



CATTLE INDUSTRY DEVELOPMENT COUNCIL

"Producers Working for Producers"

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Council Proposes Check-off Increase

Producer representatives on Council are busy volunteers, running their own operations and working on behalf of the associations to which they belong. When serving on the CIDDC, the representatives of the associations work to administer the funds available for the good of the cattle industry at large.

At the July meeting of Council, presentations were heard from Canada Beef and the Beef Cattle Research Council. Producers were invited to attend this meeting to hear about the work and results to date, and the plans for addressing the **National Beef Strategy**. The provincial cattle association presidents were all in attendance and there was a good discussion around meeting the goals of the Strategy and the need to increase the check-off provincially as reduced marketings will not provide sufficient funds at the current level. **The CIDDC meeting agreed to go forward to the BC beef industry recommending a check-off in BC of \$5 per head beginning in 2017.** During the coming months, Council will be seeking input from the associations and cattle producers at large in regard to this decision.

Producers are encouraged to review the national strategy and the work completed by the check-off, and attend their local and regional meetings to provide input to the decisions to be made. Visit the CIDDC website for updates and to view presentations. www.cattlefund.net

Outline of Proposed Check-off Increase for BC Producers to begin 2017			
	Current	Increase	New total
National (non refundable)	\$1.00	\$1.50	\$2.50
Provincial (refundable)	\$2.00	\$.50	\$2.50
Total proposed per head check-off			\$5.00



Linda Allison Represents BC at Canada Beef

As the check-off agency in BC, the CIDDC elects BC's director to Canada Beef (administrator of national check-off). Grant Huffman has served in the capacity for the last four years, being actively involved in the governance committee during the establishment of the new organization. Early this year, when Grant resigned, council Chair, Linda Allison was elected to the director position. At Canada Beef's annual meeting in September, Linda was elected vice-chair. She said moving forward on the National Beef Strategy is the major focus for Canada Beef and it is an exciting time to be representing BC beef producers at the national marketing agency.

Linda Allison, Princeton Rancher,
 BCCA Director, Council Chair, and now,
 Vice-Chair Canada Beef



About the Increase in Check-off

Producer check-off Beef producers across Canada pay a check-off to their respective provinces on each animal marketed. The value of the check-off and collection process varies across the provinces.

Mandated provincially, the total check-off collected by each respective province consists of a non-refundable 'national check-off' portion and a 'provincial check-off' portion. The **national check-off** provides industry funding for national research programs and promotion and marketing Canadian beef domestically, and internationally. Activities funded by the **provincial** portion of the check-off include trade and advocacy, policy development, provincial or regional research, and provincial marketing and promotion.

In British Columbia, since 1994, the beef industry has had the advantage of being able to trigger matching dollars from the Beef Cattle Industry Development Fund (BCIDF). This doubles every dollar paid by producers, and enables funds for projects beyond the usual scope of the associations. The provincial check-off is used to support BC's share of costs to participate in the national organizations (Canadian Cattlemen, National Cattle Feeders), and to assist the four provincial cattle associations with their projects. The benefit of matching the check-off means that there are funds available for other projects under the BCIDF such as special work on the Water Act, and extra promotion and communication activities.

Cattle marketings, which directly impact check-off revenues and funding available for organizations to represent the Canadian beef industry, are currently the smallest since the early 1990s. Achieving the goals identified in the strategy is estimated to require a projected National check-off (NCO) investment of approximately \$19 million, or \$2.50 per head. An increase in the provincial check-off, to address the effects of reduced marketings is proposed for 50¢ per head to bring the provincial check-off to \$2.50, for a total check-off in British Columbia of \$5 per head.

The non-refundable National check-off levy paid by beef producers on each animal marketed provides funding for national research and promoting and marketing Canadian beef. Canada Beef, the Beef Cattle Research Council, and the Canadian Cattlemen's Association manage the programs funded by the National check-off which fall under the National Beef Strategy.

Canada Beef The Canadian Beef Cattle Research, Market Development and Promotion Agency, operating as Canada Beef, is the cattle producer-funded organization responsible for administering the national check-off and for domestic and international beef and veal market development and promotion. Canada Beef works to foster loyalty to the Canadian beef brand and build strong relationships with trade customers and partners. These efforts work to increase demand for Canadian beef and veal and ultimately the value producers receive for their cattle. A main element of the strategy continues to focus on enhancing loyalty to the Canadian beef brand. The strategy calls for significant investment in comprehensive consumer-directed marketing campaigns, leveraging brand license holders, and utilizing mainstream print and electronic multi-media applications to the domestic market where consumer perceptions can be most positively impacted. In international markets, the strategy focuses on creating Canadian beef brand awareness and commitment with partners in key market segments that can deliver the highest value to the beef industry.



