



CCA IS THE NATIONAL VOICE OF CANADA'S 68,500 BEEF FARMS

In This Issue...

- COOL Update
- Bluetongue Virus Update
- Beef Industry Brings Sustainable Beef Info to Edmonton City Hall
- CCA Director Lands Nuffield Scholarship
- Evaluating Corn Silage

COOL Update

Canadian Cattlemen's Association (CCA) representatives are in Geneva this week to attend the World Trade Organization (WTO) arbitration panel hearing regarding U.S. Country of Origin Labeling (COOL). Set to run September 15-16, the panel will hear arguments from Canada, Mexico and the U.S. on their respective calculations.

Canada has requested authorization to impose tariffs on more than C\$3.1 billion per year of U.S. exports. Mexico requested authorization for over US\$713 million in retaliatory tariffs. The U.S. has estimated the costs related to COOL arbitration at US\$91 million – an amount that disregards any valuation related to segregation of cattle, transportation issues or price suppression in the Canadian market. As the WTO has already found these issues to be at the core of the COOL violation, the CCA is confident that Canada's calculations will be strongly considered by the arbitrators.

Following this week's oral hearing, the panel will most likely provide the three countries with a number of questions requiring written answers. After these have been received and considered, the panel is

expected to release its decision on an authorized amount for retaliation later this fall. That decision will be final and not subject to appeal, enabling Canada and Mexico to proceed to implement the tariffs.

Resolving the WTO dispute with the U.S. over COOL is the CCA's highest priority. With the upcoming Federal Election on October 19, the CCA has outlined this and other requests in its Federal Election Priorities document (<http://www.cattle.ca/assets/CCA-Federal-Election-Information-2015-final-draft.pdf>).

The CCA specifically requests all Parties seeking to form the Government of Canada in the 42nd Parliament to declare their intention to swiftly impose retaliatory tariffs on U.S. exports the moment Canada is authorized to do so by the WTO if the U.S. has not eliminated the incentive to segregate imported livestock by that time.

Bluetongue Virus Update

The detection of bluetongue virus (BTV) in beef cattle in Ontario has resulted in a few impacts to the genetics industry, however they are largely procedural in nature and will not affect exports of Canadian live cattle to the U.S. or exports of meat or meat products. Perhaps the best demonstration of this is the absence of reaction from the markets following the finding.

BTV is not new to Canada but as this latest occurrence of the virus appeared on a birth farm outside of its normal region in B.C.'s Okanagan Valley it impacted Canada's status with the World Organisation for Animal Health (OIE) as a country free of BTV. There is no risk to human health associated with BTV.

As a result of not being able to claim freedom for BTV, Canada suspended several certificates for live ruminants, semen and embryos and hides due to current certificate requirements. These certificates will have to be renegotiated with the respective countries to meet requirements for bluetongue, and will become available as negotiations proceed. The U.S. and Mexican markets remain open as the virus is already endemic in these countries.

According to the OIE the following items are considered "safe commodities" meaning that they can be traded regardless of the BTV status of the country in which they were produced: milk and milk products; meat and meat products; hides and skins; wool and fibre; in vivo derived bovine embryos collected, processed and stored in accordance with Chapter 4.7.

Bluetongue is an animal health disease transmitted by a species of biting midge. Cattle typically show no signs of clinical infection but BTV can cause serious illness and death in sheep, deer and potentially other wildlife. There is no effective treatment for BTV.

Most of Canada is free of the disease given our climate – midge activity ceases with the first hard frost. This case was detected through Canada's Bovine Serological Surveillance program, demonstrating the strength of Canada's testing and surveillance systems.

Producers wanting more information can click go to <http://www.cattle.ca/assets/action-news-pdfs/CBI-Bluetongue-QA-Sept-10-2015.pdf>.

CANFAX MARKET BRIEFS			
Week ending September 11th, 2015			
		This wk	Change
(In Can\$)			
	Fed steers	180.10	+0.62
	Fed heifers	178.72	n/a
	Feeder steers	---	-4.82
	Feeder heifers	---	-3.20
	Cdn Feeder Index	272.05	-1.70
	D1/D2 cows	136.13	-4.75
	Slaughter bulls	165.69	-4.16
(In US\$)			
	Cdn spot dollar	75.60	-0.19
	Oct live cattle	142.95	+1.35
	Sep feeder cattle	203.95	+1.40



Beef Industry Brings Sustainable Beef Info to Edmonton City Hall

Representatives of the cattle industry will be in Edmonton today to discuss sustainable beef production with members of Edmonton City Council. The meetings are in response to a presentation the Edmonton Youth Council made to the City of Edmonton Mayor and Council in July as part of a proposal seeking support of a vegan menu for Council meals. Unfortunately the information presented as science in that presentation was erroneous and cast a negative light on Alberta's – and Canada's -- beef industry.

