever seen it,” or “do you remember when?” or “we’ve already tried that!”

My fresh perspective allows me to be excited about a lot of things you maybe take for granted, and to see aspects of our industry a bit more like the rest of the world see us – not as we view ourselves. As I was drafting this message, the phone rang and it was my parents who were calling to tell me of the sudden death of an elderly uncle. My uncle was 86, and a mixed farmer from Saskatchewan. He lived a hard life through some difficult times in farming – but also through some good times, raised his family, was always a very optimistic and light hearted man. I am drawn to think about my aunt and my cousins, some older and some younger, and how hard the loss will be for them, but then I think about all our visits to his farm as a child and the fun we all had together. I find myself with a smile, remembering the good in history. I suspect this is how we will remember 2015/16.

So looking back it has been a great year! Yes, it has had its challenges, but, the good outweighs the bad.

The first part of the year was dominated by a provincial election that saw the people of Manitoba elect a new Progressive Conservative government in April. It was right about that time that I started my time with MBP. A lot of work went into preparing for the election and working to understand the positions of the various political parties on specific questions important to the cattle industry – and sharing the information with MBP’s membership. After the election, the change of government really dominated our agenda for the remainder of the year. We are building relationships while at the same time communicating to the government the issues important to our members and reminding the new government of the commitments they had made while they were the Official Opposition.

After the election, the single biggest topic to dominate the rest of the year was Minister Eichler’s announcement that his government wants to grow our industry. At an event hosted by the Manitoba Beef and Forage Initiatives (MBFI) in July, Minister Eichler made the statement that it was the Manitoba government’s goal to grow the provincial cattle herd to pre-BSE numbers. This announcement was very exciting to hear and shaped much of what we did for the rest of the year. We spent a significant amount of time and effort speaking with the Minister and departmental staff to understand the announcement, as well as with industry players and producers to understand what hurdles and barriers they see to realizing the objective. It is a very exciting challenge and we continue to work with the Minister and his staff to see what resources and strategies the government has to follow through on this ambitious goal for our industry. We look forward to partnering with Minister Eichler to see the development and presentation of the province’s strategy to grow our herd.

One thing that really gets me excited is the commitment that beef producers in Manitoba have made to advancing innovation, applied research and knowledge transfer at our Manitoba Beef and Forage Initiatives (MBFI) farm sites. MBFI is a one-of-a-kind facility in Canada and producers should be very proud of the leadership they have shown by committing significantly to the partnership. With our partners, Manitoba Forage and Grassland Association, Ducks Unlimited Canada and Manitoba Agriculture, this past year MBFI has turned some significant developmental corners and is operational. The MBFI learning centre will open up further possibilities for MBFI to become a hub for our industry and advance innovation and the competitiveness of our sector.

As you read this year’s Annual Report you may notice a change in format. While directors continue to participate and provide their leadership through a series of focused committees, the Annual Report this year is not structured to report on each committee’s work individually. Instead, the Annual Report provides a comprehensive summary on a more outcome/topic basis. This past year the board approved a strategic approach to its activities that will see it report on its activities around three strategic pillars: 1) Building Our Industry - with innovation, improved economic competitiveness and profitability, 2) Telling Our Story - through enhanced communications and advocacy, and 3) Serving Our Members - by developing the organization and its capacity. These pillars form the structure for our Annual Report and how we work on behalf of our membership to bring value. You will also now a summary of the MBP financials included in this Annual Report. In terms of being transparent and reporting to our members, this hopefully allows you to see how we work with, and invest your check-off dollars, and where we are able to provide value to our members.

In closing, this past year has certainly had its share of challenges, not the least of which was the wet weather this past fall. This combined with the snow early this winter has everyone watching and hoping for a nice slow melt this spring. Prices continued to fall for the better part of the past year, albeit with a small recovery late in the calendar year, making it that much more challenging for beef producers. All this said, as we look forward to the coming year, there is optimism. We always have lots of challenges, but with each also comes opportunity, and with a provincial government that has stated its goal of growing our industry, I think it is certainly a time to be focused on “the glass being half full!” I look forward to working with you and on your behalf in the coming year. Thank you.

Brian Lemon
General Manager
MBP’S 2016 YEAR IN REVIEW

Who is MBP?
Manitoba Beef Producers (MBP) is the exclusive voice of Manitoba’s cattle industry. MBP is a non-profit organization with a producer-elected board of 14 directors representing different geographic areas of the province. Its vision is a vibrant, prosperous, respected, sustainable beef industry in Manitoba.

MBP’s mission is to represent the province’s beef producers through communication, advocacy, research, education, and leadership within the industry, to governments and to the public. These efforts take place to strengthen the sector’s viability, improve prosperity and ensure a sustainable future for the beef industry in Manitoba for the benefit of our beef producers and all Manitobans.

How is MBP’s work funded?
MBP’s activities are funded through the collection of check-off dollars. A $4/head check-off is levied at the point of sale on all cattle sold in Manitoba. Of this, the $3/head mandatory, refundable provincial check-off goes toward financing MBP’s activities of on behalf of the local beef industry, as well as its membership in organizations such as the Canadian Cattlemen’s Association. MBP’s levy is collected under the authority of the Cattle Fee Regulation under the Cattle Producers Association Act, a piece of provincial legislation.

As well, a mandatory non-refundable $1/head national check-off (NCO) is collected on all cattle sold in Manitoba. The purpose of the NCO is to promote sales of domestic and export beef and also to find better and more efficient methods of producing beef and beef cattle. To achieve this, NCO funding is used to support activities of the Beef Cattle Research Council and Canada Beef.

At MBPs 37th Annual General Meeting in February 2016 the membership voted strongly in favour of increasing the NCO from $1/head to $2.50/head to help achieve the goals set out in Manitoba Beef Producers’ Animal Care, Business Risk Programs, Trade and Sustainability Initiative. Examples include:

- Canadian Cattlemen’s Association – Heinz Reimer, Ramona Blyth, Tom Teichroeb
- Canada Beef – Heinz Reimer
- National Cattle Feeder’s Association – Larry Schweitzer, Ben Fox and Brian Lemo
- Canadian Cattle Identification Agency – Larry Gerelus
- Cattle Implementation Plan – Maureen Cousins
- Beef Cattle Research Council – Caron Clarke
- Canadian Roundtable for Sustainable Beef – Brian Lemo or Maureen Cousins
- Manitoba Beef & Forage Initiatives Board of Directors – Ramona Blyth, Dave Koslowsky, Larry Wegner, Larry Gerelus, Peter Penner
- Manitoba Forage and Grassland Association – Gord Adams
- Manitoba Livestock Cash Advance – Heinz Reimer, Caron Clarke, Larry Gerelus, Larry Wegner, Tom Teichroeb
- Bovine TB Task Force Committee – Bill Murray, Larry Gerelus

MBP is represented at several national organizations and external committees. This affords MBP the opportunity to bring forward for discussion specific Manitoba perspectives on topics like traceability, animal care, business risk programs, trade and sustainability initiatives. Examples include:

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MBP’s 2016 budget projected a deficit of $102,224, but the year-end result was a much smaller deficit of only $18,369. MBP’s financial position was a result of: the checkoff revenue being higher than budgeted due to higher than expected marketing; continued efforts to responsibly manage expenses; and, ongoing efforts to raise awareness of MBP’s services on behalf of producers, thereby minimizing refund levels. For more information about MBP’s 2015-16 financials, see page 11. There you will find excerpts from MBP’s audited financial statement which was prepared by accounting firm MNP. If you would like a copy of the complete audited financial statement, please contact Manitoba Beef Producers’ office.

How are MBP’s activities organized and executed?
MBP’s day-to-day activities are guided by the board of directors and executed by 5.5 staff members and MBP Committee members. In 2016 these included General Manager (GM) Brian Lemo (who joined MBP in April, replacing outgoing GM Melinda German), Policy Analyst Maureen Cousins, Communications Coordinator Chad Saxon, Project Coordinator Carollyne Kehler, Executive Assistant Esther Reimer and part-time finance person Deb Walger. Additionally MBP employs contract staff from time to time to deliver initiatives such as the Verified Beef Production (VBP) Program.

