



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

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NAFTA update

Uncertainty around the North American Free Trade Agreement (NAFTA) renegotiations continues. The retaliatory tariffs applied by Canada on July 1 as a countermeasure to the U.S. tariffs on Canadian steel and aluminum imposed in late May, are adding to the tension. CCA's advocacy work with Canadian officials and U.S allies seeks to avoid further escalation of these tit for tat tariff measures and find a path forward on NAFTA 2.0. Where that path lies continues to be murky. With the elections in Mexico leading to a change in government to take place in early December there is a strong desire on the part of the Mexicans to conclude the NAFTA redo before then. The U.S. administration is apparently attempting to leverage that desire by conducting bi-lateral negotiating sessions with the

Mexicans to do a deal and "bring the Canadians along later." The Mexicans seem to be going along with this strategy but at the same time sticking to the position that any final deal must be tri-lateral.

CCA leadership met with their U.S. counterparts at the National Cattlemen's Beef Association (NCBA) summer business meeting in Denver last week. The NCBA continues to strongly support achieving a modernized NAFTA and opposes mandatory country of origin labeling.

CCA had productive meetings with NCBA leadership and shared information on the trade between our two countries. Canada is the largest export market for U.S. goods and services (\$342 Billion) and we have the largest two-way trade between any two nations. Canada imports more than \$21 billion in U.S. agri-food products.

The CCA, NCBA and Mexican producer organization Confederacion Nacional de Ganaderos or CNOG, are united in their position that the terms of trade for beef remain unchanged in the renegotiations.



CCA at NCBA's summer meeting in Denver: CCA President David Haywood-Farmer in Denver, in between meetings, in discussion with Greg Hanes, Vice President, International Marketing Program - U.S. Meat Export Federation, Hugh Sanburg, Cattlemen's Beef Promotion & Research Board member, Todd Inglee, President, Colorado Cattlemen's Association, and Jaret Moyer, Executive Committee, National Cattlemen's Beef Association. *Photo credit: David Moss.*

CCA brings Canadian industry perspective to PNWER 2018

CCA representatives participated in the Pacific Northwest Economic Region (PNWER) summit in Spokane, Washington, recently to ensure the perspectives of the Canadian beef industry are heard on regulatory and trade issues impacting the cross-border livestock trade.

Improvements in cross-border processes, including electronic certification, customer service and harmonized traceability capabilities, were a central point of discussion for the summit's agriculture working group. Other discussions focused on emerging animal disease awareness and surveillance, as well as zoning options. The renegotiation of the North American Free Trade Agreement (NAFTA) and the impact of tariffs was also discussed.

The annual PNWER summit provides an opportunity for cross-border collaboration on emergency preparedness for foreign animal diseases, improved traceability, promotion of the use of electronic-certification, ensuring animal welfare of transported feeder and replacement cattle, and the reduction of regulatory redundancy and costs to cross-border commerce.

The CCA's involvement in the cross-border livestock health sessions under the agriculture working group is key, as the group provides input on cross-border agricultural trade issues to decision makers in Ottawa and Washington, D.C.

CCA Animal Care and Health Committee Staff Jill Harvie co-chaired the cross-border livestock health portion of the conference with Washington Assistant State Veterinarian Dr. Amber Itle.

CCA Executive Vice President Dennis Laycraft was part of a panel discussion on livestock trade implications and sector impacts to beef and other animal proteins.

CCA General Manager David Moss, Alberta Beef Producers Director Sheila Hillmer, Saskatchewan Cattlemen's Association Director Joe Jackson and Canadian Cattle Identification Agency General Manager Anne Brunet-Burgess, also participated.

CCA, as part of the agriculture working group, has advanced some key issues since the last summit.

Support for electronic certification continued. The United States Department of Agriculture (USDA) and the Canadian Food Inspection Agency (CFIA) are working towards an 'e-certification' launch in the third and fourth quarters of 2018, respectively. CFIA is using a staged process with the 'my CFIA' portal, where exporters can register now in preparation for the year end staged launch of the technology. E-certification will enable the uninterrupted flow of cattle across the border while meeting requirements, and improve animal welfare concerns of the current system by reducing stock injuries related to unloading animals.

In the fourth quarter of 2017, the CCA succeeded in modernizing the border



CCA EVP Dennis Laycraft & SCA Director Joe Jackson provide Canadian industry perspective on border issues at PNWER summit.

Photo credit: Jill Harvie.

requirements around live cattle trade pertaining to bovine spongiform encephalopathy (BSE) implemented by the U.S. In particular, the U.S. eliminated the requirement for Canadian cattle exported to the U.S. to be born after March 1999, given the extreme unlikelihood that any more than a handful of 18-year-old cattle exist and if so, a virtual certainty that none would be shipped today. While it remains a requirement that the cattle be born after March 1, 1999, as of October 2017 the export certificate no longer required the age of the cattle to be stated.

For breeding cattle, there's been some progress on the effort to ensure that all states harmonize with the USDA-APHIS regulation that provides an option of permanent identification in the form of either a CAN brand or ear tattoo. With just three states left to do so, the effort to encourage harmonization with the USDA requirement of a CAN brand or Tattoo will continue.

