



## CCA Action News Volume 28 Issue 2

### CCA Action News

#### [RDAR makes major investment in genetics data platform designed to directly benefit cattle producers](#)

Canadian Cattlemen's Association - Oct 25, 2021

Results Driven Agriculture Research (RDAR) has invested \$640,000 in a collaborative research project with the Canadian Beef Improvement Network (CBIN) to springboard the development of a unified, standardized and producer-accessible beef cattle genetics data platform. The announcement was made on October 19, 2021, stating this data-driven platform will directly benefit Canadian beef producers, as CBIN will give producers access to on-farm, on-demand genetic information to improve herd quality and inform marketing and genetic selection decisions. It will also provide the entire beef production chain with access to this critical data.

[Read More](#)

#### [Canadian beef producers encouraged with expanding interest in CPTPP](#)

CCA Action News - Oct 18, 2021

Canadian beef producers are encouraged with the latest interest in trade expansion through the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP). Since CPTPP came into effect on December 30, 2018, Canadian beef exports have increased 37 per cent in volume and 35 per cent

[Read More](#)

#### [CCIA launches new approved metal RFID tag and upgraded version of Destron eTag](#)

CCA Action News - Oct 25, 2021

Introducing first of its kind RFID metal beef tag. Highly visible, easy to apply. Available exclusively through the CCIA Webstore. An innovative steel wrap-around beef tag, requested by industry. The microchip is overmolded in a plastic insert so readability and read range of the transponder are never compromised.

[Read More](#)

#### [Beef Advocacy Canada Program revamped](#)

Canadian Cattlemen's Association - Oct 25, 2021

Public and Stakeholder Engagement (PSE) is excited to announce the new and improved Beef Advocacy Canada, an online learning program designed to empower, equip and connect beef advocates. Through a series of five self-guided courses, participants will learn about the key concerns consumers have about beef and be equipped with the messages, tools and strategies needed to communicate in ways that resonate. The modern platform offers participants learning opportunities through video, short quizzes and interactive components that can be completed at the users' own pace.

[Read More](#)

#### [Canadian Cattlemen's Foundation helps bring Guardians of the Grasslands to students](#)

Canadian Cattlemen's Association - Oct 25, 2021

Through a funding partnership with the Canadian Cattlemen's Foundation, Agriculture in the Classroom Canada has launched a teaching guide with interactive resources to bring the short documentary, Guardians of the Grasslands, to students to explore the important role cattle play in preserving Canada's vanishing grasslands ecosystem. Guardians of the Grasslands in the Classroom, targeted at Grade 7 to 11 students, complements the 12-minute documentary through viewing and reflection questions, an online scavenger hunt and a student-developed board game based on their investigative research. It also connects to further readings exploring the key topics of biodiversity, soil health, climate change and land management.

[Read More](#)

#### [New infographic highlights the beef industry's contributions to the Canadian economy](#)

Canadian Cattlemen's Association - Oct 25, 2021

The cattle and beef sectors are important drivers of economic activity in Canada. However, that is not always apparent from looking at farm cash receipts alone. Direct, indirect and induced impacts combined paint a clear picture of the significant positive impact the beef sector has on the greater Canadian economy.

[Read More](#)

#### [Career Opportunity: Canfax Research Services - Research Analyst](#)

CCA Action News - Oct 8, 2021

Canfax Research Services (CRS) provides the Canadian beef industry with comprehensive statistical and market information on the domestic and global beef trends. Economic analysis is utilized for marketing, research, policy and investment decisions, supporting strategy and business plan development.

[Read More](#)

[Canfax Market Briefs for the week ending October 22, 2021](#) [f](#) [t](#) [in](#) [✉](#)

Canadian Cattlemen's Association - Oct 25, 2021

[Read More](#)

### CCA in the News

[Beef Producers Encouraged With Expanding Interest In CPTPP](#) [f](#) [t](#) [in](#) [✉](#)

PembinaValleyOnline.com - Oct 22, 2021

to key Asian markets is a priority for us," said CCA President **Bob Lowe**. "We are encouraged to see other countries' interest in joining

[Read More](#)

### CCA Social Media

[The National Beef Sustainability Assessment provides performance metrics for the #cdnbeef sector demonstrating Canada's #sustainability](#) [f](#) [t](#) [in](#) [✉](#)

Cdn Cattlemen's Assn - Oct 21, 2021

[Read More](#)

[Join the Canadian Cow-calf Cost of Production Network. Connect and learn what brings us together and sets you apart. Learn more in this](#) [f](#) [t](#) [in](#) [✉](#)

Cdn Cattlemen's Assn - Oct 20, 2021

[Read More](#)

[Research shows many Canadians do not meet the dietary intake recommendations of several essential nutrients - most of which are found in](#) [f](#) [t](#) [in](#) [✉](#)

Cdn Cattlemen's Assn - Oct 16, 2021

[Read More](#)

[It's #WildlifeWednesday and we want to see the wildlife in your area! Do you have a high resolution picture you love that features wildlife](#) [f](#) [t](#) [in](#) [✉](#)

Cdn Cattlemen's Assn - Oct 20, 2021

[Read More](#)

THANK YOU TO OUR  
GENEROUS PRIME AND PLATINUM SPONSORS

We appreciate your support!



Canadian Cattlemen's Association - #180, 6815 - 8th Street NE, Calgary, Alberta T2E 7H7 Canada

To unsubscribe from this newsletter [Click Here](#)