MBP directors each sit on internal committees where they provide input and help develop positions around specific types of issues. In some instances topics overlap between committees, such as those related to water management which can have both production

COMMITTEES

EXECUTIVE COMMITTEE

Heinz Reimer
President
Ramona Blyth
Vice President
Tom Teichroeb
2nd Vice President
Peter Penner
Treasurer
Ben Fox
Secretary

ANIMAL HEALTH

Ben Fox
Chair
Dianne Riding
Vice-Chair
Stan Foster
Gord Adams
Bill Murray

AGM/ NOMINATIONS/ RESOLUTIONS

Dave Koslowsky
Chair
Larry Wegner
Vice-Chair
Dianne Riding
Ken McKay

COMMUNICATIONS

Dianne Riding
Chair
Ramona Blyth
Vice-Chair
Gord Adams
Stan Foster

CROWN LANDS

Bill Murray
Chair
Ben Fox
Vice-Chair
Stan Foster
Ken McKay

ENVIRONMENT

Caron Clarke
Chair
Bill Murray
Vice-Chair
Larry Gerelus
Stan Foster
Ken McKay

FINANCE

Peter Penner
Chair
Dianne Riding
Vice-Chair
Tom Teichroeb
Ramona Blyth

GOVERNANCE

Dave Koslowsky
Chair
Tom Teichroeb
Vice-Chair
Ben Fox
Larry Wegner

PRODUCTION MANAGEMENT

Tom Teichroeb
Chair
Larry Gerelus
Vice-Chair
Ramona Blyth
Ken McKay
Gord Adams
Caron Clarke

RESEARCH

Larry Gerelus
Chair
Caron Clarke
Vice-Chair
Larry Wegner
Peter Penner

BEEF-FORAGE & RESEARCH FARM

Ramona Blyth
Chair
Peter Penner
Vice-Chair
Dave Koslowsky
Larry Wegner
Gord Adams
management and environmental impacts. Some committees serve an organizational function, such as periodically reviewing MBP’s bylaws, helping to organize the district meetings and annual general meeting or planning participation in events and communications activities aimed at promoting the industry.

**Strategic planning**

In late 2014/15, with funding from Growing Forward 2 MBP engaged a firm to conduct a member needs survey to identify challenges and risks facing Manitoba’s cattle industry, as well as opportunities. Priorities identified through that process included: a desire for MBP to continue building its communications strategy; the need for continued advocacy on an array of issues affecting Manitoba’s beef industry; and, the key role of ongoing and improved investments in research. Many of these topics dovetailed with the priorities MBP had identified in its existing strategic plan.

In early 2016 MBP’s newly-ratified board and staff undertook a strategic planning session with assistance from staff at Manitoba Agriculture, Food and Rural Development. The purpose was to review MBP’s mission and vision statements, as well as its current strategic plan to determine if the priorities outlined within it remained the same or whether some updates were required.

Some of the key priorities identified for 2016 included: the importance of research and knowledge transfer; the need for effective business risk management (BRM) programs; the development of an emergency management plan for the industry using the new communications strategy for the association; and, the need for the stability for MBP. Directors and staff also agreed that addressing factors such as bureaucracy and excessive regulations that can impede growth in the cattle industry, having stable market access and maintaining the industry’s social license will be imperative moving forward.

Within this framework MBP’s 2016 activities focused around three strategic objectives: telling the industry’s story via advocacy and enhanced communications; building the industry with innovation, improved economic competitiveness and profitability; and, serving MBP’s members by developing the organization and its capacity.

**Telling our story: advocacy activities**

Change and transition were some of the key factors affecting Manitoba’s beef industry in 2016. On the negative side, cattle prices fell 30+ per cent from the peak in May 2015, a steep drop over 18 months. Calf prices went from a high of about $300 down to about $180 per hundredweight. Feedlot operations were hard hit too. Poor weather marred the haying season in many regions, corn silage was damaged by a wet fall, and the year ended with many concerned that 2017 will be another bad year for flooding.

On the more positive note, there was a slight uptick in the size of Manitoba’s herd, possibly signalling producer interest in growing the herd after several years of challenges including BSE and repeated natural disasters. Manitoba had 1,250,000 head of cattle as of July 1, 2016. That was up 3.7% year over year and up 11.1% from January 1, 2016. Canada’s cattle inventory was up 1.3% from July 1, 2015 to July 1, 2016, sitting at 13.2 million head. It remains to be determined whether this growth was an anomaly or the start of a lasting trend.

Within this context, helping to ensure there is a climate in which the province’s beef industry can grow and thrive remains a priority. MBP believes there are tremendous opportunities to build the province’s beef herd if the business, regulatory and infrastructure conditions are right. That is why advocacy has been a key MBP activity throughout 2016.

**New provincial government, new focus**

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

In April Manitobans elected a Progressive Conservative government which includes a Premier and many Ministers and Members of the Legislative Assembly with agricultural roots, including some who have had direct involvement in beef production. The new administration has focused on fiscal matters and creating a stronger economy. While a number of these activities are not targeted specifically at the beef sector, they should provide benefits to it. These include the launching of a Red Tape Reduction Task Force, which MBP supports as opportunities to reduce red tape would be welcomed by beef producers.

The Manitoba government has joined the New West Partnership Trade Agreement, which could have potential benefits for agriculture in areas such as regulatory harmonization. The government has also created a Premier’s Enterprise Team that is to make recommendations on attracting new investment, promoting Manitoba as a trading partner and expanding workforce training to meet the needs of sectors such as value-added agricultural processing.

**Growing the herd**

Growing the herd to meet the goal.

One of major significance to Manitoba’s beef industry in 2016 was an exciting July announcement by Agriculture Minister Ralph Eichler that the provincial government has a goal to see the size of Manitoba’s beef cow herd grow to 750,000 from 485,000 head (as of January 2016). Since then MBP has engaged in discussions with the Minister, his departmental staff and a number of his cabinet colleagues about the type of multi-pronged approach that will be required to help drive future growth in Manitoba’s cattle and beef industries. During the fall district meetings MBP engaged our members about what they deem to be potential barriers to growth and the types of programs and tools they need to grow the herd.

Commonly-repeated factors producers said affect their ability to grow their herds include: age; finances; concerns over profitability and market swings; land base; pasture and feed availability; land costs; labour shortages; production-related challenges such as flooding; drainage and predation issues; lack of a succession plan; the regulatory climate and others. Commonly-desired resources and programs producers want include: loan programs (including low interest loans or rebates on interest paid); succession programs and programs to help new entrants; less red tape; extension services/knowledge transfer; strategies to address labour shortages; robust business risk management programs; strategies to better manage water, as well as wildlife, and others. MBP will continue to work with the government on tools and strategies that could stimulate herd growth and realize the province’s ambitious goal.

**Crown lands**

Having an adequate land base on which producers can graze their cattle or produce forages – be that privately-owned, agricultural Crown lands or community pastures, is critical to the beef industry’s long-term success. MBP knows this will also be key as the province seeks to achieve its goal of expanding the Manitoba beef herd.

MBP has and will continue to inform the provincial government of the need for sound Crown lands policies in areas such as: competitive land lease rates; the number of animal units allowed; the ease of unit transfers and family transfers; timely advertising of lands available for lease; lease hold improvements; and, criteria around those eligible to lease. The issue of informed access to agricultural Crown lands was raised with both the federal and provincial governments in 2016, both in the context of biosecurity and safety concerns. Producers go to great lengths to protect their herds and the land they manage and MBP believes the public has a...
critical role to play as well if they are going to access agricultural Crown lands. It is time for meaningful movement on this issue.

MBP has requested the provincial government again convene meetings of the Agriculture and Agri-Food Canada (AAFC) as part of the consultation Developing a National Strategy to Safeguard Plant and Animal Health in Canada. None were held in 2016. These meetings are a valuable forum for stakeholders to bring forward concerns related to the management of Crown lands, as well as potential opportunities, such as encouraging new entrants to the beef industry.

Insurance and lending tools

Each year MBP provides input to the Manitoba Agricultural Services Corporation (MASC) about its programs as effective business risk management programs and lending tools are very important to the beef sector. Several positive developments occurred in 2016. These included the change in coverage levels being provided under the Wildlife Damage Compensation Program for Livestock Predation, the allowance for industry to develop private insurance products for crops, and the commitment to the Western Livestock Price Insurance Program (WLPIP) and the expansion of the Pasture Days Pilot Program province-wide.

MBP believes these enhancements should be well received by producers. MBP is monitoring the situation in the fall caused damage to corn in several regions and raised questions about silage corn insurance coverage. MBP asked that Manitoba Agricultural Services Corporation (MASC) amend its coverages and policies for the 2016 production year and going forward so that silage corn crop insurance covers the loss of the producers’ ability to store the corn as a silage feed source and also fully compensates producers for this type of loss. MBP believes it is inappropriate to provide coverage assuming that producers are able to shift management plans or realize any latent value from a field planned as silage. MBP intends to revisit this issue with MASC, along with questions that have been raised about blackbird damage to corn and greenhouse feed.

