



CCA Action News Volume 27 Issue 7

CCA Action News

[Watch the replay of the July 19 Town Hall on drought and wildfire relief](#)    

Canadian Cattlemen's Association - Jul 19, 2021

On July 19, Canadian Cattlemen's Association (CCA) and Provincial Cattle Associations hosted a virtual town hall event to discuss the drought and wildfire relief being sought for producers in regions currently experiencing extreme conditions.

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[CCA & Provincial Cattle Associations support FPT Ministers' meeting on drought & wildfire conditions & call for action on relief measures](#)    

Canadian Cattlemen's Association - Jul 15, 2021

Beef producers in parts of Ontario, the prairie provinces and British Columbia are facing severe drought conditions. Extreme temperatures and below average rainfall are already creating feed and water supply shortages and have some beef producers struggling to maintain their herd sizes. Active wildfires in B.C. are also significantly impacting the land that cattle producers depend on for grazing and raising their herd. The Canadian Cattlemen's Association and Provincial Cattle Associations appreciate that Federal-Provincial-Territorial (FPT) Agriculture Ministers will be meeting this afternoon to discuss the critical nature of this severe drought and fire situation. Cattle producers are requesting urgent government action on drought and wildfire relief measures.

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[Sign up for a discussion with nutrition and animal health experts to answer your drought-related nutrition questions](#)    

Beef Cattle Research Council - Jul 15, 2021

As large parts of Canada and the Northern Great Plains are currently facing mild to severe drought, feed supplies are low and demand high you may be considering non-traditional feeds for your cattle. If you are thinking about grazing something new, questioning your water quality, wondering about ani

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[Mental health supports available to cattle producers during drought](#)    

Canadian Cattlemen's Association - Jul 19, 2021

Drought can be an extreme challenge to mental health for ranchers. Trying to keep cattle fed in hot, dry conditions is stressful and can feel lonely for producers that don't have easy access to a support network. Additionally, the financial and emotional burden of drought can place strains on personal relationships, further worsening feelings of isolation.

[Read More](#)

[Update on Product of USA labelling](#)    

Canadian Cattlemen's Association - Jul 19, 2021

On July 1, 2021, the U.S. Department of Agriculture (USDA) and the Federal Trade Commission (FTC) issued coordinated press releases updating their respective initiatives on US origin labeling. USDA's release, which applies to beef, promised to initiate a top-to-bottom review of the existing Food Safety and Inspection Services (FSIS) voluntary "Product of USA" label with the goal of ensuring that the "Product of USA" label reflects what a plain understanding of those terms means to U.S. consumers.

[Read More](#)

[Alberta's government & the beef sector are partnering to ensure Canada's beef industry continues to grow sustainably & remains competitive](#)    

Government of Alberta - Jul 14, 2021

Alberta is a key beef supplier to local and international markets and improving our competitiveness is critical to supporting the Alberta Beef and Canada Beef brands. Alberta's government is partnering with the Canadian Cattlemen's Association, Alberta Beef Producers and Alberta Cattle Feeders' Asso

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[Quebec 2021 Environmental Stewardship Award recipient: Ferme Brylee/Brylee Farm](#)    

Canadian Cattlemen's Association - Jul 19, 2021

Connecting its animals with the land is only one tenet Brylee Farm adheres to. Indeed, the Thurso, Quebec area operation not only believes that healthy grass leads to healthy animals, but that it's imperative that land and resources are sustainably managed by working together in harmony with nature.

[Read More](#)

[Complete a survey and have your say about the CRSB Certified Sustainable Beef Framework](#)

Canadian Cattlemen's Association - Jul 19, 2021

Thank to those of you who participated in the Canadian Roundtable for Sustainable Beef (CRSB) workshop on June 16 for the Consultation on the Certified Sustainable Beef Framework. We appreciate your contributions to our conversations on new trends and ways to improve the Framework. As part of the engagement process in our Framework review, we also launched a survey to gather detailed feedback on the Framework. The survey will take approximately 25 minutes of your time and is available in both official languages. The questions you receive in this survey will be determined by your level of familiarity with the relevant components of the Framework.