USDA remains firm in its position that it is not prepared to eliminate the CAN brand requirement until Canada's BSE risk status changes from controlled to negligible, in line with the U.S.'s current status. Since 2015, the CCA has been advocating for a modernization of the BSE chapter of the World Organisation for Animal Health (OIE) Terrestrial Code, specifically regarding the criteria around eligibility for negligible risk status. As the world gets closer to BSE eradication, the CCA has been promoting the concept that the OIE's emphasis should be on encouraging strong controls and appropriate surveillance.

CANFAX MARKET BRIEFS

Week ending August 3rd, 2018

(in Cdn\$)	This wk.	Change
↓ Fed Steers	146.22	-3.61
↓ Fed Heifers	144.58	-3.82
↑ Feeder Steers	---	+0.36
↑ Feeder Heifers	---	+1.55
↓ Cdn Feeder Index	200.98	-0.93
↓ D2 Cows	94.43	-0.32
↑ Slaughter Bulls	114.90	+0.17
(in US\$)		
↑ CDN Spot Dollar	76.84	+0.30
↑ Aug Live Cattle	108.60	+0.65
↓ Aug Feeder Cattle	151.20	-0.23

Traceability update

The Canadian Food Inspection Agency (CFIA) recently revised the anticipated date for the publication of draft regulations pertaining to livestock traceability in Part I of the Canada Gazette to spring 2019 from fall 2018.

The annual review of animal indicators will take place prior to the publication of the draft regulations. Recommendations from responsible administrators on the approval or revocation of animal indicators shall be provided to the CFIA before November 1, 2018.

The CCA will continue to work with CFIA to clarify definitions that may appear in the regulatory text and ensure that movement reporting upholds industry traceability principles and reflects the Cattle Implementation Plan (CIP).

The CCA will also be seeking commitment from the federal government to work with industry on a financial map that sees uniform coverage of the costs across the country to ensure we remain competitive and viable.

CCA continues to urge livestock operators to ensure they have a valid Premises ID number and record it in the Canadian Livestock Tracking System (CLTS) well in advance of the final version of the proposed regulation, anticipated to be implemented in 2019.

Issues Management Monthly: Measuring progress

The Issues Management Monthly column highlights the work being done to address beef industry issues by Canadian Cattlemen's Association (CCA) staff, featuring Manager, Public and Stakeholder Engagement Tom Lynch-Staunton.

On April 1, 2018 we entered into a new funding model for the Canadian Beef Cattle Check-Off. The most significant changes to the national check-off were the increase to \$2.50 per head from \$1 per head, and the official creation and funding of an issues management program, now known as Public and Stakeholder Engagement. In addition to funding marketing (Canada Beef) and research (Beef Cattle Research Council), the national check-off enables investment into addressing consumer concerns and issues impacting public confidence and trust in how we raise beef. With the Issues Management pilot project now wrapped up, it is a good time to reflect on the major and recurring issues we have dealt with over the past two years and anticipate the challenges we will face going forward in terms of how to measure our progress in building public trust in a meaningful and transparent way.

The two issues we have dealt with the most over the last two years have been public perception about 1) the environmental impacts of beef production and 2) the nutritional benefits of eating beef. Of course, many times these issues become interrelated, for instance, when we see people encourage others to eat less meat for reasons they've linked to the health of the environment. This increase in public discourse around issues like climate change, or revisions to Canada's Food Guide, for example, is likely due to a general overall heightened awareness given both have been in the news a lot and are a source of public interest. The Public and Stakeholder Engagement team, which includes me and Stina Nagel, and our national



and provincial partners has largely focused on addressing misleading claims in the media on beef nutrition and beef's impact on the environment. Fortunately, we have many good stories to tell, and many avenues with which to communicate them to diverse audiences including industry staff, producers, and partners in academia or government.

I believe we have already made a positive impact. That being said, it is hard to measure if we have actually made an impact on public trust or not. Fortunately, with increased funding, we will be

able to invest in projects and partner with organizations that can measure changes in public and consumer perceptions about a product and how it was produced. For example, we will be able to work with groups like the Canadian Centre for Food Integrity which is already developing baselines in public perception with the intention of measuring the impacts of the actions we take. That way, we can adjust our actions if we aren't moving the needle or redirect resources to higher priorities.

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Issues Management Monthly: Measuring progress (*continued...*)

Of course, we will be able to get some indication of impact already such as changes in consumer demand for beef. Generally, if consumers are willing to continue to pay higher prices for beef, it means they remain confident in the product and by extrapolation, we must be doing something right. The trouble with this is to pin-point our activities that contributed to a positive perception. Then we need to determine how resilient that favourable perception is, or if it will be vulnerable to being undermined by misleading information. Monitoring in this area will provide clues over time to inform our activities that will see consumers remain confident in paying for beef and feel good about choosing to do so.

