



CANADIAN
CATTLEMEN'S
ASSOCIATION

National Voice Of Cattle Producers

News Release

'Strategic Marketing Plan Look-Back Review' finds Legacy Fund well managed

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Calgary, AB – The Canadian Cattlemen Market Development Council (CCMDC) is pleased to provide stakeholders with an independent, third party examination of the allocation of the Canadian Beef and Cattle Market Development Fund over its 10-year lifespan. Also known as the Legacy Fund, the Canadian Beef and Cattle Market Development Fund was established in 2005 when the Governments of Canada and Alberta committed \$80 million (\$50 million and \$30 million respectively) to the industry to support long-term market development of the beef, beef cattle and genetics industries following the detection of Bovine Spongiform Encephalopathy (BSE) in Canada in 2003.

These government funds, together with \$31 million in industry contributions through partner investment and the National check-off paid by beef producers, were entrusted to the Canadian Cattlemen's Association (CCA) to administer in a strategic manner for a 10 year period. The CCA established the CCMDC to oversee the administration and allocation of the \$80 million in government contributions.

With the Canadian Beef and Cattle Market Development Fund concluded in 2015, the 'Strategic Marketing Plan Look-Back Review' is an examination of fund governance, achievements, long-term outcomes and metrics to determine if the CCMDC was successful in achieving the objectives in its Strategic Marketing Plan. Developed in 2006, the Strategic Marketing Plan defined the overall direction, goals and priorities to guide the allocation of the Canadian Beef and Cattle Market Development Fund.

"Overall I am pleased with the outcome of the independent review of the governance of the Canadian Beef and Cattle Market Development Fund," said Travis Toews, chair of the CCMDC. "It found that the fund was managed well over the 10 years it was entrusted to the CCMDC and met the fundamental goals of the Strategic Marketing Plan. It also identified areas of improvement that will be of value to the industry going forward with the National Beef Strategy."

The 'Strategic Marketing Plan Look-Back Review' found the CCMDC was successful in fulfilling its role to help restore the viability of the Canadian beef and beef cattle genetics industries following the BSE crisis; the CCMDC provided effective governance of the Canadian Beef and Cattle Market Development Fund; and that the fund was an important catalyst for developing a distinct Canadian brand, differentiating Canadian beef and beef cattle from international competitors.

Among the lessons learned was a stated preference for a mid-course review of the CCMDC plan and priorities to ensure they adapted to changing industry dynamics. The recommendation going forward is that the design of future funding agreements should incorporate sufficient flexibility to do so. The report also recommended greater coordination and information exchange along the value chain in order to fully realize opportunities to grow market share and increase the market value of Canadian beef, beef cattle and genetics.

To read the 'Strategic Marketing Plan Look-Back Review' in full, click [here](#).

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The CCA is the national voice for Canada's beef cattle industry representing 68,500 beef farms and feedlots.

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