



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

In This Issue...

- Cabinet shuffle
- Trade statistics indicate early positive gains in Japan import volumes
- Revised Health of Animals – Transport Regulations announced
- CCA discusses impact of regulatory structure on small businesses with Standing Committee of Industry
- Conservationists should promote benefits of cattle grazing to ecosystem health, biodiversity
- Nominate an outstanding researcher by May 1

Cabinet shuffle

Friday's cabinet shuffle by Prime Minister Justin Trudeau contained a major move of interest to Canada's beef industry. **Marie-Claude Bibeau**, formerly Minister of International Development, is the new Minister of Agriculture and Agri-Food – and notably the first female agriculture minister in Canadian history.

Lawrence MacAulay, Canada's Agriculture Minister since November 2015, is now Minister of Veterans Affairs and Associate Minister of National Defence.

Maryam Monsef retains her role as Minister for Women and Gender Equality and also becomes Minister of International Development.

The Canadian Cattlemen's Association (CCA) thanks Minister MacAulay for his hard work and dedication over the last three plus years in representing Canadian agriculture and Canada's beef producers. We look forward to working with Minister Bibeau, who comes from a rural riding in Quebec.



CANADIAN
CATTLEMEN'S
ASSOCIATION

CANFAX MARKET BRIEFS

Week ending March 1st, 2019

(in Cdn\$)	This wk.	Change
↑ Fed Steers	150.19	+2.09
↑ Fed Heifers	149.00	+2.52
↓ Feeder Steers	--	-3.05
↓ Feeder Heifers	--	-2.12
↓ Cdn Feeder Index	178.48	-5.09
↓ Cdn Calf Index	207.02	-2.43
↑ D2 Cows	83.75	+0.61
↓ Slaughter Bulls	95.29	-0.21
(in US\$)		
↑ CDN Spot Dollar	75.94	+0.16
↑ Feb Live Cattle	129.95	+2.32
↓ Mar Feeder Cattle	142.88	-0.35

Trade statistics indicate early positive gains in Japan import volumes

The Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) came into effect on December 30, 2018. The CCA has been monitoring the uptake of Canadian beef in Japan since the first scheduled tariff cut on December 30, which reduced the high Japanese beef tariff of 38.5 per cent to 27.5 per cent on Canadian fresh beef and to 26.9 per cent on frozen beef.

The CCA has now received the very first Japanese import statistics since the tariff dropped and they show early positive volume gains in imports of Canadian beef. The volume for January 2019 was 3,545 MT, more than triple the volume of December 2018 at 1,282 MT, and nearly that again compared with January 2018 at 1,007 MT. The January 2019 volume is also higher (57.6%) than the average per month shipment in 2018. Before CPTPP, Japanese importers had to carefully manage their purchases so as not to exceed safeguard triggers which would

cause the tariff to increase to 50 per cent. This concern no longer exists under CPTPP. The CCA will continue to monitor the volumes over the next several months for indications of longer term trends.

On April 1, 2019 Canada will enjoy a second cut in Japan down to 26.6 per cent on both fresh and frozen and further reductions over several years that will eventually lower tariffs to nine per cent.

Canada is among the initial six CPTPP signatories of Japan, Mexico, Singapore, New Zealand and Australia, for whom the agreement came into force on Dec. 30. On January 14, 2019, Vietnam implemented the CPTPP, making it the latest member country to do so. The CCA expects the remaining four member countries to continue their own processes so that the CPTPP will be in force amongst all 11 signatories sometime in 2019.

Revised Health of Animals – Transport Regulations announced

A day after the CCA appeared before the Standing Committee of Industry, Science and Technology to discuss the key principles underpinning good regulatory structure, (see story below), the Government of Canada published the revised Health of Animals – Transport Regulations. It is the CCA's view that the revised regulations fail the test of the principles for good regulatory structure we outlined to the committee the day prior. The revised regulations ignore the Government of Canada's own research and were released prior to the completion of ongoing research that would inform a decision on how to change the regulations to ensure the best outcomes for animal care. This research will inform science-based industry best practices to ensure animal welfare is safeguarded during transport.

As such, the CCA anticipates the revisions will likely increase stress to cattle and opportunity for injury. To read the CCA's statement on the revised Health of Animals – Transport Regulations, [click here](#).