One of the goals of the Public and Stakeholder Engagement program is to prevent consumer issues from becoming crises, or from causing unnecessary damage to our industry. However, how does one measure an “avoided” crisis or issue? If we weren’t able to build a relationship with Earl’s, what would the impact have been if they continued to sell what consumers were led to believe to be the only “humanely” raised beef in North America? Things like the recommended revisions to Canada’s Food Guide to encourage more plant-based proteins over animal-based proteins could damage public perception of beef, for misguided reasons. If no one in our industry challenged these issues, how would anyone ever know we had concerns or question the wording of the proposed changes?

Just having the ability to respond with the people and resources will go a long way in maintaining public confidence. We know that if we don’t

respond to misleading articles and statements, then certainly no one is going to hear our messaging - much like in hockey, where if you never shoot at the net, it’s pretty much guaranteed you won’t score. But if we are able to respond, consumers will hear the other side of the story, which is our story. I recently sat on a panel for a public forum at the University of Calgary with approximately 300 attendees talking about sustainable beef. Afterwards, many people seemed to be quite receptive to my points, and I sensed they were relieved to know that they can continue to enjoy eating beef and be assured that they are not ruining the environment in doing so.

The Public and Stakeholder Engagement team can measure its outputs, for example, the number of articles and fact sheets we have written or interviews in the media that we have accommodated. We have rough estimates on the costs of addressing issues, and the savings involved in reducing duplication among our industry organizations.

The real challenge will be in measuring the impact of our actions on public perception, and how any change in perception results in increased purchasing behaviour or further advocacy. Now with new investment in the national check-off, we can start to measure whether we are having an impact and create a more targeted strategic response. Once we have this information, we will be able to invest producer’s dollars where we have the most impact.

GRSB releases statement on Antimicrobial Stewardship

The membership of the Global Roundtable for Sustainable Beef (GRSB) has voted overwhelmingly to approve a global Statement on Antimicrobial Stewardship to recognize the urgency with which action against the development of Antimicrobial Resistance (AMR) needs to be taken.

The statement reflects what GRSB members believe should be done by the beef value chain to manage antimicrobials responsibly. This guidance is especially important for places in the world that lack structures to support responsible antibiotic use, said GRSB President Nicole Johnson-Hoffman, of OSI Group, LLC. “Just 89 countries report having a system in place to collect data on the use of antimicrobial agents in animals (OIE, 2015) and roughly 40 percent of countries report they have yet to develop national action plans; it is clear to our membership that action needs to be taken.”

The GRSB Antimicrobial statement is in alignment with World Organization for Animal Health (OIE) guidance and equivalents adopted in other countries for antimicrobial use in cattle. It provides suggestions to aid cattle producers and the veterinary profession in maintaining herd health and welfare, as well as economic viability. The GRSB worked collaboratively with members and specialists over several months to produce the statement, and after two rounds of membership consultation, the members voted to approve its release.

CCA Vice President Bob Lowe represents the CCA on the Canadian Roundtable for Sustainable Beef, which is a member of the GRSB. CCA Executive Vice President Dennis Laycraft currently serves as GRSB Past President following a two-year term as president.

The CCA has a proven history of shepherding and promoting the responsible and judicious use of antimicrobials. The CCA participated in the [Federal Action Plan on Anti-Microbial Resistance](#). First announced in April 2015, the proposed measures were developed through consultation with the Canadian beef industry and other stakeholders and are consistent with the CCA’s position regarding own-use importation (OUI) of veterinary drugs and the importation of active pharmaceutical ingredients (APIs) for veterinary use established more than a decade ago.

These amendments advance the integrity of our industry’s contribution to reducing the risk of antimicrobial resistance, while preserving our access to treatments for animal disease, as part of our commitment to animal welfare.’

[Click here to view the GRSB news release in full.](#)



CANADIAN
CATTLEMEN'S
ASSOCIATION

Register now for CRSB AGM

The Canadian Roundtable for Sustainable Beef (CRSB) Annual General Meeting will be held September 19 & 20, 2018 at the Sheraton Suites Calgary Eau Claire hotel in Calgary AB. CRSB's AGM is being held in collaboration with the CCA, who is hosting a western Canadian tour of the International Beef Alliance. CRSB will be sharing some activities throughout the event to provide an opportunity to network and connect with beef producers from Canada, U.S., Mexico, Paraguay, Brazil, Australia and New Zealand.

The early-bird rate is available until August 31. To register, and for more information, click here:

<https://www.eventbrite.ca/e/crsb-annual-general-meeting-tickets-48289889359>

Low-stress weaning benefits on several levels

Weaning can be a stressful time for cows, calves, and producers alike, but it doesn't have to be. Low stress weaning has many benefits for beef producers, including being able to go to bed at night with a yard full of quiet cattle. Producers say that after switching to low stress weaning they have noticed better performance post weaning as well as lower disease rates in calves.

For more on the science behind low stress weaning check out

<http://www.beefresearch.ca/blog/low-stress-weaning-benefits-on-several-levels/>

or to read about producers who have large herds and are using low stress weaning on their operations visit:

<http://www.beefresearch.ca/blog/producers-with-large-herds-are-believers-in-low-stress-weaning/>



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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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