



Canadian Cattlemen's Association

Monthly Report

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In this edition...

- Canadian Beef Advantage unveils brand mark and appoints National Co-ordinator
- COOL in effect September 30
- 2008 National Convention and Semi-annual Meeting
- Environmental Stewardship Award honours Saskatchewan ranchers
- Speak up for the industry - it's your opportunity
- On-Farm Equipment Purchase Assistance Deadline Extended
- Johne's Project receives funding
- Protecting cattle during transport
- Maximizing grazing practices - register for grazing mentorship
- Receive CCA news instantly; plus weekly market development reports
- CCA Updates

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Canadian Beef Advantage unveils brand mark and appoints National Co-ordinator

Differentiating Canadian beef from the competition, is critical to sustaining our industry long-term. To achieve this, the CCA's comprehensive Canadian Beef Advantage (CBA), program aimed at attracting consumers to choose Canadian beef, recently took two significant steps. CCA unveiled the industry's new tangible brand mark and appointed a National Co-ordinator to provide leadership and facilitate the information exchange system.

As a highly-visible tool for differentiating Canadian beef from its worldwide competition, the new CBA logo symbolizes the superior attributes of Canadian high quality, grain-fed beef and cattle. It promotes the benefits of choosing Canadian beef from farm to fork, including production practices, environmental stewardship, beef quality and yield advantages, plus our global animal health status (recognized by the World Animal Health Organization - OIE) and food safety practices. It also supports the CBA objective for 'maximizing' the value of every cut and product from each animal. Although approved, the logo will not be published until trademark searches and the registration process are completed.

In November, Larry Thomas joins the CCA as the National Co-ordinator for the CBA program providing the national-level focus required to achieve the CBA objectives. His extensive experience in the beef cattle industry, and communicating across the ag sector, will make a significant contribution to the success of the CBA program. He will work closely with industry stakeholders across all sectors. Larry's pivotal role will establish and ensure information flows among stakeholders, plus promote the related production programs including 'age verification' and 'Verified Beef Production'.

Telling the good news about Canada's beef cattle industry, through the CBA, will assist in securing domestic and international market opportunities. In addition to helping regain full access to existing export markets and expanding opportunities in new markets, it will help mitigate some of the negative impact of U.S. Country-of-Origin Labelling (COOL) and highlight our proximity to the U.S. as a 'just-in-time' fresh beef import supplier.

COOL in effect September 30

The final interim rule for implementing mandatory Country of Origin Labelling (COOL) legislation is now in effect. Released by the United States Department of Agriculture (USDA), the rule details the requirements for handling and processing of cattle and beef for the industry in Canada and the U.S. The USDA website provides additional guidance.

Contesting the legislation, the CCA and the Canadian Pork Council issued joint comments to the USDA, echoed by the National Cattle Feeders Association. Our concern continues regarding the law inflicting new costs into the cattle-raising and beef-processing systems, with little benefit, and Canadian producers bearing the brunt. For example:

- Mandatory segregation of Canadian cattle, either in U.S. feedlots or packing facilities, is already impacting the industry. Although some flexibility exists in using the so-called "multiple origin" label, where Canadian and U.S. born cattle are co-mingled, some U.S. packers are electing to restrict some facilities to U.S. born cattle only. Canadian cattle now have fewer marketing options and have to be trucked much greater distances.

Continued on page two...

- Identification requirements for imported live animals starkly contrast rules applied to U.S. born livestock. Imported livestock require extensive records from field to processor, also mandating identification tags or tattoos, in contrast to U.S. born animals which require no similar tracking or identification processes.
- Processed food labelling unfairly targets ground meat, hamburger and patties – a big concern for US retailers and processors too. We believe that meat which undergoes further processing in a US facility, whether ground or combined with other ingredients, should no longer be called Canadian.

The current U.S. Administration indicated it plans to offer education and outreach programs for the first six months - until March 31, 2009. However, this doesn't preclude the next Administration from taking a different approach when it assumes office. It is important for everyone to make their best effort to comply with the new provisions.

The impact of COOL is already being felt. The highly-integrated North American livestock industry is in a state of confusion on both sides of the border. With interpretations of the rule changing weekly at times, some processors and packers, have restricted processing of Canadian livestock to a few locations or to a few designated days, forcing producers to transport livestock over much greater distances. Some pork customers in the U.S. now refuse to take any Canadian pigs. We expect more negative impact on volume and prices, as some traders adopt a 'wait-and-see' approach to Canadian cattle markets.