Canada Beef's **Centre of Excellence** promotes the Canadian Brand by hosting visiting customers.



Canada Beef promotes Canadian beef in partnership with the Canadian Football League



1950's feed efficiency was 10:1

The **Beef Cattle Research Council (BCRC)**, directed by a Council of beef producers from across the country, funds leading-edge research to advance the Canadian beef cattle industry. Under the National Strategy, BCRC will maintain and enhance its long-term investments in priority research programs including: Beef Quality; Food Safety; Feed Efficiency; Forage, Grassland and Environment; and Animal Health and Welfare. All research programs support the long term competitiveness of the beef industry. Enhanced investments under the National Beef Strategy address research capacity and infrastructure in meat science and forage and feeds through the establishment of Research Chairs in meat science and forage breeding, agronomy and utilization. There will also be an increased focus on validating and supporting the Canadian Beef Advantage as well as extension and technology transfer to encourage greater uptake of research knowledge and technologies by producers and industry partners.



The **Canadian Cattlemen's Association (CCA)**, through its 27-member board, provides the leadership and unity necessary to speak as one voice on issues of importance to the beef cattle industry. In addition to the major issues such as trade, animal health and government and regulatory affairs which CCA addresses, the National Beef Strategy proposes specific programs to deal with Issues Management and the maintenance of public and consumer confidence as it relates to beef production. We live in an information society where an issue anywhere in the world has the potential to be seen everywhere in the world within seconds. Being connected and prepared to communicate in a meaningful way when events occur can directly influence how these events impact our industry. A Reputation Management Strategy provides that elevated level of preparation and will increase capacity to be proactive with our great story and enables industry to respond in a timely manner for the benefit of the Canadian beef industry.



The **National Strategy**, a 5-year dynamic plan, is about how the organizations can work together to best position the Canadian beef industry for greater profitability, growth and continued production of a high quality beef product of choice in the world. The Strategy builds upon existing programs, addressing the necessary capacity, infrastructure and program investments to grow beef demand and industry competitiveness and productivity. Achieving the goals outlined in the Strategy is estimated to require a projected National check-off of \$2.50 per head.

Producers are encouraged to participate in your local, regional and provincial meetings to learn about the check-off and provide your input to the decisions that will be made.

MORE INFO ON THE WEB

Cattle Industry Development Council
www.cattlefund.net

National Beef Strategy
www.beefstrategy.com

Canada Beef
www.canadabeef.ca

Beef Cattle Research Council
www.beefresearch.ca

Canadian Cattlemen's Association
www.cattle.ca

BC BEEF PRODUCERS' CHECK-OFF INVESTMENTS

Estimated for \$5 per head check-off. Actual budgets will be dependent upon cattle marketings, beef imports, and annual provincial national check-off allocations.

Producers pay \$5 check-off
\$2.50 National &
\$2.50 Provincial

Check-off matched \$5
by Beef Cattle Industry
Development Fund

\$10

NATIONAL

PROVINCIAL

\$1.45
Canada Beef

50¢
Beef Cattle
Research Council

15¢
Industry Issues
Management

32¢
Provincial
Investment

8¢
Administration

41¢
BC Association
Cattle Feeders

47¢
BC Breeders
& Feeders
Association

65¢
BC Dairy
Association

\$2.67
BC Cattlemen's
Association

80¢
BC's assessments
in national
organizations.

\$2.10
Triggered funds
available for
projects.

40¢
Check-off
collection and
administration

The National Beef Strategy is about positioning the Canadian beef industry for greater profitability, growth and continued production of a high quality beef product of choice in the world.....to result in profits for producers.

Beef Cattle Industry Development Fund

The BCID Fund comes about when producer dollars trigger matching funds from the earnings of the \$9.3 million BCID Trust fund. This trust is in place for the benefit of the beef industry for another 60 years!

The BCID Fund re-opened for general applications in 2014, and during two review terms, 13 projects were approved – the total project value of almost two million dollars, with the BCID Fund contributing almost \$400,000. The projects ranged from the multi-year, multi-association supported Verified Beef Production Program, to BC Beef Day support, and assistance to We Heart Local BC. Research into Unmanned Aerial Vehicle use for the beef industry, and a Wildfire Preparedness Study were approved.

BCID Fund Priorities for 2014-2019

- Building Industry Association Capacity
- Building the BC Beef Advantage
- Building and Maintaining the BC Cattle Industry for Sustainable Growth
- Building Opportunity through Research

Applications for BCID Fund assistance can be submitted at any time through the website www.cattlefund.net Application deadlines are September 30 and March 31.