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E-Newsletter

An update from Manitoba Beef Producers

New National Check-Off study shows increased benefits to Canadian cattle producers

August 18, 2016 – The Canadian Beef Cattle Research, Market Development and Promotion Agency (the Agency), in partnership with Canfax Research Services is pleased to release a study evaluating the economic benefits from the Canadian Beef Cattle Check-Off. The study, prepared by Dr. James Rude and Dr. Ellen Goddard, is an update on the 2010 Cranfield Study which had reported results ahead of the 2010

merge of the Beef Information Centre, Canadian Beef Export Federation and the National Check-Off Agency.

The new 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 of 14:1 or \$14 of benefit for Canadian cattle producers. This is up from the \$9 average between 2005 and 2008. In addition,

the average benefit cost ratio grew steadily between 2011 and 2014. This implies that despite positive benefits, there has been under-investment in research and marketing activities for the Canadian beef cattle industry.

Newly elected Agency Chair Linda Allison is confident that setting goals based on the study results will ensure that the industry moves forward together.

“The 14:1 benefit seen from each National Check-Off dollar confirms the value of producer investment,” said Allison. “However, with the declining purchasing power of the National Check-Off and reduced marketings in recent years, under-investment is evident. It is imperative that we continue to find ways to optimize the return for our producers across the country.”

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In the News

A look at the news and articles of interest to Manitoba's Beef industry

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[• Applied research already well underway at Manitoba Beef & Forage Initiatives](#)

National check off study

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The change in benefit cost ratio for research, overseen by the Beef Cattle Research Council dropped from \$46 to \$34.50 during 2005 to 2008, while marketing, managed by Canada Beef, had a benefit cost ratio of \$13.50, up from \$7.55 in the previous study.

Generally, an inverse relationship exists between the amount of money spent on a promotion or research activity and its marginal benefit cost ratio. It is this diminishing marginal return that helps explain why as investment has increased for research over the past five years, that the benefit cost ratio has declined, just as marketing dollars have declined and the benefit cost ratio has increased.

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.

Melinda German, General Manager of the Agency, spoke highly of the research and marketing organizations responsible for investing check-off dollars.

"The work that the Beef Cattle Research Council and Canada Beef carry out, continues to show great returns for our industry," German said. "By ensuring a sustained and increasing benefit cost ratio, we can continue to work towards common industry goals laid out in the National Beef Strategy."

The Agency is dedicated to continually monitoring the benefit cost ratio of the National Check-Off through ongoing studies, and ensuring that extra value is derived from producer check-off and import levy investments.

Along with the full study from Dr. Rude, the Agency and Canfax Research Services developed two supplementary documents to pinpoint the highlights of the study and how they are applicable to the Canadian beef industry.

To learn more about the study and to view the supplementary documents, please click below:

[2016 National Check-Off Study – Fact Sheet](#)

[2016 National Check-Off Study – Q & A](#)

[2016 National Check-Off Study – Full Report](#)

The Canadian Beef Cattle Research, Market Development and Promotion Agency manages the Canadian Beef Cattle Check-Off. Through the National Check-Off, Canadian beef cattle producers collectively invest in research, market development and promotion to achieve the industry's long-term vision of a dynamic and profitable Canadian beef industry, with Canadian high-quality beef products recognized as the most outstanding by Canadian and world customers.

Province to consult Manitobans on the use of cosmetic pesticides

Provincial Government Media Release

Manitoba is entering the second year of implementation of the Non-Essential Use of Pesticides Regulation and the province wants to hear from Manitobans about their experiences with this legislation, Sustainable Development Minister Cathy Cox announced today.

“The purpose of the legislation is to reduce the exposure of people and pets to herbicides used in lawn care for non-essential or cosmetic purposes,” Cox said. “We are committed to finding the right balance between protecting the environment, minimizing the impact, and providing usable, aesthetic green spaces in our communities.”