MBP also recognized the valuable role that Crown Land Managers in the beef industry had been seeking regulatory changes to improve access to the Advanced Payments Program, a federal loan guarantee initiative. Among the changes made in 2016, producers can use more types of security to obtain an advance, such as private or other types of insurance. This includes participation in the Western Livestock Price Insurance Program. As a result of this new initiative, MBP cited value in several initiatives that have received funding via GF2, including: the Environmental Farm Plan Program; the pilot project related to the Association of Manitoba Community Pastures that is managing pastures once operated by the federal government; the pilot Western Livestock Production Insurance Program; Manitoba Beef & Forage Initiatives; the Verified Beef Production Program; and, the Aquanty Hydrologic Modelling project for the Assiniboine River Basin, among others. MBP believes these types of initiatives are critical to the long-term sustainability of Manitoba’s beef industry and consideration should be given to continuing them.

Managing disasters and emergencies

Manitoba’s beef industry has been particularly hard hit by different kinds of emergencies and natural disasters. The consequences of these events, coupled in some cases with limited recovery strategies, has been a substantial downsizing of Manitoba’s beef industry both in terms of the number of active producers and the size of the provincial beef herd. MBP has long advocated for the provincial and federal governments to make investments in infrastructure to help improve the industry’s preparedness against future natural disasters. MBP welcomed the provincial government’s commitment to proceed with the Lake Manitoba and Lake St. Martin outlet channels initiative to help alleviate flooding. The federal government is also committed to this critical infrastructure. MBP is seeking the swift completion of this work as ongoing questions about Lake Manitoba levels create tremendous uncertainty for beef producers.

MBP has spoken with several provincial cabinet ministers about other regions facing water-related challenges, including the Shoal lakes, the Assiniboine River Valley, downstream of the Shellmouth Dam, the Souris River Basin, the Carrot River area and Whitewater Lake, among others. MBP asked for clarification as to whether the government intends to implement the recommendations of the report, Provincial Flood Control Infrastructure: Review of Operating Guidelines. MBP raised concerns as well about the need for timely infrastructure repairs, including roads and bridges following disasters.

MBP believes there must be a greater emphasis on prevention and mitigation to help reduce potential risks to Manitoba’s beef industry. MBP cited this in its feedback to Agriculture and Agri-Food Canada (AAFC) as part of the Draft Strategic Emergency Management Framework for Agriculture in Canada. MBP also noted the need for effective BRM tools and programs. MBP reiterated its longstanding concern that producers generally shoulder the costs of the multi-year disaster recovery process alone and this exacerbates economic conditions and costs, creating additional challenges on their operations. MBP has asked governments to revisit this gap in current disaster programs and initiatives.

In a similar vein, MBP provided feedback to AAFC about how well Growing Forward 2 (GF2) met expectations and delivered on objectives. MBP cited value in several initiatives that have received funding via GF2, including: the Environmental Farm Plan Program; the pilot project related to the Association of Manitoba Community Pastures that is managing pastures once operated by the federal government; the pilot Western Livestock Production Insurance Program; Manitoba Beef & Forage Initiatives; the Verified Beef Production Program; and, the Aquanty Hydrologic Modelling project for the Assiniboine River Basin, among others. MBP believes these types of initiatives are critical to the long-term sustainability of Manitoba’s beef industry and consideration should be given to continuing them.

Meeting with MPs and federal officials

MBP representatives visited Ottawa in June, meeting with Members of Parliament such as Natural Resources Minister Jim Carr, James Bezan, Robert Sopuck, Ted Falk and Candace Bergen to advance beef industry issues such as water management, trade, infrastructure needs, labour supply, the next APF, and public trust, among others. Also while in Ottawa MBP representatives met with staff from AAFC and the CFIA to discuss topics such as bovine tuberculosis, business risk management programs, investments in research, social license and more.

The environment and wildlife

Matters related to the environment and wildlife management continue to be on MBP’s radar. The Progressive Conservatives have committed to implement watershed-based planning for drainage and water resource management with a goal of no net loss of water retention capacity in watersheds. MBP will provide input into this when details are revealed. MBP continuously cites with governments and industry the need for investments in research and innovation, and the importance of effective BRM programs. Social license and public trust were also discussed.

MBP believes governments, along with industry can play an important role in helping to educate and inform Canadians about agriculture and its importance to Canada’s economic and environmental well-being. MBP believes there are opportunities to expand education about agriculture in classrooms and that there may be opportunities to pursue consumer awareness initiatives in the next APF. MBP also raised this matter with Education Minister Ian Wishart.

MBP provided feedback to AAFC about how well Growing Forward 2 (GF2) met expectations and delivered on objectives. MBP cited value in several initiatives that have received funding via GF2, including: the Environmental Farm Plan Program; the pilot project related to the Association of Manitoba Community Pastures that is managing pastures once operated by the federal government; the pilot Western Livestock Production Insurance Program; Manitoba Beef & Forage Initiatives; the Verified Beef Production Program; and, the Aquanty Hydrologic Modelling project for the Assiniboine River Basin, among others. MBP believes these types of initiatives are critical to the long-term sustainability of Manitoba’s beef industry and consideration should be given to continuing them.

SNAPSHOTS OF 2016

Among the events MBP organized in 2016 was a pair of Low Stress Cattle Handling Workshops. One workshop was held at MBP’s Brooksdale Research Farm while the other was hosted at the Grunthal Auction Mart. Instructor Rory Sapergia provided the attendees with a number of tips on stockmanship throughout the two days he spent in Manitoba.
Land Use Services (ALUS) program province-wide, although specifics were not announced in 2016. Linkages to both water management and water quality are expected. ALUS is a voluntary program whereby producers receive payments for providing ecosystem services, such as retaining and reconstructing natural areas such as wetlands, grasslands, riparian areas and trees. There have been past ALUS pilot projects in Manitoba. MBP will provide input as an expanded ALUS-like program is developed and identify the substantial ecosystem services provided by cattle producers as they manage thousands of acres of privately-owned and agricultural Crown lands.

The provincial government is developing a made-in-Manitoba climate action plan. This will include a carbon pricing model aimed at reducing emissions, although details were not made public in 2016. The government has also committed to consult in the development of land-use and conservation measures that sequester carbon, improve water quality and foster adaptation to climate change. MBP has asked that made-in-Manitoba carbon pricing initiatives not be punitive to the agriculture sector in terms of driving input costs and placing the farm gate at a competitive disadvantage with other jurisdictions. MBP believes that some of the revenue generated through carbon pricing initiatives, such as a possible carbon tax should be invested in measures such as research aimed at reducing the environmental footprint of agricultural production, as well as in infrastructure to enhance resiliency against climate change. This could possibly include investments in water-related infrastructure in areas such as flood mitigation, and storage or protecting wetlands.

A resolution carried at MBP’s 37th AGM in February 2016 called on all Manitoba political parties to describe those areas of rural Manitoba in which they deemed night lighting to be an acceptable and safe hunting practice. The province has committed to address unsafe hunting practices such as night hunting and MBP spoke to Sustainable Development Minister Cathy Cox about the risks to people, cattle and property posed by night hunting.

The provincial government has committed to implement “effective and innovative big game surveys to improve and increase the transparency of population data for managers.” MBP regularly reinforces with provincial officials the need for ongoing surveillance of wildlife to help detect diseases such as bovine tuberculosis. Wildlife surveillance is also important to gauging populations of predators such as wolves. MBP has identified with Minister Cox the importance of initiating a pilot project aimed at reducing risks associated with problem predators. It also cited the importance of the Livestock Predation Protection Working Group, whose purpose is to review existing predator management initiatives and provide recommendations to the Manitoba government around improved strategies and tools to help deal with the challenges associated with predation.

SARPAL

MBP has received funding from Environment and Climate Change Canada for a Species at Risk, Partnerships on Agricultural Lands (SARPAL) project. MBP is pleased to work alongside the Manitoba Habitat Heritage Corporation on this initiative. The focus is on voluntary agreements and actions with producers that result in effective protection of critical habitats for species at risk. The project will begin rolling out in 2017 in the mixed-grass prairie and associated sandhills prairie areas in southwestern Manitoba where a number of at-risk plant and animal species depend on habitats in that region. Cattle producers play a significant role in conserving species because their land management and grazing activities can co-exist and help meet the needs of many of these species.

Bovine tuberculosis

Progress is being made on the bovine TB issue. No further live animal testing is planned by the CFIA at this time. This is based on the assumption that wildlife submissions for testing and livestock slaughter data continue to be abundant and results consistently negative. Submission of hunter-killed samples is key for wildlife surveillance. The TB Coordinator’s position has been continued, and is very valuable to this process.

