

Improving Riparian Areas With Co-operation & Understanding

As the Fraser/Nechako Riparian and Water Quality Program winds down it looks back at approximately forty successful projects initiated by farmers and ranchers in the area of the Prince George Agriculture District. A spin-off of the successful Chilako Watershed Council, the Fraser/Nechako Riparian Committee, focused on "improving riparian areas and water quality in the Central Interior."

The Committee brought together the various stakeholders involved with ranches and riparian areas. Funding from the BCIDF and the Department of Fisheries and Oceans provided for the employment of "a riparian technician to assist in the engineering and technology of projects on private farmland and to create a fund to provide financial assistance for approved riparian projects."

Ranches of all sizes throughout the area have been highly proactive in the program with individual projects. These rancher-initiated projects addressed a wide variety of environmental issues. Fencing and water development were the more popular projects. Producers were eligible for a return of 50% of costs on approved projects up to a maximum of \$8,000. Ranches participating in the program will be recognized with signs to be displayed giving the name of the project and the names of the organizations involved.

Committee chair, Laura Grafton, says the program bringing stakeholders to the table including government, environmental organizations and farmers and ranchers and having them work together was a gratifying achievement and she was pleased with the enthusiasm and innovation shown by those who took part in the program. She gives credit to the participants from Valemount through to Fort Fraser who remained dedicated to the program that significantly benefited the environment.

Stewardship Recognized

The BCIDF has matched sponsor funds from the Bank of Montreal and Greenway Equipment to support the BCCA Environmental Stewardship Awards.

These awards are to recognize cattle producers who have extended extra effort in their day to day operations showing concern for preservation of a healthy environment. In 2004, the 10th annual award went to Ray and Mae Van Steinburg of Pine Butte Ranch. Each year the BC winner joins other provincial winners at the semi-annual meeting of the Canadian Cattlemen's Association for the awarding of the National Environmental Stewardship Award. For information on how to nominate your neighbour call (250) 573-3611



Hound's-tongue research plot in Lethbridge, AB.

Hound's-tongue Bio-Control Research

How often do we wonder about the effect of dollars put to research? One of the most successful projects funded in part by the BCIDF was titled "Documenting the continued impact and dispersal of biological control insects on hound's-tongue and spotted knapweed in BC." Rose DeClerck-Floate (Research

Scientist in Weed Biocontrol, Agriculture and Agri-Food Canada), said in the final report, "It is because of this support (BCID Fund) that we were able to demonstrate and document one of North America's most amazing emerging successes in weed bio control; that involving the root weevil, *Mogulones cruciger* on hound's-tongue. ... Knowing something about the biology and behaviour of the insect has helped us make many decisions during the mass-production phase and is now serving us in instructing the ranchers and land-managers on how best to release the weevils to achieve their own weed control."

If you have a potential release site for the *Mogulones cruciger*, the application form is available at www.cattlemen.bc.ca. The BCID Fund has also assisted weed control education and promotion projects of the Boundary Weed Management Committee and the Southern Interior Weed Management Committee.



CATTLE INDUSTRY DEVELOPMENT COUNCIL

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Producers Working For Producers

About the Funds

Cattle producers in British Columbia have supported the levy (check-off) on cattle for many years. The current \$2 per head CIDC levy paid at the time cattle are sold or slaughtered in BC is working for the good of the beef industry. \$1 per head is designated for the National Check-off. These funds go to increasing sales of beef (domestic and export promotion), and finding better and more efficient ways of producing beef and cattle. The other \$1 per head becomes the CIDC fund which is used to promote the cattle industry in BC, and to support research or education programs for the development of the cattle industry in BC.

Triggering a match from the Beef Cattle Industry Development Trust earnings double these producer dollars. The BC government established the \$9.3 million, 20-year Trust Fund in 1995. When industry funds are allocated and designated toward projects that fit the priorities of the fund, matching funds are available from the earnings of the Trust. During the first nine years of the Fund operation, \$6.6 million was triggered from the Trust Fund to contribute to the projects with a total value of \$17.5 million.

Horn Fund

When cattle with horns are sold or slaughtered in BC, it is a requirement that the seller pay the Horn Levy, currently \$2 per head. The goal of the horn levy is to prevent injury and increase profit for producers by encouraging dehorning of calves.