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[Former CCA President Stan Eby inducted into the Canadian Agricultural Hall of Fame](#)

Canadian Cattlemen's Association - Jul 12, 2021

The Canadian Agricultural Hall of Fame Association (CAHFA) has announced its five 2021 inductees, including Stan Eby, former Canadian Cattlemen's Association (CCA) President. The CAHFA recognizes Canadian leaders for their contributions to agri-food industries with portraits on display at the Royal Agricultural Winter Fair and publicity of their career achievements.

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[Nominations are now open to join the Young Cattlemen's Council as a member at large](#)

Canadian Cattlemen's Association - Jul 19, 2021

The Canadian Cattlemen's Association Young Cattlemen's Council (YCC) is looking for young people passionate about the success of the Canadian beef industry to put their name forward to serve on the YCC Board. To be consider for the one available two-year Member at Large position on the Council, please download and fill out the nomination form at the bottom of the blog post and submit it alongside the additional requirements outlined in the document. The deadline is August 6, 2021.

[Read More](#)

[Food Day Canada shines a light on Canadian cuisine](#)

Canadian Cattlemen's Association - Jul 19, 2021

Canada is rich in food and incredible people who help put food on our tables. This has never been more apparent than this past year. Canadians are invited to come together to enjoy our food and give thanks to the people who make it happen on Food Day Canada, Saturday July 31, 2021.

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[Canfax Market Briefs for the week ending July 16, 2021](#)

Canadian Cattlemen's Association - Jul 19, 2021

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CCA in the News

[Prairie farmers beset by drought and plagues of grasshoppers](#)

National Observer - Jul 16, 2021

. Brady Stadnicki, spokesman for national lobby group the **Canadian Cattlemen's Association**, said the situation is so widespread there are

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[Canadian ranchers keeping close watch as U.S. launches meat labelling review](#)

CBC News - Canada - Jul 14, 2021

they are purchasing." Dennis Laycraft, vice-president of the **Canadian Cattlemen's Association**, said they are keeping close tabs on the U.S.

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[Canada is in step with an international beef sustainability initiative](#)

National Newswatch - Jul 13, 2021

improve land use and protect animal health and well-being, says **Fawn Jackson**, Director of Policy and International Affairs with the Canadian

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[A beefy economic contribution](#)

The Alberta Farmer Express - Jul 8, 2021

elsewhere." For the full report titled 'The Beef Industry's Contribution to the Canadian Economy,' visit [cattle.ca](#) . (opens as a PDF)

[Read More](#)

CCA Social Media

[CCA, @BCCattle,@albertabeef, @SaskCattlemens, @ManitobaBeef, and @BeefFarmersON support FPT Ministers' meeting on drought and wildfire](#)

Cdn Cattlemen's Assn - Jul 15, 2021

[Read More](#)

[The Environmental Stewardship Award \(TESA\) recognizes producers who lead the beef industry in conservation practices. To celebrate TESA's](#)

Cdn Cattlemen's Assn - Jul 6, 2021

[Read More](#)

[Congratulations to former CCA President Stan Eby on his induction into the @CdnAgHall. Read more about Stan's career here:](#)

Cdn Cattlemen's Assn - Jul 12, 2021

[Read More](#)

An amazing day for a tour! Thank you CL Ranches @cheriecbarnes67 in Alberta for hosting @Lianne_Rood, CPC Ag Critic and @burntlake58 and [f](#) [t](#) [in](#) [m](#)

Cdn Cattlemen's Assn - Jul 9, 2021

[Read More](#)

COVID-19 News

Study finds significant beef payoff [f](#) [t](#) [in](#) [m](#)

The Western Producer - Jul 15, 2021

. As the Canadian economy recovers from **COVID-19**, the study projects the **beef industry** will provide stability and employment opportunities.

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Update on cattle imports and exports [f](#) [t](#) [in](#) [m](#)

Farms.com - Jul 14, 2021

% due to **COVID-19** plant disruptions. Removing the 6-week disruption period increases the utilization rate for western **Canada beef** slaughter

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