



Canadian Cattlemen's Association
#310, 6715 – 8th Street N.E.
Calgary, Alberta T2E 7H7
Phone: (403) 275-8558
Fax: (403) 274-5686
www.cattle.ca

Canadian Cattlemen's Association Monthly Report **April, 2006**

By Cindy McCreath, CCA Communications Manager

New President Elected

The Canadian Cattlemen's Association (CCA) elected Alberta cattle producer Hugh Lynch-Staunton to the position of President at the organization's Annual General Meeting held March 29 – 31 in Ottawa. Stan Eby, who led the organization for the past two years during some of the most difficult days of the BSE crisis, has had his term as President expire and now moves into the position of Past President.

Lynch-Staunton and his wife Betty live in Lundbreck in southern Alberta where they and their sons Jim and Tom run a cow-calf and background operation and a mixed grain farm. He has a long history of serving his community and the agriculture and cattle industries, including as a Director of the Alberta Cattle Commission and Beefbooster Cattle Alberta. He has been President of the Western Stockgrowers' Association and Pincher Creek Agricultural Development Committee and formerly served CCA as Vice President and Chair of the Finance Committee.

Elected Vice President is Brad Wildeman, a cattle feedlot operator from Lanigan, Saskatchewan. Wildeman is President of Pound Maker Agventures Limited and a Director with the Saskatchewan Stock Growers. He has been Chair of the CCA Foreign Trade Committee throughout the BSE crisis and also represents CCA on the Canadian Agri-Food Trade Alliance.

R-CALF Denied in U.S. District Court, Montana

The request by U.S. trade-protectionist group R-CALF for a permanent injunction against Canadian live cattle and beef has been denied by the U.S. District Court in Billings, Montana. The case had been pending before Judge Richard Cebull of that court since July. On April 5 Judge Cebull issued his order denying R-CALF's motion for summary judgment.

R-CALF has the right to appeal Judge Cebull's decision to the Ninth Circuit Court of Appeals. However, it was the Ninth Circuit that reversed the preliminary injunction ordered by Judge Cebull that temporarily halted the border re-opening to Canadian live cattle imports last year. The Ninth Circuit also denied R-CALF's request for a rehearing of that reversal.

Canadian Cattlemen's Association President Hugh Lynch-Staunton notes that several issues remain to be resolved before North American trade is completely normalized, especially reopening the border to over 30 month cattle and beef and breeding cattle. The CCA continues working to achieve normalized trade in all markets.

2006 AGM Resolution Highlights

All resolutions brought forward to the Canadian Cattlemen's Association Board of Directors at the 2006 Annual General Meeting were passed by the Board. Here are some of the highlights:

- CCA will explore compensation options for sheep and goats for potential death losses from anaplasmosis or bluetongue. The CCA wants the government to lower the status of these diseases to annually notifiable to remove trade barriers against U.S. cattle imports, a major trade irritant. The sheep industry has expressed concern over the cost to their producers should any death losses occur.
- CCA will explore costs, benefits and feasibility of a live cattle movement/tracking system beyond the current premise of origin-based traceback system.
- CCA approved guiding principles for safety net programs. Of primary concern is developing a program for disaster protection as opposed to income fluctuation. Programs must be as market neutral as possible and structured to minimize influence on business decisions; they should not alter competitive balance within the industry, including regional and sectoral; and should allow the cattle industry to be driven by clear market signals. Any programs must be structured to minimize risk of foreign trade action, and be transparent and predictable. The cattle industry needs a voice in program policy direction.
- CCA passed a resolution supporting the concept that farm fed grain be included in any programs for grains and oilseeds.

Canadian Beef Receives Good Reviews from Japanese Consumers

Canada's beef industry is working hard to re-establish itself in the Japanese market and early response is encouraging. A Canadian contingent participated in FOODEX, Japan's largest food and beverage trade show, which brings together over 2000 exhibitors from more than 70 countries. The Canada Beef Export Federation (CBEF) and several beef exporters represented Canadian beef at the recently concluded show. CBEF promotes Canadian beef in Japan and other non-U.S. markets. The Canadian Cattlemen's Association is a member of CBEF.

Cam Daniels, CBEF Vice President, Export Services, attended FOODEX in Japan. He says, "For the first time in several years we were able to display our Canadian beef proudly, knowing that the market is now open to Canada. It's a good feeling to be back in the market. It was a thrill for me to be in Japan visiting the retail outlets and to see Canadian beef products once again displayed proudly on the Japanese retail counter."

Canadian marketing efforts include several tasting and sampling promotions at Japanese grocery stores. All available Canadian beef is moving through the system well.

BIC Project Focuses on Ground Beef Nutrition

Increasing consumers' perception of the healthfulness of ground beef is an important strategy for the Beef Information Centre (BIC) in this post BSE era. Until borders open to all classes of beef, the Canadian market will need to absorb all the beef from mature cattle, much of which sells as ground beef. Ground beef is one of the beef industry's best "value" products – competitively priced, versatile,

convenient, tender, tasty, and with all the same nutrients as steaks and roasts. Unfortunately, consumers perceive ground beef to be less healthy than steaks and roasts. In fact, lean and extra lean ground beef qualify for Health Check™, an education program of the Heart and Stroke Foundation of Canada, designed to help Canadians make healthy food choices.

The BIC, a division of the Canadian Cattlemen's Association, has been encouraging retailers to adopt the Health Check™ program for lean and extra lean ground beef but were looking for other avenues to position these products as healthy choices. As part of their work focusing on nutritional benefits of beef, BIC is sponsoring the Heart and Stroke Foundation of Canada's newest cookbook, "*The Best of HeartSmart™ Cooking*". BIC has also developed and distributed a new booklet, "*HeartSmart ... Cooking with Lean Ground Beef*", featuring recipes from the cookbook, along with nutritional information on the benefits of lean and extra lean ground beef. Over one million copies of the booklet were inserted in the January issue of Reader's Digest and a further 700,000 were distributed in participating grocery stores.

Free copies of the booklet "*HeartSmart ... Cooking with Lean Ground Beef*" are available by calling the Beef Information Centre's toll-free number 1-888-248-BEEF (2333) or by ordering a copy on line at www.beefinfo.org.