In 2003, the Cattle Industry Development Council, at the request of cattle industry, accepted responsibility of administering the new Horn Levy under the Farming and Fishing Industries Development Act, and also at the request of industry, initiated an increase in the levy that has been \$2 per head since its inception. The horn levy will increase to \$10 per head September 1, 2005. During this coming year producers will be informed of the scheduled increase and encouraged to dehorn calves to avoid the \$10 charge.


To assist with administration of the horn levy funds, Council asked industry to send representatives to serve on the Horn Levy Committee. The committee has developed guidelines and an application form for those wishing to apply for funding assistance from the Horn Levy Fund and they have undertaken a promotion campaign to make sure all producers are aware of the pending increase and the need to dehorn calves for safety and profit.

Serving on the Horn Committee are: Peter Bonter (Chairman) and Bill Bentley from BC Cattlemen's Association (BCCA), August Bremer from BC Association of Cattle Feeders and Karen Kotchel (Vice-Chair) from the BC Breeders and Feeders Association. The Milk Producers are also eligible to have a representative on the committee. Bob France (BCMAFF) and Hugh Fallis (OII) serve the committee in an ex-officio capacity and Hallie MacDonald is secretary.

The Horn Levy Application forms and guidelines are available on the CIDC website at www.cattlefund.net.

Dehorn your calves
\$10 per head
horn levy
coming next year
**** September 1, 2005 ****

Horn Levy
P (250)573-3611
www.cattlefund.net





Projects 2003-04

ANIMAL CARE \$29,437

Farm Measurement of Beef Cattle Temperament
University of British Columbia \$ 29,437

EDUCATION \$19,859

Range Management Seminar Series
Kootenay Livestock Association..... \$ 6,464
Cattle Marketing Seminar
Lakes District Cattlemen's Association \$ 3,050
Summer Institute for Educators, 2004
BC Agriculture in the Classroom..... \$ 7,295
Future of the Canadian Beef Industry Presentation
Nechako Valley Regional Cattlemen's Assoc. \$ 1,550
Cattle Marketing Seminar
North Okanagan Livestock Association \$ 1,500

ENVIRONMENT \$111,000

Morice LRMP Arability Project
Pleasant Valley Cattlemen's Assoc..... \$ 50,000
Hamilton Commonage Grassland Monitoring Project
Grasslands Conservation Council of BC..... \$ 36,000
Mitigating the Subdivision & Development
of BC's Grassland
Grasslands Conservation Council of BC..... \$ 25,000

FORAGE & FEED \$34,516

Forage Response to Tree Distribution
Rocky Mountain Trench Natural Resources Soc.. \$ 15,000
2004 Forage/Beef Seminar Series
Prince George Cattlemen's Association..... \$ 4,824
Hayland Aeration Project
Mud River/Beaverly Farmer's Institute..... \$ 14,692

Association CIDC/BCIDF funded projects:

Through triggering a match for all CIDC levies paid by producer, the CIDC has been able to provide increased assistance to the cattle producer associations for projects that benefit the beef industry. The combined funding approved for their 2003-2004 projects:

BC Association of Cattle Feeders \$22,500
BC Breeders and Feeders Association..... \$32,800
BC Cattlemen's Association \$359,700
BC Milk Producers Association..... \$64,000

PROMOTION \$162,111

Agriculture on the Air - Nechako Valley
Regional Cattlemen's Association \$ 1,800
Milestone's Promotion Fall & Winter 2003/04
Milestones Restaurants Inc. \$ 50,000
Ranching 2003 - Media Promotion
Kamloops Stockmen's Association \$ 1,500
Steak Pizza Launch - Panago Pizza \$ 50,000
Provincial Thank-You Promotion
CIDC / Regional Cattle Associations \$ 7,581
Quizno's Philly Cheesesteak Sub Promotion
Quizno's Canada Corporation..... \$ 50,000
Buy BC Bulls Campaign
BC Angus Association For the BC Breed Assoc. ... \$ 444
Cariboo Beef Promotions
Cariboo Cattlemen's Association \$ 786

SERVICE AND STUDIES \$106,745

Ranching Intervention in Haida III Supreme Court Appeal
BC Cattlemen's Association..... 28,000
BC Action Plan for BSE Event Induced Surplus Cull Cows
BC Cattlemen's Association..... 65,245
Abattoir Feasibility/Market Strategy Study
Kootenay Livestock Association 13,500

Total BCID Funds for 2003-2004 Projects \$463,669



Yes times are tough but the forces working against BC ranching families will never overshadow the reasons we do business.

