



Canadian Cattlemen's Association

News Release

November 21, 2003

Canadian Cattlemen's Association Comments on Program Announced by Federal Government

While the Canadian Cattlemen's Association (CCA) appreciates the Federal Government's concern for our industry, the association is not convinced that the program announced today will benefit beef cattle producers. If all the provinces agree to sign on to the program, it will provide up to \$159 per head for 8 percent of a producer's beef breeding herd. It also includes a \$1 per day payment to help cover the cost of continuing to feed these cattle until May 24. However the payment can only be collected when the cattle are slaughtered. Approximately 700,000 older cattle that are no longer needed for breeding or milking are slaughtered in Canada each year as a normal rate of attrition.

"The main flaw in the program is that the cattle must be slaughtered for the payment to be collected," says CCA President Neil Jahnke. "Experience has shown this will reduce the payment made by the marketplace for these animals, and little additional money will go into the producer's pocket. And it will still be difficult for producers in some parts of the country where there are no plants processing older animals to even get those cows to market in order to qualify for the payment.

"For the market value of older cattle to recover, we have to re-open export markets to beef from older cattle. It's recently been confirmed that the Philippines is re-opening to bone-in and boneless beef from cattle both over and under 30 months of age. This is positive news that we hope will influence other export markets to take the same step."

Today's announcement also included \$1.5 million for the Beef Information Centre, the CCA's market division. This funding will help maintain the viability of the Beef Information Centre so it can continue its work in increasing demand for all Canadian beef products. Over the past six months the Beef Information Centre has worked actively with Canadian restaurants and retailers to feature Canadian beef.

For further information:

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