Although the USDA states that the rule is fully consistent with U.S. trade obligations, we don't agree. We believe COOL violates the U.S. obligations under the North American Free Trade Agreement (NAFTA) and the World Trade Organization (WTO). Efforts to reverse some of the USDA's interpretations are underway by COOL proponents in the U.S. Congress and Senate. However, the CCA is particularly concerned that a new Administration in 2009 might take the opportunity to make COOL even more trade restricting.

We continue to call upon the Government of Canada to press our trade rights and seek the repeal of this law. The Conservative Government plans to take action, according to Minister Ritz,

who announced during the federal agriculture debate on September 29, that he will initiate a WTO trade panel once COOL is implemented. We expect the Government to follow-up on that commitment.

To make a strong legal and political case at the WTO level, requires tangible proof. Starting now, we ask that producers and processors thoroughly document evidence of trade injury and notify their provincial association or the CCA. Over the coming weeks, we will keep you posted on COOL developments, including updates on issues of trade injury.

To learn more about COOL, including its impact on trade, visit www.cattle.ca, go to the CCA homepage and click on "COOL Updates".

For impact on the meat product trade and issues facing packers and processors, visit <http://MeatCool.info>.

2008 National Convention and Semi-annual Meeting

In August, delegates and industry partners gathered in Winnipeg for the semi-annual look at issues facing the industry. Significant discussion took place on addressing high feed costs, regulatory burdens, continued international market barriers - including COOL, animal safety, as well as overcoming the 'disconnect' with urban consumers.

In a show of support for the future of the industry, delegates raised \$2,360 for the Manitoba 4-H Beef group and National 4-H Council.

Environmental Stewardship Award recognizes Saskatchewan ranchers

The Campbell family of the B - C Ranch from Meadow Lake, Saskatchewan were recently honoured with the Environmental Stewardship Award (TESA). Given annually by Canada's beef cattle industry, the national award recognizes the accomplishments cattle producers make in their role as stewards of the land. Other nominees included provincial winners from Ontario, Saskatchewan, Alberta and British Columbia.

The Campbell's focus all their decisions to benefit future generations. With three generations living on the ranch, they recognize that the future is now. To ensure the

ranch remains socially, environmentally and financially sound, the Campbell's implemented several significant changes over the years. 'Leaving the land better than they found it', is the underlying principle to their holistic management approach.

To learn more about the 2008 TESA recipient and the other nominees, visit www.cattle.ca, go to the CCA homepage, click on Issues & Info - Archived News Releases.

Speak up for the industry – the opportunity is yours today

With the federal election now behind us, we hope producers continue to take the opportunity to keep MPs informed on issues facing Canada's beef and cattle industry. Keep the facts at your fingertips with the Federal Candidate Information Sheet, available on the CCA website. At the same time, check out the federal Conservative and Liberal Parties responses to these key issues prior to the election.

The CCA listened closely to the candidates during the campaign. For newly-elected MPs, we plan to hold them to their pledges to support the beef cattle industry. For example, the Conservative Government says it plans to restore fertilizer as an acceptable use for Specified Risk Materials (SRM), bringing Canada back in line with the U.S. approach – a promise made by Minister Ritz, on September 17, in Manotick, Ontario. We also want the government to act immediately to initiate its WTO trade challenge on COOL.

We must all work together to hold MPs accountable after the election. As significant members of Canada's true grass roots, keep reminding our politicians, and Canada, what this industry means for today and the future. Your voice counts. Together we can make a difference.

Deadline for on-farm equipment purchase assistance extended

Producers participating in a Verified Beef Production (VBP) workshop now have until December 31, 2008, to apply for equipment purchase assistance. Agriculture and Agri-Food Canada extended the deadline to enable more producers to take advantage of the funding available through the Canadian Food Safety and Quality Program.

To ensure equipment qualifies for funding under the program, eligibility should be assessed ahead of the time of purchase. In addition, producers are required to participate in a VBP program workshop.

To apply for the program benefits, copies of equipment purchase invoices must be submitted to the producer's VBP provincial coordinator no later than December 31, 2008. For producers purchasing equipment in December, and experiencing time constraints this fall, they may participate in a workshop in January 2009. Arrangements must be made in advance with the provincial co-ordinator, if a producer needs to use this option.

Visit www.verifiedbeef.org to find the contact information for the provincial VBP co-ordinators.

Johne's Project receives preliminary funding

Preliminary funding approval to advance the Canadian Voluntary Johne's Disease (JD) and Prevention Control Program was granted to the Canadian Animal Health Coalition, providing for involvement of the CCA and other industry stakeholders.