CCA discusses impact of regulatory structure on small businesses with Standing Committee of Industry

The CCA appeared before the Standing Committee of Industry, Science and Technology recently to provide input into the committee's study of the impact of Canada's regulatory structure on small businesses. As Canada's beef industry is composed primarily of family-run operations that fall under the small business umbrella, the CCA was pleased to provide an overview of the main elements of a regulatory system from the beef producer perspective.

The CCA's John Masswohl told the committee of the CCA's preference for a risk based, scientific regulatory system that enhances predictability, credibility and transparency. The CCA believes that the government is responsible for providing a regulatory framework that protects public health and food safety, protects animal health and welfare, and sustains the environment in a manner that contributes to competitiveness and innovation. Thus, government regulations must be based on appropriate management of real risks and an accurate analysis of the costs and benefits of these regulations. Canada must maintain a science-based approach to regulatory decision-making to provide industry with a predictable, credible, consistent and transparent regulatory environment, he said. Unfortunately, recent regulatory proposals in Canada have included changes that industry believes are not rooted in scientific evidence, Masswohl noted, citing the recently released revised regulations to the Animal Transport regulations and Health Canada's proposed Front of Package (FOP) Labelling Regulations.

Another element of a successful regulatory system from the beef sector perspective would be to pursue outcome based flexible alternatives versus prescriptive tactic-based regulations. Masswohl encouraged the committee to undertake an examination of how regulatory approaches can be made outcome-based, to ensure the best results are attained and also to support new and more efficient approaches to achieving regulatory objectives.

Ensuring that service standards are based on the speed of commerce is another priority for the beef sector. This is particularly important as we deal with outcome-based decisions. Decisions on service standard need to be made in a timely fashion, otherwise they become a serious impediment

to industry's capability to service new market opportunities.

Regulations that enhance competitiveness and support innovative products and inputs is another key element. It is imperative that Canada's beef industry has access to competitively priced inputs and that the business in Canada supports the development of new innovative inputs that could potentially reduce production costs. This is particularly important as Canada is a relatively small market in terms of population and industry size, which can in itself be a disincentive for companies to pursue commerce in Canada and register new products.

The beef industry needs better access to affordable skilled labour. There is a shortage of skilled labour that has skills attuned to the needs of the agriculture and processing sectors. Our production methods and systems, starting with animal handling, are amongst the most sophisticated in the world. Finding properly skilled employees that want to work and live in rural Canada is a large challenge. There is a very large need to see changes to the temporary foreign worker program and immigration processes to make them more efficient, timely, and to facilitate permanent immigration status.

The CCA asks that government strategically address national labour shortages and ensure a strong domestic labour supply into the future by facilitating the implementation of the long-term elements of the Canadian Agriculture & Agri-Food Workforce Action Plan.

Finally, international harmonization or equivalency of regulations is a must. The CCA encourages an ongoing effort to increase the extent to which Canadian regulations are harmonized or deemed equivalent with other jurisdictions.

Masswohl said Canada has been usefully engaged with the U.S. over several years with initiatives such as Beyond the Border and the Regulatory Cooperation Council. There are several agriculture and beef related work areas under those initiatives where the CCA believes positive outcomes can be achieved. As Canada opens new trade agreements, there remains much scope to pursue such initiatives with other trading partners as well, he said.

Conservationists should promote benefits of cattle grazing to ecosystem health, biodiversity

Grazing cattle are essential to the health of grassland ecosystems and endangered species protections and recovery and its high time the conservation community voiced this truth to their counterparts and the general public. This is one of the themes coming out of the 12th annual Prairie Conservation and Endangered Species Conference held in Winnipeg recently. The conference, held every three years, brings conservationists together from across Canada to share ideas, research and project updates. More than 300 people attended the event themed “Working Landscapes.”

Tim Sopuck, chief executive officer with the Manitoba Habitat Heritage Corporation (MHHC), has been working in conservation for four decades doing habitat and species projects with beef producers and land managers. The MHHC plays a key role in delivering Species At Risk Partnerships on Agricultural Lands (SARPAL) projects in Manitoba. Sopuck told the audience that the conservation community and livestock producers must overcome past differences, past animosity, and work together to conquer perceptions that beef is bad for the environment. He clearly placed most of the weight of getting the message out onto the shoulders of the conservation community.

“What are we conservationists giving back in this relationship with livestock producers? It’s an asymmetric relationship right now,” he said.