Manitobans can email submissions to pesticide.review.2016@gov.mb.ca or respond through an online survey at:

www.gov.mb.ca/conservation/envprograms/initiatives/cosmetic_pesticides/ until Sept. 12.

Call for Proposals

Growing Innovation – On-Farm is accepting applications for innovative agriculture research on Manitoba farms and ranches.

Application deadline is **October 1, 2016**.

Learn more. Apply today.

MBP to host Bombers game September 17

Manitoba Beef Producers is proud to partner with Canada Beef as the host sponsors when the Winnipeg Blue Bombers host the Toronto Argonauts Sept. 17.

As part of an agreement signed in 2014, MBP will be the host sponsor for the Bombers' game that evening when they host the Argos. Prior to the game MBP will have a booth located in the Tailgate Plaza at Investor's Group Field where anyone attending the game can stop by and learn more about Manitoba's cattle industry. The public will also have the opportunity to enter a draw where the winner will receive a steak dinner for 10 people in the Blue and Gold Club at IGF and be joined by two members of the Bombers for the meal. The date of the supper will be determined once the winner is selected.

Also, MBP members interested in attending the game can do so at a discounted price through an agreement between the Bombers and MBP. To receive the discount go to the Blue Bombers ticket page on their website and enter the code CATTLE in the offer code area.

The three-year agreement between Canada Beef and the CFL was signed in 2014. According to a Canada Beef press release, the partnership is in conjunction with five provincial beef producer organizations from across the country, who will represent the Canadian beef farmers and ranchers to thousands of fans at CFL games across the country. This will give consumers the opportunity to meet the people who raise beef, and bring beef to their tables.

"We're really excited to involve

our provincial partners in this unique opportunity. It will allow us to leverage these partnerships with boots on the ground, highlighting local beef farmers and ranchers at their games.

This will build brand loyalty and allow grassroots producers to interact with consumers, while sharing their passion and the benefits of enjoying Canadian beef," said Rob Meijer, President, Canada Beef.

MBP is also the sponsor of the Family of the Game promotion throughout the 2016 season. Bombers fans can enter a draw on the club's website for four tickets to a home game.

The winning family will also get a sideline experience prior to the game and will be announced as the Manitoba Beef Producers Family of the Game on the video board during the pre-game program.

To purchase a discounted ticket to the Sept. 17 [Winnipeg Blue Bombers](#) game use the the code: CATTLE

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Canadian beef industry ‘Puts It Together...’ with strong national conference

August 12, 2016

CALGARY, AB — The rising momentum toward a fresh era of national connectivity, teamwork and success for Canada’s beef industry took a major step forward with the successful delivery of a sold-out, progress packed inaugural Canadian Beef Industry Conference, August 9 – 11 in Calgary.

The event drew a diverse participation of over 650 producers, industry members and supporters from across the country and all beef producing provinces, including a strong representation of young participants representing the industry future. It featured a dynamic and broad-spanning agenda rich in ideas, knowledge, insights and inspiration for moving the industry forward, including many buzz-generating topics that propelled the conference’s “#CBIC2016” hashtag to become a top trending Twitter topic in Canada.

“We couldn’t have asked for a better first time experience delivering this new national conference for Canada’s beef and cattle industry,” says Rob Smith, Canadian Angus Association Chief Executive Officer and co-chair of the conference. “The theme was ‘Putting It Together...’ and that’s exactly what happened. The response has been absolutely amazing. It bodes well for making this an annual event and that’s what we’re talking about now.”

The conference met its core objectives to create a truly national meeting place to bring together all facets of the industry involved in beef production, from the grass roots level through all parts of the supply chain – including everyone from the producer with 20 cows to the feeder with 20,000, head – and to help move forward the opportunity represented by the National Beef Strategy.

“We have a lot to celebrate,” says Virgil Lowe, conference co-chair and also an Associate with Dentons Canada LLP. “The momentum and strengthened connections established here will help drive ahead the National Beef Strategy and all of our interests for years to come. The event was also designed to be an enjoyable event with a strong social side that people could build in around their summer vacation plans, and that was achieved as well. There were a lot of great discussions and strengthening of relationships that took place informally. Already we have received a lot of feedback that this was a very positive event and step forward for our industry.”



