



CCA IS THE NATIONAL VOICE OF CANADA'S 60,000 BEEF FARMS

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CCA participates in agricultural trade mission to China

Canadian Cattlemen's Association (CCA) Vice President David Haywood-Farmer and Executive Vice President Dennis Laycraft travelled to Beijing recently as part of Agriculture and Agri-Food Minister Lawrence MacAulay's agricultural trade mission to China.

The Government of Canada trade mission featured a series of promotional events and meetings that raised the profile of Canadian agricultural products to Canada's second-most valuable agri-food export market. The CCA participated in Beijing portion of the three-city mission (<http://www.newswire.ca/news-releases/minister-macaulay-wraps-up-successful-china-agricultural-trade-mission-659187943.html>), or three days of the 10-day tour to China.



China is an important market for Canadian beef, even with beef exports currently limited to frozen boneless beef, and the bone-in access approved in principle last year still subject to establishing the documentation requirements. Efforts to expand access to Canadian fresh-chilled beef, and to formalize the documentation to enable bone-in beef trade continue, were the focus of the CCA's participation on the trade mission.

Annual Canadian beef exports to China have been growing since access was established in 2012. In 2016, \$61 million of Canadian beef was exported to China, a value on track to approach \$100 million this year.

Haywood-Farmer noted the potential for Canadian beef in China is immense. "The Chinese middle class is several times larger than the entire Canadian population and growing, and their demand for beef is also growing with it."

CCA travelled to Beijing with Minister MacAulay's agricultural trade mission to China. Photo credit: submitted.



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The three-city mission will help Canada reach its goal of growing global agri-food exports to \$75 billion by 2025 by providing Canadians and processors new opportunities to grow their businesses.

The CCA looks forward to progressing efforts on this important market access file.

U.S. revises NAFTA negotiating objectives

On the second day of the fifth round of North American Free Trade Agreement (NAFTA) re-negotiations in Mexico City this month, the office of the U.S. Trade Representative (USTR) published a revision to its negotiating objectives that were originally published in July.

CCA staff John Masswohl, who was present at the site of the negotiations, undertook a quick review of the revised document. Overall, there appears to be very little substantive difference between the July version and the new revision. In some instances, they have elaborated on certain points and provided specific examples. Given the interest generated by the recent U.S. proposal to include a “sunset” provision in NAFTA, Masswohl noted that the general objective added by the revision to “provide a mechanism for ensuring that the Parties assess the benefits of the Agreement on a periodic basis” appears more flexible than an outright call to terminate the agreement in five years. USTR is required to provide Congress with a ‘negotiations update’ every four months, so perhaps the revised document is part of fulfilling this obligation.

Masswohl also noted that at a high level, there appears to be little left for negotiators to discuss, with the U.S. having tabled several overarching proposals that have been rejected as unacceptable by Canada and Mexico. With the U.S. giving the appearance of revising its negotiating objectives, this could provide some fodder for discussion to determine if there is indeed any substantive re-positioning, although it seems unlikely that there is.

At a more technical level, Masswohl observed that there is a good faith effort being undertaken to improve conditions for trading agriculture products between Canada and the US. Both sides appear to recognize that there are inefficiencies in how the border operates currently and that both sides can benefit from adoption of new procedures. This remains far from an outcome at this point, but genuine efforts appear being undertaken to achieve a positive result.

Labour shortages remain a challenge for Canadian beef industry

Improved access to labour will be a key component for the Canadian beef cattle sector and the entire agriculture value chain in meeting Canada’s target of increased annual agri-food exports to \$75 Billion by 2025. Currently, a chronic shortage of workers both at the farm and beef processing level remains a challenge for the beef industry in Canada. Opportunities for growth are already being missed at the farm and feedlot level. According to the Conference Board of Canada, \$141 million in annual farm cash receipts are lost due to job vacancies at the primary production level of the cattle industry. Workforce shortages are also causing Canadian meat processors to reduce the production of value added items in Canadian plants and forfeiting lucrative export opportunities. This reduction in competitiveness ultimately affects cattle producer’s bottom line and is a threat to future operations.

Hiring Canadians to fill jobs on-farm and in beef processing is always the first choice for employers in the sector. Employers have worked diligently to attract employees from across Canadian society, including aboriginal groups, young people and women. However, positions continue to go unfilled and the agriculture industry’s next alternative is to rely on immigration to fill these positions when Canadians are unavailable. Workers from abroad are supporting positions elsewhere in the value chain filled by Canadians and help to provide further opportunities for Canadian workers who are interested in making a career in agribusiness. Ensuring access to labour also allows the primary agriculture and processing sector to expand their business and work towards achieving the agriculture export goals set out by the government and in the Barton Report.

The Government of Canada has once again called upon the agriculture sector to submit research that outlines the labour challenges faced by industry with the intention of improving the Temporary Foreign Worker Program. The CCA, along with numerous primary agriculture and processing organizations under the Agriculture and Agri-Food Labour Task Force, will be submitting research and recommendations from the Agriculture and Agri-Food Workforce Action Plan into this consultation. A summary of this document will be published in the next edition of *Action News*.