It was another busy year for Manitoba Beef & Forage Initiatives as the project continues to take shape at the three research farms located near Brandon. Among the MBFI highlights for the past year was the McDonald’s Production Tour Day in July. The event gave producers an opportunity to tour the Brookdale Research Farm and learn more about the exciting research projects that are underway.

As well, in 2016 MBP secured funding through GF2’s Growing Competitiveness Agri-Extension to hold two low stress livestock handling workshops in October, one at the Grunthal Livestock Auction Mart and the other at the Manitoba Beef & Forages Initiatives’ (MBFI) site at Brookdale. Participants included producers, feedlot employees and operators, professional livestock haulers, and livestock assembly yard employees. They obtained new or improved livestock handling skills and practical information about how to apply these lessons to their individual operations. Lessons learned will undoubtedly be shared with other members of the value chain, helping to improve animal safety and welfare and reducing the likelihood of injuries to cattle or the people handling them.

Labour supply

MBP’s member needs survey found that having access to a stable labour supply and to training are areas of concern for Manitoba’s beef industry. Management skills training was identified as the highest ranked additional risk mitigating tool that producers want. Training in relation to finances, business and human resource management were desired areas for skills development. MBP cited concerns like these as part of its submission during Manitoba Education and Training’s labour market consultations. MBP recognized that preserving the beef industry’s social license is critical to its future sustainability. MBP is a member of the Canadian Roundtable for Sustainable Beef. As well, MBP continues to promote the national on-farm food safety initiative, the Verified Beef Production Plus (VBP+) Program. In Manitoba approximately 40% of the producers are enrolled and trained in the program. Further, about 7% of producers have been audited in the program, representing approximately 12% of the Manitoba cow herd.

Social license

MBP recognizes that preserving the beef industry’s social license is critical to its future sustainability. MBP is a member of the Canadian Roundtable for Sustainable Beef. As well, MBP continues to promote the national on-farm food safety initiative, the Verified Beef Production Plus (VBP+) Program. In Manitoba approximately 40% of the producers are enrolled and trained in the program. Further, about 7% of producers have been audited in the program, representing approximately 12% of the Manitoba cow herd.

Trade

On the trade front, the Manitoba government wants to pursue enhanced trade. It sought all-party support in the Manitoba Legislature for the Trans-Pacific Partnership (TPP). The TPP is designed to advance the goals of the World Trade Organization and promote greater cooperation, economic growth and prosperity. The TPP is intended to lower barriers to trade and provide increased predictability and certainty for businesses.

MBP President Heinz Reimer made a presentation to the House of Commons
Standing Committee on International Trade during its Winnipeg stop in April to hear feedback on the Trans Pacific Partnership. MBP GM Lemon appeared before the Standing Senate Committee on Agriculture and Forestry in Calgary in May as part of its study on international market access priorities for the Canadian agricultural and agri-food sector. Among other topics raised he noted Manitoba is once again home to a federally-inspected beef slaughter plant, True North Foods of the Carman area which can process cattle, bison and elk. This allows Manitoba to export beef to national and global markets.

Slow progress was made on the Canada-European Union Comprehensive Economic and Trade Agreement in 2016. Once ratified and implemented, CETA will provide new duty-free access for 64,950 tonnes of Canadian beef worth nearly $600 million annually. On October 31 the federal government introduced implementing legislation for CETA. The EU and Canada have been working to complete processes to action the deal and to resolve technical conditions under which beef plants must operate to export to the EU, i.e. use of antimicrobial washes.

China has agreed that Canadian beef exporters will have expanded access for frozen, bone-in beef from animals less than 30 months of age. Canada previously only accepted boneless beef from animals less than 30 months old. Canadian beef exports to China were valued at $225 million in 2015 and this new access is estimated to be worth an added $10 million annually. Effective October 1 Mexico fully re-opened to Canadian beef and beef products. Prior to this Mexico had not been accepting beef from cattle over 30 months of age and some under 30 month old. From 2011 to 2015, Canada averaged $136 million in annual beef exports there and it is projected this expanded access will result in incremental sales valued at $10 million annually.

Building sectoral capacity: research

Research, innovation and knowledge transfer are important building blocks for our industry. MBP strongly supports and recognizes the value of research to our industry’s future success. Of note, 14.5 cents of every national check-off dollar goes to research. MBP directs the specific projects for 7.5 cents of this, with the other seven cents determined by national priorities through the work of the Beef Cattle Research Council. Each year MBP makes significant investments in research from your provincial check-off. In MBP’s 2015/16 budget approximately $130,000 was dedicated toward research activities, and in 2016/17 MBP has budgeted to invest approximately $155,000 in research.

Some recent areas of focus include: fetal programming, forage variety trials, needle-free injection systems and bovine tuberculosis.

Additionally, MBP, through Manitoba Beef & Forage Initiatives Inc. (MBFI), is working with its partners, including Manitoba Agriculture (MA), Manitoba Forage and Grassland Association (MFGA) and Ducks Unlimited Canada (DUC) on the beef and forage research and demonstration farm at three sites in the Brandon area.

Through its involvement, MBP is very pleased to provide financial, administrative and governance support to MBFI. Among MBP’s strategic objectives are building Manitoba’s cattle industry through innovation, improved economic competitiveness and profitability. MBP strongly believes that the type of applied research and knowledge transfer activities being undertaken through MBFI will play a critical role in advancing Manitoba’s beef and forage industries, helping to secure them for future generations of producers.

MBFI receives significant funding through Growing Forward 2, as well as financial, land, cattle and gift-in-kind contributions through its partners. MBFI is a centre of agricultural innovation engaging in science-based applied research to benefit valuable ecosystems, improve producer profitability and build social awareness around the beef and forage industry. MBFI is committed to:

- Advancing the long-term profitability and sustainability of producers,
- Enhancing the profitability of beef and forage production by evaluating foundational research to the ranch level, and transferring the knowledge gained to producers,
- Cultivating partnerships between beef producers, governments, and private sector initiatives interested in advancing the industry, and
- Fostering the growth and understanding of sustainable beef production.

MBFI’s three research sites offer three distinct environments for research and demonstration flexibility. The Brookdale Site, situated 10 minutes north of Brandon features cattle handling facilities that provide an indoor/outdoor teaching environment. Initiatives at this site include analysis of year-round grazing, low-cost winter feeding, animal handling and care, and environmental interface. Plans are currently in development for a learning centre that will host groups, students and special events at the Brookdale Site with a target date set for 2017.

The First Street Pasture, located east of Brandon features open range, and work has been undertaken in the areas of rotational grazing and spurge control. The Johnson Site is also situated east of Brandon. It has a cattle handling facility and a year-round water supply. Considerable progress was made over the past year on the development of the three research sites. Infrastructure changes include two shops with handling facilities.

MBFI’s research priorities focus on forage and grassland productivity, nutrition and feed efficiency, environmental sustainability, animal health and welfare, beef quality and food safety. Recent research activities have focused on areas such rotational grazing, soil health, shelterbelts, riparian area management, extended grazing, weed control, pest management and forage selection. In 2015-16 there were 22 current/ongoing projects at the three MBFI research sites, 13 projects led by Manitoba Agriculture staff and nine led by researchers from various institutions including Agriculture and Agri-Food Canada, University of Manitoba, University of Winnipeg and Brandon University.

Demonstration projects are another important component of MBFI’s work. Several well-attended knowledge transfer events were held over the past few months. These included Assiniboine Community College Student Field Days, Manitoba Hay Day, McDonald’s Production Day Tour, Canadian Forage and Grassland Association Tour, 4-H Provincial Leaders Tour and Research Advisory Committee Tours, among others.

Organizationally the direction and activities of MBFI are overseen by an elected board of directors. At the AGM this past spring, amendments were passed to the by-laws to broaden representation at the board to include members who are not beef producers. Management of the MBFI is led by a Steering Committee comprised of representatives from MBP, MFGA, MA and DUC. MBFI’s president is Ramona Blyth, who is also vice-president of MBP. A Communications Committee is tasked with raising public awareness of the research and extension work being undertaken at the farm sites. A Research Advisory Committee, comprised of partner representatives as well as academic and producer representatives provides guidance on the establishment and execution of MBFI’s research priorities.

MBP thanks our MBFI core partners, MA, DUC and MFGA and all our other partners (including corporations, companies and academic institutions) for the significant roles they played in envisioning this important initiative, doing the legwork to take it from conception to inception and for their ongoing commitment to its success. Private stakeholder interest and support for MBFI’s work continues to grow and is greatly appreciated. Together we are working to help MBFI achieve its goal of building a future for Canadian prairie agriculture from the ground up and creating a vibrant, prosperous and world-leading beef and forage industry in Manitoba.