The conference exceeded expectations in registrations and sponsorship support, with over 60 major sponsors contributing, as well as in proceeds raised through the Canadian Cattlemen's Foundation Golf Classic.

Among many highlights, the conference speaker agenda featured entrepreneur and former Dragon's Den star Arlene Dickinson, along with keynote speakers on each of the National Beef Strategy's four pillars: connectivity, productivity, beef demand and competitiveness. In addition to covering a wide range of important developments, issues and hot topics, the event also recognized several outstanding contributors to the industry.

The Environmental Stewardship Award (TESA) was presented to Anderson Ranch Inc. of Fir Mountain, operated by Miles and Sheri Anderson. Since 1996, TESA has recognized producers who go above and beyond in exemplifying significant innovation and attention to a wide range of environmental stewardship aspects in their farm operations. These innovations extend beneficially to areas far beyond their land, including water, wildlife and air.

The Canadian Beef Industry Award for Outstanding Research and Innovation was presented to Dr. Tim McAllister, a long-time outstanding research scientist with Agriculture and Agri-Food Canada based in Lethbridge. This award is presented by the Beef Cattle Research Council each year to recognize a researcher or scientist whose work has contributed to advancements in the competitiveness and sustainability of the Canadian beef industry.

The inaugural conference was a joint collaboration of four organizations – the Beef Cattle Research Council (BCRC), Canada Beef, the Canadian Beef Breeds Council (CBBC) and the Canadian Cattlemen's Association (CCA). Visit www.canadianbeefindustryconference.com for more information. Follow the Canadian Beef Industry Conference on [Twitter](#) and [Facebook](#).



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NEWS RELEASE

For immediate release
August 10, 2016

Dr. Tim McAllister receives the 2016 Canadian Beef Industry Award for Outstanding Research and Innovation

Calgary, AB – Respected nationally and internationally for his work on antimicrobial resistance, beef cattle nutrition, silage science, greenhouse gas emissions, E. coli O157:H7 and prion science, Dr. Tim McAllister was formally recognized tonight by the Canadian beef industry.

Presented with the 2016 Canadian Beef Industry Award for Outstanding Research and Innovation at the inaugural Canadian Beef Industry Conference, he was honored by hundreds of producers and industry stakeholders, including many past and present colleagues and students.

Dr. McAllister is a Principal Research Scientist at the Agriculture and Agri-Food Canada Lethbridge Research and Development Centre. He also holds adjunct appointments at six universities in Canada, as well as universities in China and Ghana. He has made phenomenal contributions to advancements in the competitiveness and sustainability of the Canadian beef industry through his passion and dedication to progressive science, and exceptional collaboration, leadership and communication with industry, as well as governments around the world.

His research is helping beef producers in Canada remain as leaders in producing high quality beef in a safe and environmentally sound manner. Dr. McAllister has conducted years of research to develop a safe means of composting specified risk materials, which is influencing new regulations for their disposal following the BSE crisis in 2003. He has made tremendous advances in the area of antibiotic-resistant bacteria in cattle, which is leading to the development of alternatives to antibiotics. In addition, he has led many other important projects related to optimizing the nutrition of beef cattle. Most recently, he led a research project that found that the amount of greenhouse gas generated in producing one kilogram of Canadian beef has dropped by 15 per cent over the past three decades.

Dr. McAllister brings current Canadian science to the global stage through his active participation in a number of international initiatives, including the UN's Food and Agriculture Organizations Livestock Environmental Assessment and Performance (LEAP) Partnership.

Dr. McAllister takes a collaborative approach to research. He is well known for his ability to assemble and lead Canadian and International research teams to advance the field of beef science.

