Canadian Cattlemen’s Association

News Release

Canadian Cattlemen’s Association Board Unanimously Approves Strategic Plan

August 20, 2004

The Canadian Cattlemen’s Association (CCA) today unanimously agreed to a strategic plan for the Canadian beef cattle industry. The plan will assist the Canadian beef cattle industry to recover from the current BSE crisis and be better able to withstand trade disruptions in the future. The strategic plan was debated at the CCA Semi Annual Meeting and Convention held August 18 to 20 in Calgary.

Key features of the plan include increasing slaughter in Canada and delaying cattle marketings to better manage marketings to capacity until additional capacity is available. Other aspects include a marketing plan for additional beef produced in Canada, targeted testing of older animals in support of the Canadian Food Inspection Agency’s surveillance program, and alternative tax strategies and cash advances/loan guarantees/debt restructuring to assist producers with current equity issues. Elements of the plan are interrelated and must be considered together.

“We have already had extensive discussions with senior government officials on aspects of this plan and will immediately continue those negotiations now that we have the go-ahead from the CCA Board of Directors,” says CCA President Stan Eby. “We believe that between unclaimed money in previous industry support programs and a reduction in claims to the Canadian Agricultural Income Stabilization Program, the strategic plan can be implemented with little additional cost to Canadian taxpayers.”

While final details remain to be worked out, the delayed marketing program that CCA is pursuing includes a voluntary fed cattle delayed marketing program and 2004 calf crop delayed marketing program. Fed cattle enrolled in the program would be held back from market for up to 90 days and would qualify for compensation for feed costs during that time, with additional cattle set aside as required over the minimum 24 month period the program would be in operation. Cattle enrolled in the voluntary 2004 calf crop delayed marketing program could not be sold as finished cattle for 12 months and would qualify for compensation for feed costs and would be eligible for a cash advance to assist with cash flow. Desired outcomes are to stabilize or increase cattle prices, and matching marketing of the 2004 calf crop to increased capacity, allowing for slaughter of the 2003 calf crop. CCA will meet with government to attain support for the strategy. Further announcements are pending.

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The complete strategic plan will be available on the CCA website [www.cattle.ca](http://www.cattle.ca) and through provincial cattle associations beginning Monday, August 23

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[www.cattle.ca](http://www.cattle.ca)

*CCA is the National Voice for the Beef Cattle Industry, representing over 90,000 Cattle Producers*