Visit www.mbbi.ca to learn more.
Telling our Story: Communications

With our world becoming increasingly connected, communications remains a significant component of MBP’s strategic focus. Throughout 2016 MBP has been active on a number of fronts as we work to keep an open line of dialogue with members while also reaching out to increase the public’s knowledge of beef production practices and the quality product that is produced by our members.

Cattle Country and social media

The focal point of our member communications remains our newspaper Cattle Country. Published eight times a year, Cattle Country is distributed to 7,000 producers and 3,000 people within the cattle industry in Manitoba and beyond. As we have heard on numerous occasions, Cattle Country remains very well read, providing MBP with an excellent vehicle to keep members up to date on the association’s activities, important industry news and tips and advice that they can use on the farm.

As a complement to Cattle Country, we distribute the bi-weekly MBP-Newsletter to roughly 1,000 subscribers. The newsletter is a useful tool for providing quick updates on upcoming events and breaking industry news. To subscribe, please email info@mbbeef.ca.

Social media remains a very important tool for MBP in its outreach efforts to members and the public at-large. MBP is active on both Facebook and Twitter posting on upcoming events, industry news, recipes and more. Manitoba’s cattle industry has proven to be very active on social media and MBP has tapped into that community with over 2,500 followers on Twitter and over 900 on Facebook.

Advertising and other promotions

Our social media accounts have also proven to be an important link to consumers and those seeking more information about the industry. We used social media to highlight our Eat Like An Athlete promotion. With a focus on healthy, nutrient-dense meals featuring beef, Eat Like An Athlete is targeted at athletes seeking a meal to provide the fuel they need to get through their workout or game as well as anyone looking to lead an active and healthy lifestyle. As the slogan says, “If You Can’t Play Like An Athlete, You Can Still Eat Like One.”

We also continued to promote Eat Like An Athlete on TSN1290 Radio. Throughout the spring, Eat Like An Athlete radio spots were featured on Winnipeg Jets broadcasts giving us exposure to consumers during TSN1290’s peak listening time.

During the summer and fall Eat Like An Athlete was featured extensively on the station’s Winnipeg Blue Bombers pre-game and halftime shows. Although the game itself is carried on another station TSN1290’s Blue Bombers broadcasts were well-received, due in large part to the presence of popular former Bombers Troy Westwood and Chris Walby. Westwood voiced a pair of minute-long Eat Like An Athlete radio spots.

MBP also took part in year three of the Canada Beef – Canadian Football League partnership. MBP and Canada Beef were the game sponsors when the Winnipeg Blue Bombers met the Toronto Argonauts in September. MBP had a booth in Tailgate Plaza at Investor’s Group Field where football fans came by to collect recipes and information on the beef industry and to enter our draw for supper for 10 with two members of the Blue Bombers.

SNAPSHOTS OF 2016

Promoting agricultural education and awareness remained an important part of MBP’s work in 2016. Director Dianne Riding and TradeShow Spokesperson Terra Bergen had the opportunity to speak with a number of students during the Amazing Agriculture Adventure in September. AAA is an annual event organized by Agriculture in the Classroom and is held at the Glenlea andKelburn research farms south of Winnipeg.

This was the final year for the partnership and indications are Canada Beef will be looking in a different direction in 2017 with a focus on celebrating Canada’s 150th birthday with events throughout the country, including one here in Manitoba.

MBP also partnered with the Blue Bombers to sponsor the Family of the Game promotion at each of the club’s home contests this season. At each game deserving Manitoba families were selected to attend the game and they received a sideline experience prior to the game. MBP has enjoyed the partnership and the opportunity to recognize the families that support our members by purchasing their product.

MBP’s efforts to reach out to consumers and promote beef also included our ongoing involvement with the Great Tastes of Manitoba (GTOM), television show. One of Canada’s longest-running cooking shows with a remarkable 26 seasons, GTOM airs Saturday at 6:30 p.m. on CTV Manitoba.

MBP was featured in two episodes as Adriana Findlay teamed with host Dez Daniels to present five delicious recipes. In episode one, the theme was Eat Like An Athlete, with three recipes taken from our archives. The theme for the second episode was A Table for Two with a focus on two recipes that were perfect for a romantic dinner at home. With a cooking show that reaches over a million viewers each week, the 26th season of GTOM was one of the best with respect to viewership and production quality. Further, MBP has committed to taking part in season 27 with new episodes to air in the fall of 2017.

MBP on the road

MBP staff and directors also place an emphasis on getting out to events and meeting with producers to hear their questions and concerns. Among the producer-focused events MBP attended in 2016 were Ag Days, the Manitoba Livestock Expo, Prairie Livestock Expo and all Beef and Forage Week seminars.

Promoting beef and industry awareness was another important facet of our communications work in 2016. MBP had a strong presence at a pair of Manitoba staples, the Red River Ex in Winnipeg and Royal Manitoba Winter Fair in Brandon. Both events attract a largely urban audience providing a chance to talk about beef production practices and answer any questions they might have. Along with information on the industry and recipes for consumers, we were also fortunate to feature cattle at the exhibits, thanks to the generosity of the Carlson family of Up the Creek Cattle Co. in Elm Creek.

Another terrific event was Agriculture in the City, a two-day event held annually in March at The Forks Market in Winnipeg. Attended by several Manitoba commodity groups and agriculture organizations, Agriculture in the City provides another opportunity to reach an urban audience that is inundated with information on how their food is produced, not all of it accurate. It was a chance for MBP staff to talk to attendees about the beef industry and distribute our promotional recipe books from Canada Beef as well as brochures on the use of hormone implants and antibiotics in cattle.

Agriculture in the City was organized by Agriculture in the Classroom Manitoba, an organization that MBP is proud to support both financially and by taking part in their events such as the Amazing Agriculture Adventure. The event targets Manitoba students and does an excellent job of providing them with information on agricultural practices in the province.

Looking ahead to 2017, we already have a busy schedule on tap and will be at a number of events throughout the province. We are also looking forward to the possibility of new events including working with Agriculture in the Classroom on a professional development workshop for teachers with a focus on the beef industry.

Serving our members: looking ahead

Looking to the future, MBP will continue to manage producer check-off dollars responsibly and work to reduce refund levels so more check-off dollars are available for the association’s advocacy, research, communications and promotion activities aimed at strengthening Manitoba’s beef industry. MBP will revisit its strategic objectives regularly to ensure they are current and reflective of our sector’s needs. It will ensure MBP has the organizational capacity needed to help deliver these objectives.

MBP will continue to work diligently, seeking opportunities to advance the industry, pursuing investments in research and innovation and advocating for programs and initiatives that will create a climate for both new entrants and existing producers to be successful and profitable.

MBP will continue to communicate “our story” to producers and industry stakeholders, the public and to government and elected officials. This will ensure our voice is heard and considered as provincial and national policies affecting our industry are developed, and so Manitobans and Canadians can better understand that the beef industry is sustainable and provides many societal benefits.

MBP thanks its producer members and stakeholders throughout the value chain for your ongoing support of our association and your continued dedication to making Manitoba’s beef industry stronger, now and for future generations.
## Non-Consolidated Statement of Financial Position

**As at June 30, 2016**

<table>
<thead>
<tr>
<th>Assets</th>
<th>General Fund</th>
<th>Industry Fund</th>
<th>Contingency Fund</th>
<th>Research Fund</th>
<th>2016</th>
<th>2015</th>
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<tbody>
<tr>
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<td>507,913</td>
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**Non-Consolidated Statement of Operations**