The importance of Dr. McAllister's research is aptly demonstrated by requests for his participation in numerous national and international committees and conferences. His publication record is exemplary,

with over 585 peer-reviewed scientific papers and 60 reviews, as well as 1050 abstracts and conference proceedings. He has trained over 60 graduate students, as well as numerous undergraduate students, technicians, postdoctoral fellows, and has collaborated with scientists from around the world.

Dr. McAllister is a sought after speaker at not only producer meetings and industry events but also at international conferences, symposiums, and policy meetings, where he skillfully shares his knowledge, research findings, and opinions on pertinent industry issues. He is an effective communicator not only at highly technical scientific forums but also in communicating research findings in a practical and applicable manner to cattle producers and industry stakeholders.

“His ongoing impact on animal agriculture is monumental,” said Bryan Thiessen, Chair of the Beef Cattle Research Council and Manager of Namaka Farms near Strathmore, Alberta. “While maintaining a stellar scientific career, Dr. McAllister has never lost sight of the practical application of his research, and his willingness to transfer knowledge to beef producers, industry associations, and the general public never diminishes.”

The Canadian Beef Industry Award for Outstanding Research and Innovation is presented annually by the Beef Cattle Research Council (BCRC) on behalf of Canada’s beef industry stakeholders. The award recognizes scientists and academics that are actively involved in strong research programs aligned with industry priorities, continually engage with industry stakeholders, and demonstrate their passion and long-term commitment through leadership, teamwork, and mentorship. Nominations are accepted by the BCRC from industry stakeholders and must be accompanied by letters of support from industry stakeholders and scientific colleagues. The recipient is selected by a committee comprised of beef producers, industry experts and retired beef-related researchers located across the country. The award was established in 2015.

Nominations for the 2017 award must be submitted to the BCRC by May 1, 2017. It will be presented at the 2017 Canadian Beef Industry Conference.



National Voice Of Cattle Producers



The ENVIRONMENTAL
STEWARDSHIP
Award

News Release

Anderson Ranch Inc. CCA's 2016 TESA recipient

August 10, 2016

Calgary, AB - The Canadian Cattlemen's Association (CCA) is pleased to announce Anderson Ranch Inc. of Fir Mountain, Saskatchewan as the 2016 recipient of The Environmental Stewardship Award (TESA). The ranch is operated by Miles Anderson and his wife Sheri, who received the award this evening in Calgary, Alberta in an awards ceremony during the inaugural Canadian Beef Industry Conference (CBIC). The Andersons expressed sincere gratitude as they accepted the award during the conference banquet.

CCA Environment Committee Chair Bob Lowe presented the Andersons with a belt buckle and local artwork in honour of the event. "The relationships that the Andersons have built between the conservation and agriculture communities to work together on Species at Risk habitat are truly unique. They have no misgivings reaching across the fence and accepting suggestions in order to truly do what's best for the species that live on their ranch."

The Andersons manage a ranching operation that includes private holdings and large provincial grazing leases south of Fir Mountain, Saskatchewan. The area features a wide range of ecosystems including rolling grasslands, rich riparian areas and sprawling sagebrush in the heart of the Great Plains. Most significantly, the ranch is home to many endangered and at-risk wildlife species that the Andersons work hard to protect. For example, Anderson has studied sage grouse nesting habits and adapted his grazing rotation to ensure dense vegetation necessary for nesting is kept intact during peak times of the year. He has also installed an innovative style of fencing to prevent endangered sage grouse from becoming injured in collisions. This innovation has also holds benefit for antelope and other species and has captured the attention of other sustainable ranchers and conservationists around the world.

Anderson Ranch Inc.'s commitment to managing rangeland in a manner that not only benefits their cattle, but wildlife who find refuge in these fragile environments demonstrates the commitment to sustainability that the TESA embodies.

About TESA

The CCA's national annual award, TESA has recognized the outstanding stewardship efforts of Canadian beef producers since 1996. For more information, [click here](#).

Thank you to our Platinum Sponsor MNP for sponsoring the TESA program.



The CCA is the national voice for Canada's beef cattle industry representing 68,500 beef farms and feedlots.

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