Antimicrobial stewardship – everyone contributes; everyone benefits

Canada is a member of a global community addressing the issue of antimicrobial resistance in human and animal medicine. Everyone involved in both human and animal health fields have a role to play in reducing the need for antimicrobials and when they are needed, using them prudently.

Antimicrobial stewardship is one element of the Antimicrobial Resistance strategy that has been developed in Canada through a partnership of human and animal medicine experts and stakeholders. At a recent hearing conducted by the House of Commons Standing Committee on Health, a presentation on antimicrobial stewardship was made by the National Farmed Animal Health and Welfare Council (<http://www.ahwcouncil.ca/>), represented by CCA General Manager Rob McNabb as co-chair of the Council.

In previous articles, we have reported on the changes being made by Health Canada's Veterinary Drug Directorate on the regulatory and policy front. These include removing the claim for growth promotion from all products used in animal medicine that are medically important to human medicine; designating all products in Class I, II and III (human importance) as prescription only; establishing lists of veterinary products that can be imported for own use as well as a list and requirements for importing active pharmaceutical ingredients; and initiating a process of antimicrobial use data collection beginning with the mandatory reporting of sales by drug manufacturers.

While these regulatory and policy changes will support Canada's efforts to reduce and control antimicrobial resistance, animal producers can contribute to the effort in their daily management of their herds and flocks through stewardship and good production practices. These include implementing biosecurity practices that reduce the risk of introducing disease to the operation; establishing a herd health program with your veterinarian; and ensuring proper nutrition and housing. Reducing the need to treat animals with antimicrobials will contribute to the reduction of antimicrobial resistance.

The National Farmed Animal Health and Welfare Council has published several reports on this matter and are now focusing on supporting its stakeholders with advice on antimicrobial stewardship. The Council has defined it as follows:

'Antimicrobial stewardship is an active, dynamic process of continuous improvement. It involves coordinated interventions designed to promote, improve, monitor, and evaluate the judicious use of antimicrobials so as to preserve their future effectiveness and promote and protect human and animal health. Antimicrobial stewardship involves a "5R" approach of responsibility, reduction, refinement, replacement and review.'

The concept and practice of antimicrobial stewardship continues to evolve in human and veterinary medicine. It is generally accepted that it will be the cumulative impact of numerous interventions or actions which will have a positive impact on antimicrobial resistance.

Canadian beef cattle producers can control their own destiny for ensuring the health and well-being of the animals they care for through good stewardship. The alternatives are simply not acceptable, either removing all medically important drugs for veterinary use or those products we do use no longer working to treat illnesses in our animals.

Enrolling in programs such as Verified Beef Production Plus (<http://verifiedbeefproductionplus.ca/>) will demonstrate to the Canadian and global public that we take the issue seriously and intend to do our part in preserving the value of usefulness of antimicrobials for animals and humans.

CANFAX MARKET BRIEFS

Week ending November 24th, 2017

(in Cdn\$)	This wk.	Change
↑ Fed Steers	149.96	+2.50
↑ Fed heifers	148.06	+1.40
↓ Feeder Steers	---	-3.51
↓ Feeder heifers	---	-1.98
↓ Cdn Feeder Index	205.93	-2.68
↓ Cdn Calf Index	220.11	-3.69
↓ D1/D2 cows	84.50	-2.83
↓ Slaughter bulls	93.88	-2.68
(in US\$)		
→ Cdn spot dollar	78.65	+0.19
↓ Oct live cattle	119.05	-0.50
↓ Oct feeder cattle	152.73	-1.17



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CRSB to launch Certified Sustainable Beef Framework at AGM



The Canadian Roundtable for Sustainable Beef (CRSB) is excited to officially launch the Certified Sustainable Beef Framework at its upcoming annual general meeting (AGM) in Edmonton, AB. The framework is a great new tool to assist producers to demonstrate sustainability in their operations. The launch will feature keynote by Nicole Johnson-Hoffman, Chief Sustainability Officer, OSI Group.

Interested parties are invited to learn more about the framework, how the beef value chain is aligning to make this a reality, and how they can get involved. Register (<https://www.eventbrite.ca/e/crsb-2017-annual-meeting-certified-sustainable-beef-framework-launch-tickets-38856329327>) by November 30 to attend the CRSB AGM to be held December 6 and 7, 2017 at the Delta Edmonton South Conference Centre in Edmonton AB. A full agenda can be viewed here (https://crsb.ca/wp-content/uploads/2017/11/Agenda_CRSB-2017-AGM_FINAL.pdf).

BCRC WEBINAR

UNDERSTANDING AND
MANAGING FORAGE DISEASES

TUESDAY DECEMBER 12, 2017

[Click for details and free registration](#)

<http://www.beefresearch.ca/blog/understanding-and-managing-forage-diseases/>

CCA Action News

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The Canadian Cattlemen's Association is the national voice for Canada's beef cattle industry representing 60,000 beef farms and feedlots.

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