The four national objectives of the short-term project include:

1. Creating a business plan to enable the future delivery of a sustainable and proactive Johne's disease (JD) Program with a focus on addressing governance, communications, marketing and research coordination.
2. Developing an extension and marketing product for producers and practicing veterinarians to maximize Canadian JD Program understanding and uptake.
3. Designing an enhanced and simplified national JD Program, with associated recommended minimal standards and standardization processes, to enable national coordination and provincial delivery.
4. Signing a formal agreement between the national Program committee and the JD implementation working groups in Alberta, Ontario and Quebec that describes the relationship between the parties, including definition of respective responsibilities and national coordination roles. This will serve as a model for other provinces/regions.

Progress updates will be posted on the CCA homepage at www.cattle.ca.

Continued on page four...

Protect cattle during transport

During this busy transport season, it's important to make the well-being of your cattle a priority; second only to the safety of your vehicle on the road.

Keep the following points in mind as you move your cattle this fall:

1. Take every reasonable effort to minimize stress.
2. If in doubt of your animal's well-being, consult your veterinarian.
3. Ship only cattle that will arrive at their destination in a healthy state and able to pass a pre-slaughter inspection, unless transporting to a veterinarian for treatment.
4. Consider on-farm euthanasia instead of sending unfit cattle to market.
5. Ensure safe transport by hiring drivers with experience in hauling cattle.
6. Keep your trailer in good repair; remove any sharp objects and provide sufficient traction.
7. Build cattle loads while keeping in mind that they must cope with each other.

Receiving the CCA news instantly

As a producer, you may not always have access to a computer to stay up-to-date with the latest CCA news developments. However if you own a PDA, by subscribing to our e-newsletter and news bulletin service, you receive CCA news as it's released, plus in-depth reporting on current issues in our monthly e-newsletter. Visit the www.cattle.ca, to the CCA homepage and click on "sign up for e-newsletter"

Beef Market Development weekly reports

Subscribe to the Beef Information Centre's (BIC) weekly e-mail reports to stay up-to-date on the effectiveness of market development programs, in Canada and the U.S.

As the Beef Market Development division of the Canadian Cattlemen's Association, BIC delivers integrated marketing programs focused on five key areas - improving the quality and consistency of beef; increasing beef's convenience; expanding the use and value of all cuts; improving food safety and consumers' perceptions about beef's healthfulness and wholesomeness.

To receive these updates each Friday, contact Janet Kanters, BIC Stakeholder Communications Manager, at 403-275-5890, ext 310; or email: jkanters@beefinfo.org

Maximizing grazing practices - register now for Grazing Mentorship

With support from Agriculture and Agri-Food Canada's Green Cover Program, the National Sustainable Grazing Mentorship Program is well underway for the 2008-09 grazing season.

This unique opportunity enables producers to receive individualized input and suggestions to improve grazing management practices from experienced grazing mentors. Program participants learn how to improve profits, efficiency, forage productivity, plus land and water resource utilization through improved grazing management.

Trained mentors have extensive hands-on experience and knowledge in grazing management as a producer. They help program participants assess all aspects of their practices from grazing resources to fencing, watering systems, grazing systems, plant growth, forage species selections, dormant season grazing, winter feeding strategies or other related areas.

Finally caught up on the waiting list from last year's mentorship program, Canada's national network of grazing mentors look forward to accepting new applicants.

Setting up the mentoring process with a member in your region requires a small investment of \$100.

For more information contact: Jim Stone – National Sustainable Grazing Mentorship Program Coordinator, via email at: JStone05@telus.net, or phone: 403.438.0172.

CCA updates

The regular schedule of monthly reports and e-newsletters resumes with this issue,

In August, we welcomed two new staff members: Sharon Jensen, as Communications Manager, and Jill Harvie, as Policy Assistant.

Sharon is committed to creating a strong, sustainable future for agriculture and rural communities. Her extensive communications, marketing and public relations experience, in the agriculture and agri-food sectors, has focused largely on stakeholder, government and consumer relations, aimed at industry and rural development.

Jill's passion for the beef industry has been life-long - raised on a cow-calf operation, near Ottawa, graduating from Olds College Agricultural Business Degree Program and serving as an official cattle judge at 4-H and beef industry competitions. As a Territory Manager for Cargill Animal Nutrition, she was recognized for her significant contribution to North American sales and enjoyed assisting producers, 4-H clubs, and industry representatives achieve success.