**For the year ended June 30, 2016**

<table>
<thead>
<tr>
<th>Revenues</th>
<th>General Fund</th>
<th>Industry Fund</th>
<th>Contingency Fund</th>
<th>Research Fund</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Support</strong></td>
<td></td>
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<tr>
<td>Fees collected from producers under regulation</td>
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<td>1,359,882</td>
<td>1,555,479</td>
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<td>Dealer commission</td>
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<td>(26,456)</td>
<td>(30,052)</td>
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<td>Fees refunded</td>
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<td>(160,604)</td>
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<td>Annual meeting</td>
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<td>-</td>
<td>-</td>
<td>39,632</td>
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<td>29,821</td>
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<td>28,821</td>
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<td>104,435</td>
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<td>112,728</td>
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<td>Project income</td>
<td>31,370</td>
<td>-</td>
<td>31,370</td>
<td>-</td>
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<td>Verified Beef Program</td>
<td>1,162</td>
<td>-</td>
<td>1,162</td>
<td>-</td>
<td>1,772</td>
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<td><strong>Total</strong></td>
<td>203,441</td>
<td>-</td>
<td>2,979</td>
<td>-</td>
<td>206,420</td>
<td>234,280</td>
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<tr>
<td><strong>Total revenues</strong></td>
<td>1,376,263</td>
<td>-</td>
<td>2,979</td>
<td>-</td>
<td>1,379,242</td>
<td>1,586,457</td>
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<tr>
<td><strong>Expenses</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Amortization</td>
<td>10,621</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>10,621</td>
<td>9,236</td>
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<td>Bad debts</td>
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<td>-</td>
<td>-</td>
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<td>16,900</td>
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<td>Board meetings</td>
<td>5,568</td>
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<td>-</td>
<td>-</td>
<td>5,568</td>
<td>3,865</td>
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<td>Canadian Cattlemen’s Association fees</td>
<td>237,640</td>
<td>-</td>
<td>237,640</td>
<td>-</td>
<td>218,429</td>
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<td>Canadian Cattlemen’s Association special assessment</td>
<td>68,226</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>68,226</td>
<td>45,399</td>
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<td>Demonstration Farm expenses (Note 10)</td>
<td>17,306</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>17,306</td>
<td>15,073</td>
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<td>Directors’ expenses (Note 11)</td>
<td>133,002</td>
<td>-</td>
<td>133,002</td>
<td>-</td>
<td>123,357</td>
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<td>General manager</td>
<td>37,322</td>
<td>-</td>
<td>37,322</td>
<td>-</td>
<td>10,324</td>
<td></td>
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<td>Information technology</td>
<td>2,256</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>2,256</td>
<td>9,768</td>
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<tr>
<td>Insurance</td>
<td>10,014</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>10,014</td>
<td>9,743</td>
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<tr>
<td>Memberships in other organizations</td>
<td>50,269</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>50,269</td>
<td>47,883</td>
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<tr>
<td>Miscellaneous</td>
<td>285</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>285</td>
<td>334</td>
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<tr>
<td>Needs assessment project</td>
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<td>-</td>
<td>-</td>
<td>4,151</td>
<td>2,288</td>
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<tr>
<td>Office equipment, supplies and postage</td>
<td>14,395</td>
<td>-</td>
<td>14,395</td>
<td>-</td>
<td>12,560</td>
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<td>Producer communications</td>
<td>189,068</td>
<td>-</td>
<td>189,068</td>
<td>-</td>
<td>167,299</td>
<td></td>
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<td>Professional fees</td>
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<td>-</td>
<td>12,924</td>
<td>-</td>
<td>9,310</td>
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<td>Provincial promotions</td>
<td>30,520</td>
<td>-</td>
<td>30,520</td>
<td>-</td>
<td>24,367</td>
<td></td>
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<tr>
<td>Rent</td>
<td>63,728</td>
<td>-</td>
<td>63,728</td>
<td>-</td>
<td>53,014</td>
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<tr>
<td>Salaries and benefits</td>
<td>376,446</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>376,446</td>
<td>339,303</td>
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<td>Special projects</td>
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<td>-</td>
<td>22,500</td>
<td>-</td>
<td>27,500</td>
<td>20,000</td>
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<td>TB testing project</td>
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<td>-</td>
<td>-</td>
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<td>1,876</td>
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<tr>
<td>Telephone</td>
<td>6,372</td>
<td>-</td>
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<td>-</td>
<td>6,372</td>
<td>8,124</td>
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<td>Training and education</td>
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<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>366</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td>1,275,111</td>
<td>-</td>
<td>-</td>
<td>22,500</td>
<td>1,297,611</td>
<td>1,253,948</td>
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<tr>
<td><strong>Excess (deficiency) of revenues over expenses before other items</strong></td>
<td>101,152</td>
<td>-</td>
<td>2,979</td>
<td>(22,500)</td>
<td>81,631</td>
<td>332,509</td>
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<tr>
<td><strong>Other items</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Cash contributions to MBFI (Note 10)</td>
<td>(100,000)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>(100,000)</td>
<td>-</td>
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<tr>
<td><strong>Excess (deficiency) of revenues over expenses</strong></td>
<td>1,15</td>
<td>-</td>
<td>2,979</td>
<td>(22,500)</td>
<td>(18,369)</td>
<td>332,509</td>
</tr>
</tbody>
</table>
I am pleased to report to you as President of the Canadian Cattlemen’s Association (CCA), the year 2016 has brought significant developments in livestock health and trade that have not the least of which occurred in November with the changing political landscape in the U.S. The year brought significant market access developments with the expansion of beef access to China, Mexico and Taiwan, and the successful launch of the Canadian Beef Industry Conference.

In the fall, Canada was notified that a case of bovine tuberculosis (bTB) had been found. The subsequent Canadian Food Inspection Agency (CFIA) epidemiological investigation continues in the new year. This large undertaking requires several streams of investigative work to trace the movement of animals for the past five years, and resources to complete the testing and analysis of the test results. As trace-outs and trace-ins from the original infected farming operations proceed producers can expect to see the number of premises quarantined to increase. However, at the same time some quarantines may also be removed. This is expected and an important part of the investigation, which is expected to take several months.

As of January, the incident numbers remain unchanged with six confirmed cases of bTB and one large index herd comprised of 18 farming operations. The CCA’s Rob McNabb participated in the CFIA’s Western Region Emergency Operations Centre, a first from an industry-government collaboration. He shared these duties with Karin Schmid and Rich Smith from Alberta Beef Producers. Overall government and industry collaboration is excellent and appreciated.

In terms of the impact to the Canadian industry, one case of bTB does not impact our trade status nor Canada’s TB-free status relative to the OIE Codes and the Canadian Health of Animals Regulations. One case can involve several positive animals but is still considered one case if through the investigation they are found to be connected. Canada’s status can be impacted if another unrelated case is confirmed within 48 months.

The CCA is monitoring the investigation and working closely with both federal and provincial officials and Ministers to provide financial assistance to the producers under quarantine. We continue to communicate with CFIA on a regular basis and will update you on any developments impacting Canada’s trade status.

The U.S. national election will put president-elect Trump in the White House upon his inauguration on January 20, 2017. The tenor of Trump’s America First trade policy rhetoric during the campaign may have provided a glimpse as to the shape of things to come in 2017. The first potential issue for the beef industry arose almost immediately, when media reported that Trump’s transition team had included reinstatement of Country of Origin Labelling (COOL) as an objective. Fortunately, CCAA has close relationships with key advisors on the Trump transition team who realized that COOL is a negative policy for U.S. jobs and immediately undertook to remove any mention of COOL from the Trump trade policy agenda.

There are two key take-aways from this episode: the value of maintaining our relationships in Washington D.C. and throughout the U.S. with our U.S. allies, and the value of having a dialogue, and retaining its right to impose retaliatory tariffs if the U.S. re-introduces COOL in a manner that causes renewed discrimination against imported livestock.

There is every indication that President-elect Trump means to follow through on his campaign pledges to renegotiate or withdraw from NAFTA and withdraw from the Trans-Pacific Partnership (TPP). The CCA notes that the Government Reviewer and studies Trump has since ordered will demonstrate that NAFTA has been beneficial for the U.S. economy and supports hundreds of thousands, if not millions, of U.S. jobs. Nevertheless, a list of U.S. objectives to improve the agreement will likely emerge to justify following through on a notice to Canada and Mexico that the U.S. wishes to engage in negotiations.

Trump’s position on trade provides an opportunity to renegotiate and improve the agreements. The CCA sees an opportunity to work with the new Administration on regulatory cooperation as they have signaled their intention to eliminate two regulations for every new one created. This could be an avenue to address some outdated requirements on Canadian live cattle shipments into the U.S.

The CCA will work closely with Canadian government officials and the Embassy in Washington to ensure the interests of Canadian beef producers are well represented.

The CCA will continue its efforts to create positive opportunities for Canadian beef producers. Free trade agreements like the TPP will ensure Canadian beef producers can compete fairly in a global marketplace, create jobs for Canadians and contribute to economic growth and long-term prosperity across the country. We are working with our European counterparts toward full, outcome-based regulations for dairy and beef. The CCA, along with its US counterparts, continues its efforts to reach a final phase of the CETA trade agreement.

One of the most successful programs under Growing Forward 2 is the Beef Science Cluster and we feel strongly that it should be retained and expanded. It has encouraged increased industry investment in research, development and allowing of industry to fund a more comprehensive research portfolio, including significant investments in areas like animal health and care, environmental sustainability and antimicrobial resistance.

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

Fortunately, the Canadian beef sector is already a global leader in environmental sustainability. We are working to ensure the broader benefits of beef production, in terms of conservation, stewardship, and sustainability, are well understood by the Minister of Environment and Climate Change and reflected in government officials and the Embassy in Washington to address some outdated requirements on Canadian live cattle shipments to meet the strategy goals.