The CCA used Twitter to engage the Youth Council and Mayor and Council in real time and issued a public offer to discuss sustainable beef production to offset the misinformation in the Youth Council proposal. Beef industry advocates from the Young Cattlemen's Council (YCC) and Cattlemen's Young Leaders (CYL), and others, took to social media to share their views as well as invite discussion with the Youth Council. Cattle producers, either directly or as part of a family operation, are passionate about what they do and like the CCA, fully support peoples' right to choose – provided it is informed choice.

Council deferred the vote on the Youth Council proposal until October 19. CCA issued a formal letter of request to meet with mayor and council to discuss sustainable beef prior to October 19. The CCA accepted an invitation from the office of Edmonton Mayor Don Iveson to meet with his Deputy Chief of Staff and invitations from Edmonton City Councillors Ed Gibbons (Ward 4) and Mike Nickel (Ward 11).

In attendance at the Edmonton meetings will be cow-calf operator and YCC President Jacob Meyer, Karin Schmid, Beef Production Specialist from Alberta Beef Producers (also from a family farm), Jolene Noble, from a family cow-calf operation and CYL program manager and CCA communications manager Gina Teel.

Follow CCA, YCC and CYL travels on Instagram, Twitter and Facebook.

CCA Director Lands Nuffield Scholarship

Alberta-based CCA director Tim Smith is one of three recipients of a 2016 Nuffield Scholarship. Smith, a delegate on the Alberta Beef Producers and a director of the CCA, plans to research the valuation of ecosystem services provided by cattle ranching for his project as the 2016 Glacier Media Nuffield Scholar. As part of the research for his Nuffield project, Smith intends to visit major beef exporting countries including South America, Australia, and the U.S.

"This is an unprecedented opportunity to review the delivery of ecosystem services in other countries and learn from the best of them," he said. "Ecosystem services are important to the ranching and pastoral communities and I'm excited to explore the relationship between the benefits cattle production provides society and the value society is willing to place on those benefits."

Smith operates a cow-calf operation near Coronation, AB. The ranch, which includes a piece of his grandfather's homestead, will receive a Century Ranch award this fall. Smith also owns a custom forage harvesting business with his family.

Nuffield scholarships of \$15,000 each are awarded to men and women who are judged to have the greatest potential to create value for them, their industries and their communities through their Nuffield Scholarship experience. For more information, read the Nuffield release in full at <http://nuffield.ca/wp-content/uploads/2009/09/Scholar-announcement-2016.pdf>.



ABP delegate, CCA director Tim Smith



CANADIAN
CATTLEMEN'S
ASSOCIATION

Evaluating Corn Silage

To maintain profitability with rising feed grain prices, feedlots are required to consider alternatives to purchased grains. Traditionally forages are avoided because of their higher fiber content and lower energy content which leads to lower feed conversion efficiency and increased manure production. The highly variable energy content of corn silage makes it challenging to maintain animal growth rate when cattle are fed higher forage diets.

Research currently underway and funded by the National Check-off and Canada's Beef Science Cluster is working to obtain basic information on how genotype, growing location, and year influence corn silage yield, chemical composition, and nutritive value (in vitro digestibility). This research will provide much needed information about the economic potential of incorporating high energy corn silage into feedlot rations.

To learn more about this research, see the BCRC fact sheet at <http://www.beefresearch.ca/factsheet.cfm/evaluating-corn-silage-142>.

CCA Action News

Staff Contributors: Mark Klassen, John Masswohl, Tracy Herbert
Written, edited and compiled by: Gina Teel

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

To sign up for CCA's "Action News:"

Visit www.cattle.ca and click on "Action News Signup"

For more information, contact:

CCA Communications at feedback@cattle.ca or visit our website at www.cattle.ca

Head office:

Ste. 180, 6815 8th Street NE, Calgary, AB T2E 7H7
Phone: 403.275.8558 Fax: 403.274.5686

Ottawa office:

1207, 350 Sparks Street, Ottawa, ON K1R 7S8
Phone: 613.233.9375 Fax: 613.233.2860