Consumers - Thank you

British Columbians have helped the beef industry by continuing to enjoy Canadian beef.

Paid for by local beef producers.

Thank You
For Enjoying Canadian Beef More Often

Cattlemen Say Thank You to Consumers

At the invitation of the CIDC, ten regional cattle associations organized a Thank You To Our Consumers campaign in March. This included a 30-second radio promotion and accompanying advertisement in local newspapers.

Funding for these promotions were supplied by the regional cattle association with matching funds supplied by the Beef Cattle Industry Development Fund.

This regional thank you campaign complemented the national "Make It Canadian Beef for All the Right Reasons" promotion done March 4-14 by the Beef Information Centre.

Consumers have strongly supported our industry and we need their continued support. Canadian beef features at the grocery store and in restaurants helps consumers continue to choose Canadian beef more often. And for that cattle producers are saying Thanks!

Meet The Council



Back: Jim Tingle (Consultant), Grant Huffman, Bill Freding, Connie Patterson, Hallie MacDonald (Secretary), David Janssens
Front: Laura Grafton, Linda Allison (Chair), John Miller (Vice-Chair), Bob France (BCMAFF)

The Cattle Industry Development Council is the group of producer volunteers elected by industry organizations to administer the CIDC check-off, Beef Cattle Industry Development Fund, and more recently, the Horn Levy Fund. Council meets quarterly to review operations and consider funding applications. Pictured at the summer meeting are Council members and their support people.

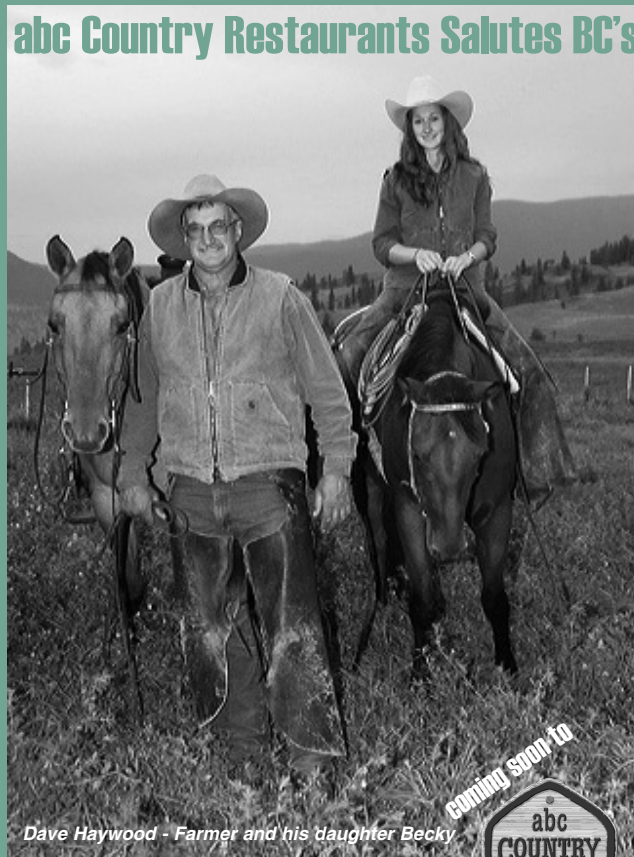
New To Our Website

The Cattle Industry Development Council's website has been updated with the following items:

- Newly designed application for BCID Fund. This application now has a complete project summary on the front page of the application.
- Horn Levy Fund - Roles and Responsibilities for the Horn Levy Fund Operations, Guidelines for Applicants, and printable application form.
- Updated listing of all projects funded by the BCID Fund.

www.cattlefund.net

abc Country Restaurants Salutes BC's Ranchland Heroes



Dave Haywood - Farmer and his daughter Becky

coming soon to



For abc Country Restaurants the focus for fall will be great Canadian beef – and they're bringing the story home with the people who produce it. The theme for abc's October promo is Ranchland Heroes, and the stars of the print campaign will be the Haywood-Farmer family of Savona. Since 1933, four generations of the Haywood-Farmers have been producing prime beef cattle in spectacular rangeland southwest of Kamloops. The family will be featured in more than 700,000 newspaper inserts, along with a line up of great beef menu items. abc Country's Ranchland Heroes promotion is done in partnership with the Beef Cattle Industry Development Fund.