Interestingly, at the CCA’s 2018 semi-annual meeting, the environment committee had guest speaker Tim Hardman, beef director, sustainable food, World Wildlife Fund U.S., speak on how cattle can contribute to biodiversity. Hardman’s presentation explained the importance of balance in an ecosystem and how some ecosystems, and the species within them, depend on grazers to properly manage the land for that balanced target. When this is done well, it can lead to great results, for the producer, the wildlife and the entire system.

Cattle producers understand the crucial role grazing cattle play in the health and biodiversity of grasslands. Conservationists know it too, and that in the Great Plains region the grazing livestock industry offers conservation groups the greatest gains from a strategic alliance with the industry, Sopuck noted. He stressed the importance of the conservation community in speaking up and publicly supporting grazing cattle on grasslands and the beef industry as a whole; and that support must come unconditionally and not just when cattle producers are in the room.

“Tell it from the perspective of conservation using your words. Support the social acceptance of beef cattle with independent communications and marketing noting the conservation benefits of cattle on grasslands,” he added.

Sopuck figures the conservation community can help develop cattle-friendly policy and advocate that eating meat is okay, beef is healthy and if it’s cow-calf on grasslands, also bird friendly and an enviro-choice product. His concluding call-out to the conservationists in the room proved poignant: “Let’s start by understanding who our friends are and act in ways that mean something to [producers]. And say it to your conservation colleagues, to your vegetarian friends and to consumers out there,” he said.

Christian Artuso with Bird Studies Canada echoed Sopuck’s comments in his presentation titled Conservation Grazing – The Last Hope for Grassland Species At Risk. “We need recognition at the conservation level on the prairies the critical role cattle play in the biodiversity of this region,” he said “And recognize the need to publicize this.”

The 2016 State of North America’s Birds report recognizes livestock grazing on well-managed grasslands as crucial to the protection of bird habitat. The report suggests that grassland policies in North

America need support and strengthening in order to ensure producers can continue to practice sustainable livestock grazing and protect important breeding bird habitat. The 2016 report from the North American Bird Conservation Initiative – Canada (NABCI) found that grasslands in North America are under pressure from cropland expansion and residential development, activities which threaten both bird habitat and the ranches that maintain these important grasslands for cattle. The findings echo that of the 2012 State of Canada’s Birds report, which recognized cattle grazing as a positive practice that can help to preserve habitat for birds. The 2012 report also let Canadians know that their lifestyle choices can help grassland birds: “Including bison, beef and other range-fed meat in your diet encourages the retention of pasture land,” the 2012 Canadian report said.



Dr. Christian Artuso of Birds Studies Canada gives a guest lecture to Fanshawe College culinary school staff and students (London, ON) on the ‘beef & bird’ relationship, stressing that cattle are vital for grassland ecosystems and biodiversity. As culinary communities build their menus and speak to customers about choosing sustainable foods, this audience needs to hear how beef belongs in our landscape.
Photo credit: Canada Beef



CANADIAN
CATTLEMEN'S
ASSOCIATION



Nominate an outstanding researcher by May 1

The Canadian Beef Industry Award for Outstanding Research and Innovation is presented by the Beef Cattle Research Council (BCRC) each year to recognize a researcher or scientist whose work has contributed to advancements in the competitiveness and sustainability of the Canadian beef industry.

Nominations are welcome from all stakeholders of the Canadian beef industry and will be reviewed by a selection committee comprised of beef producers, industry experts and retired beef-related researchers located across the country.

Benefit to the industry must be evident in a strong research program aligned with industry priorities, a demonstrated passion and long-term commitment through leadership, teamwork, and mentorship, involvement in ongoing education and training (where applicable), and active engagement with industry stakeholders.

Nominations for the 2019 award will be accepted until May 1, 2019. The 2019 award will be presented at the Canadian Beef Industry Conference in August.

Learn more and find the nomination form at <http://www.beefresearch.ca/about/award.cfm>

CCA Action News

Staff Contributors: Larry Thomas, John Masswohl, Beef Cattle Research Council, Canfax
Edited, compiled and/or written by: Gina Teel

Ad Standards™



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

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

Visit www.cattle.ca and click on "Sign-up for Action News"

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:

1101, 350 Sparks Street, Ottawa, ON K1R 7S8
Phone: 613.233.9375 Fax: 613.233.2860