We expect that any EU beef or veal imported into Canada is in full compliance with Canadian food safety requirements.

We expect that the beef sector will be afforded Government of Canada investment into both beef processing and beef producer operations to help us comply with the complexities of the EU market.

I anticipate it will likely take a few years to achieve the resolution of these technical issues, but by working together and the commitment of resources and transitional assistance from government, I believe we can get the job done.

The CCA has been actively engaged in the national Agriculture Results-based Aid Framework (APF) consultations. Our overarching recommendations are that the programs under the next APF be finalized for a seamless roll out on April 1, 2018 and that program delivery is simplified and approval processes are more transparent and consistent.

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

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

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

Finally, progress continues on the National Beef Sustainability Framework, with regard to increasing the check-off to $2.50 per head marketed to meet the strategy goals. Discussions between the Canadian Beef Check-Off Agency and the provinces continued throughout the year and we continue to watch for developments with interest.
The National Cattle Feeders’ Association (NCFA) represents Canadian cattle feeders on national policy and regulatory issues, and collaborates with other cattle organizations to strengthen the Canadian beef industry. Established in 2007, NCFA enables the country’s cattle feeders to speak with one voice on the challenges and opportunities facing the fed cattle production chain.

NCFA membership is comprised of provincial beef organizations from the major cattle feeding regions of Canada, each of which contributes funding based on provincial fed cattle populations. Each provincial member organization appoints a Director to serve on the NCFA Board, as well as a staff representative. NCFA maintains a presence in Ottawa through a team of experienced consultants that provide advice and assistance on our key political, regulatory, and trade issues.

I am pleased to report on an active and exciting year for NCFA in 2016, a year in which we made great strides in completing several initiatives under our Strategic Plan. This plan is built on three pillars—growth and sustainability, competitiveness, and industry leadership.

Strategic Pillar #1: Growth and Sustainability

Under this pillar, NCFA works with government and industry to create a business environment that will enable long-term growth of the cattle feeding sector. A key focus here is to pursue expanded export markets and new trade opportunities, and investing in research and industry development projects.

- Canada-EU Comprehensive Economic and Trade Agreement: In October 2016, the new CETA agreement was signed in Brussels, Belgium. This modern and progressive trade agreement will provide Canada with access to the world’s second largest single market and more than 500 million consumers that generate some $20 trillion in annual economic activity. Throughout 2016, NCFA strongly encouraged the new federal government to sign CETA, and we also worked to ensure full EU approval of Canadian food safety practices in our processing facilities.

- Trans-Pacific Partnership: In February 2016, the new TPP agreement was signed in Auckland, New Zealand. The TPP captures some 40% of the global economy and will create the world’s largest free trade zone. Because the agreement still requires approval from all governments before coming into force, NCFA has actively engaged the federal government and has continued to press for parliamentary approval. In April 2016, NCFA appeared before the Parliamentary Standing Committee on International Trade to provide testimony on how TPP is critical to Canada’s beef industry.

- Propelling Other Opportunities: NCFA maintains membership in the Canadian Agri-Food Trade Alliance (CAFTA) and engages with the Market Access Secretariat (MAS), the Beef Trade Advisory Group (BTCAG), the Beef Policy Advisory Committee (BCPAC), the Beef Value Chain Roundtable (BVCRT), and officials at Agriculture and Agri-Food Canada and International Trade to identify other opportunities for expanded market access. In 2016, NCFA urged an increased focus on securing opportunities in existing markets.

- Research and Industry Development: Improving the profitability, efficiency, and sustainability of beef production requires strategic investments in research and industry development. In 2016, NCFA was an active participant in the renewal of the trade strategy at the Beef Cattle Research Council (BCRC) and also provided funding to the Alberta Beef Industry (ABI), Canada’s beef industry leadership organization. Significant work was also undertaken to align the Canadian Feedlot Animal Care Assessment Program—a fully auditable animal welfare protocol certified by the Professional Animal Auditor Certification Organization (PAACO) and reviewed by the National Farm Animal Care Council (NFACC)—with the Verified Beef Production (VBP) program.

Strategic Pillar #2: Competitiveness

Under this pillar, NCFA works to enhance the competitiveness of our sector by ensuring that federal decision-makers and regulators understand the unique challenges that face cattle feeders and that the policy and regulatory regime “works” for cattle feeders.

- Competitiveness Report: NCFA completed a comprehensive study on the competitiveness of cattle feeding in Canada. The study showed that revenues to the cattle feeding sector would grow by almost $500 million if certain regulations could be reformed. The study has been presented to the CFIA and the Beef Value Chain Roundtable, and will serve as a valuable guide and touch point for NCFA’s ongoing advocacy efforts in Ottawa.

- Policy and Regulatory Submissions: Throughout 2016, NCFA staff and consultants made numerous submissions to federal authorities and agencies on a wide range of policy and regulatory issues. Examples include the ongoing feed regulatory modernization initiative at the Canadian Food Inspection Agency (CFIA), Health Canada’s new regulations on the usage of antimicrobials, the new plan for the Regulatory Cooperation Council (RCC), and a licensing proposal at the Canadian Grain Commission (CGC). NCFA also prepared and submitted a Pre-Budget Submission in advance of the upcoming 2017 Federal Budget.

- Parliamentary Hearings: In 2016, NCFA appeared as a witness before four different Parliamentary Standing Committees to provide expert testimony on issues impacting cattle feeders:
  - Parliamentary Standing Committee on Trade (April 2016) NCFA testimony on the Trans-Pacific Partnership
  - Parliamentary Standing Committee on Human Resources, Skills and Social Development (May 2016) NCFA testimony on the Temporary Foreign Workers Program
  - Parliamentary Standing Committee on Finance (October 2016) NCFA testimony on the Budget 2017 and Rural Infrastructure
  - Parliamentary Standing Committee on Agriculture (October 2016) NCFA testimony on the new Agriculture Policy Framework

Advocacy and Outreach: Throughout 2016, NCFA engaged in numerous outreach activities. Examples include a feedlot tour with CFIA officials, and a feedlot tour with federal MPs. NCFA also participated in townhalls held across Canada by the CFIA on its feed modernization initiative. NCFA also participated on the ESDP Committee designing the new digital platform for e-certification. NCFA also made a presentation with the Commissioners of the CGC in Winnipeg.

Strategic Pillar #3: Industry Leadership

Under this pillar, NCFA undertakes actions to position the association as a reputable and solutions-oriented expert on Canada’s beef industry. By meeting regularly with government decision-makers, NCFA builds bridges, strengthens relationships, and cultivates champions for the cattle feeding sector.

• Government Relations: A key focus for NCFA in 2016 was to refresh our government relations program after the 2015 election. To that end, NCFA implemented an “Ottawa Engagement Strategy” that rolled out in four phases and culminated in the annual NCFA “Lobby Week” on Parliament Hill in November 2016. This strategy proved highly successful, resulting in six separate meetings with four key federal ministers (Infrastructure, Agriculture and Agri-Food, Immigration, Refugees and Citizenship, and Employment, Workforce Development and Labour). Three meetings were also held with the President of the CFIA. Meetings were held with over 70 MPs, including the Chairs of the Agriculture and Finance Committees, the Chair of the Federal Liberal Rural Caucus, and the Parliamentary Secretaries for Trade, Agriculture, Labour, and Finance. Meetings were also held with 55 government officials (Chief of Staff, Policy Advisors, and Political Aides). All of these activities are designed to build political champions for the beef industry and the cattle feeding sector.

• Labour: Resolving a chronic and severe shortage of labour in agriculture and agri-food is one of NCFA’s top policy priorities. Throughout 2016, NCFA worked closely with the Canadian Agricultural Human Resource Council (CAHRC) and other partners to secure federal support for the recommendations of the Agriculture and Agri-Food Workforce Action Plan and improvements to the Temporary Foreign Workers Program (TFWP). NCFA’s efforts have begun to pay off as the federal government is reviewing the program, the cumulative-duration rule (four-in, four-out) has been scrapped, and the planned move to a 10% cap was cancelled.

• National Beef Strategy: NCFA participated in the development of the new National Beef Strategy and is working to implement components of the strategy that align with our own priorities. The completion of the Competitiveness Report in 2016 demonstrates NCFA’s commitment to achieving elements of the strategy, one of which is to build a supportive regulatory environment that will reduce cost disadvantages compared to our main competitors.

• Industry Partnerships: The beef industry is a complex production chain that includes breeding, cow-calf production, transportation, auction marts, backgrounding, finishing, and processing. NCFA operates throughout this chain whether this is working with the Beef Cattle Marketing Advisory Committee (BCMAC), the Canadian Beef Grading Agency (CBGA), the Canadian Cattle Identification Agency (CCIA), or the National Farm Animal Care Council (NFACC). By plugging into this network, NCFA ensures that the voice of cattle feeders are factored into important industry decisions.

I am proud of the work that the NCFA Board and Staff have accomplished in 2016 to promote the interest of our members and deliver value. NCFA continues to serve as a strong voice at the national policy table for Canada’s cattle feeders and as a highly focused and effective representative for our sector.
The Canadian Beef Check-Off Agency (the Agency) manages and administers the Canadian Beef Cattle Check-Off. By working with core partners, the Agency ensures that check-off dollars are invested into research, market development and promotion programs that deliver measurable value to the Canadian beef industry. The Agency is responsible for communicating the value of the check-off investment, as well as training and education of producers and funding partners, regulatory management, collection and administration of check-off dollars.

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

The Check-Off division reports directly to the Agency’s Board of Directors, consisting of primary producers from the provinces and representation from the Canadian Meat Council, the Canadian Association of Importers and Exporters and the retail and foodservice sector.

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

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

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

A study evaluating the economic benefits from the Canadian Beef Cattle Check-off was completed June 2016 and marks the second analysis of the effectiveness of national check-off expenditures on producers’ economic well-being. The study reports that on average from 2011/12 to 2013/14, every check-off dollar invested in national research and marketing activities resulted in a benefit cost ratio (BCR) of 14:1 or a $14 of benefit for Canadian cattle producers. This is up from the $9 average between 2005 and 2008. Research showed a benefit of $34.5 for every dollar, and marketing showed $13.5 in benefit.

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

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

Discussions around an increased Canadian Beef Cattle Check-Off under the National Beef Strategy continued through 2015/16, with the goal of increasing the check-off to $2.50 per head marketed. The need for the check-off increase comes from the goals set out in the National Beef Strategy, the reduced buying power of the current check-off dollar, and the desire to ensure a sustainable future for our industry.

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

Looking forward, the Agency will remain focused on meeting the goals of our provincial partners, and continue to drive value for industry check-off investment.
Tag web store customization
Canadian Cattle Identification Agency (CCIA) celebrated its second year as sole distributor for approved radio frequency identification (RFID) beef tags in Canada – reducing third-party data handling, maximizing data integrity, equalizing tag prices and making the full array of approved tags available online for non-breed specific beef cattle. In 2016, CCIA customized the tag web store at tags.canadaid.ca for Canadian Limousin, Hereford and Gelbvieh producers.

New board of directors
CCIA announced its board of directors and executive committee for 2016/2017 elected at CCIA’s Annual General Meeting and board meeting April 7-8/16, in Calgary, Alberta. At that time, Saskatchewan Stock Growers Association representative Mark Elford was elected as Board Chair, Canadian Cattlemen’s Association representative Pat Hayes was elected as Vice Chair, Beef Farmers of Ontario representative Tim Furgard was elected as Finance and Audit Committee Chair, Livestock Markets Association of Canada representative Rick Wright was re-elected as Executive Director; and Canadian Cattlemen’s Association representative Doug Sawyer joined executive leadership as CCIA’s second Executive Director.

Age verification process and reporting support
With the goal of supporting age verification reporting in Alberta, CCIA and its highly-specialized team of Mobile Field Representatives presented a series of complimentary livestock traceability workshops in seven locations across the province from January through March, with funding provided by Alberta Agriculture and Forestry. Each workshop featured presentations on Alberta livestock traceability regulations, age verification data entry, the role of premises identification, tag and technology research, as well as the complimentary support and resources available. Another CCIA initiative in support of age verification was designed to minimize errors when entering birth date data. Since an animal can be moved through various owners and locations before its life-cycle is complete, and current regulations permit the farm of origin only to age verify an animal, a final owner may receive less than market value for an incorrectly age-verified animal at the terminal site if the farm of origin does not correct the birth-date entry error within the Canadian Livestock Tracking System (CLTS) database. To promote accuracy during age verification data entry, CCIA’s IT group enabled CLTS users to verify their data entry by opting to receive a single, daily email notification showing the previous day’s transaction submission summary.

Canadian livestock tracking system database process enhancements
Expanding on the improvements released at the end of 2015 to support 840-series USDA tag identification (ID) numbers, CCIA has enabled system users to submit an import event for any foreign country tag ID numbers. The supported format is 15 digits in length, starting with the country code (e.g., 554 002 123456789 for New Zealand). Now after a foreign ID tag number has had an Import event applied to it, the tag number may also be reported using Move In, Move Out, Temporary Export, Export and Retire events as well as use database functions such as Tag/Animal History Search, Export Manifest and Account Animal Inventory.

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

Three other projects:
• In spring 2016, CCIA re-launched CLTS MOBO with a new design, simpler navigation and a birthdate reporting feature for age verification reporting. Moving forward, CCIA’s IT group will continue to enhance the CLTS MOBO application by enabling more reportable animal events and an approved RFID beef tag ordering feature.
• CLTS users are now able to apply movement events (e.g., Move In/Out, Imported, Exported and Temp Export) to approved tags that are applied to animals in Québec.
• Dead stock operators and pathology labs are now able to report animal disposal information to support a secondary Retire event on a tag (i.e., that has been previously reported as Retired in the CLTS database).
• To support animal movement reporting, CCIA’s Information Technology (IT) team has added a vehicle module to add regular information regarding the vehicle of conveyance.

Canadian Food Inspection Agency consultation process on the draft compliance, control and enforcement framework
In February, a five-person delegation went to Canadian Food Inspection Agency (CFIA) headquarters in Ottawa to meet with representatives of CFIA and Agriculture and Agri-Food Canada (AAFC) to address concerns that proposed regulatory changes were not using the Cattle Implementation Plan (CIP) as the roadmap to traceability.

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

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

Traceability Symposium 2016
CCIA hosted Traceability Symposium 2016 on November 2-3/16 in Calgary, Alberta. This two-day event was a brainstorming tool for governments, universities, research teams, the private sector and industry to identify gaps, share successes and lessons learned – bridging the gaps as traceability moves forward in Canada and globally. CCIA welcomed more than 200 delegates from across Canada, United States, European Union, Australia and New Zealand to this unique event. The agenda addressed traceability’s role, regulations and compliance, challenges and solutions, other assurance systems, and lessons learned. The success of the event has encouraged CCIA to host future symposiums on a schedule to be determined.

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

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

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

This study showed tag retention to be high in animals from birth to yearling stage. However, it also showed tag retention to be unsatisfactory for the lifetime of a mature cow. Multi-location, multi-year projects are difficult to manage and implement. Inviting CCIA to circle back on studies that after methods and affect results. As a result, full explanation of the factors causing variation in tag retention will require more sophisticated data collection, management and analyses. CCIA looks forward to announcing a second phase for this project that will examine tag material degradation that results in tag loss when details are confirmed.
The Beef Cattle Research Council (BCRC) is Canada’s industry-led funding agency for beef, cattle and forage research. Its mandate is to determine research and development priorities for the Canadian beef cattle industry and to administer the Canadian Beef Cattle Check-off funds allocated to research. The Council is led by a committee of beef producers who proportionally represent each province’s research allocation of the Canadian Beef Cattle Check-off.

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

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

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**Canadian Beef Research and Technology Transfer Strategy**

Following a collaborative development process with input from industry stakeholders, grassroots producers, researchers, research institutions, and beef research funding agencies through various channels, the BCRC has developed the National Beef Research Strategy and Technology Transfer Strategy, which is focused on converting applied research into effective tools that drive industry competitiveness.

The BCRC continues to advance the implementation of its Knowledge Dissemination and Technology Transfer Strategy, which is focused on converting applied research into effective tools that drive industry competitiveness.

Technology Transfer

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Advancement of the Verified Beef Production Plus program

In addition to sponsoring research and technology development, the BCRC oversees and supports the beef industry’s on-farm food safety program, Verified Beef Production Plus (VBP+). The VBP program has worked with industry stakeholders to develop additional modules for animal care, biosecurity and environmental stewardship. The additional modules will be available to producers in Summer 2017. These modules are an opportunity for producers to secure further recognition for credible production practices.

The BCRC website, www.beefresearch.ca, provides access to general information on research topics, summaries of in-progress and completed research projects, and information that helps producers make informed decisions on implementing innovation into their production practices. The website delivers various BCRC-produced and other valuable extension resources including articles, videos, webinars, and calculators.

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

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**For More Information**

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