



CANADIAN  
CATTLEMEN'S  
ASSOCIATION

National Voice Of Cattle Producers

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## CCA Action News Volume 26 Issue 5

CCA Action News

[Cattlemen's Young Leaders Mentorship Program applications now open!](#)    

Canadian Cattlemen's Association - Jan 4, 2021

Young people looking to advance their careers in the Canadian beef industry through unique mentorship, networking and travel opportunities can now apply for the Cattlemen's Young Leaders (CYL) Mentorship Program. The Canadian Cattlemen's Association's CYL Program is a national initiative designed to equip young people ages 18-35 with the skills they need to further the success of the Canadian beef industry.

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[Canadian Roundtable for Sustainable Beef goes virtual for Semi-Annual Meeting April 13-14, 2021](#)    

Canadian Roundtable for Sustainable Beef - Jan 4, 2021

Save the date for the Canadian Roundtable for Sustainable Beef's Semi-Annual Meeting. Typically, we gather together for committee and Council meetings and for great discussion and fellowship to help advance our sustainability work in Canada.

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[Last call: One week left to contribute to the Regenerative Beef Production conversation](#)    

Canadian Cattlemen's Association - Jan 4, 2021

The Canadian Beef Advisors have undertaken an initiative to align messaging around regenerative beef production and are encouraging industry stakeholders to get involved in the conversation and provide their feedback.

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### [Canadian beef now available at Costco in Madrid, Spain](#)

Canadian Cattlemen's Association - Jan 4, 2021

For those closely following Canada-Europe beef trade under the Comprehensive and Economic Trade Agreement (CETA), you will know that our Canadian beef exports have been growing steadily, but well below expectations of the potential. It is welcomed news that efforts undertaken by the Canadian Cattlemen's Association (CCA) and Canada Beef have recently resulted in the introduction of Canadian beef at Costco in Madrid, Spain.

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### [Top 10 Articles of 2020](#)

Beef Cattle Research Council - Dec 30, 2020

Throughout the past year, the BCRC published two or three times a week on our blog. Most articles offer science-based perspectives on issues impacting Canada's beef value supply chain, from cow-calf production and feedlot through to retail. Some of the articles feature new research, while others focus on beef production tips and practical insights.

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### [Sign up to attend fireside chat about global Canadian agriculture opportunities](#)

Canadian Cattlemen's Association - Jan 4, 2021

Join Michael Hoffort, FCC President and CEO and Dominic Barton, Canada's Ambassador to China, for a virtual fireside chat where they will discuss opportunities for Canadian agriculture and food and how Canada can live into its potential as a global food supplier.

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### [Learn about AgPal, a web-based discovery tool designed for agricultural producers](#)

Canadian Cattlemen's Association - Jan 4, 2021

AgPal helps farmers and agri-businesses find relevant resources by gathering agricultural information and presenting it all in one place. Search and navigation tools make it quick and easy to find exactly what you are looking for.

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## CCA in the News

### [CCA Reflects On COVID Challenges In The Beef Sector](#)

Farms.com - Dec 24, 2020

, got hit hard by COVID. Bob Lowe, President of the **Canadian Cattlemen's Association** reflects on the impact. "When we look back at this

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## CCA Social Media

### [Algonquin College chef Russell Weir's pot roast is the perfect fare to soothe cold weather days. Learn more about the chef and other](#)

Canadian Cattlemen's Association - Jan 2, 2021

Algonquin College chef Russell Weir's pot roast is the perfect fare to soothe cold weather days. Learn more about the chef and other college, university chefs in the Cooking by Degrees series in The Toronto Star <http://bit.ly/3ptWZZ1> presented by Canadian Roundtable for Sustainable Beef, Canada Beef, Canadian Cattlemen's Association

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Warm up with a campfire-inspired version of a Wagyu Katsu Sando sandwich from @UBC chef Johnny Bridge. This recipe and more are featured in [f](#) [t](#) [in](#) [✉](#)

twitter - Dec 30, 2020

Warm up with a campfire-inspired version of a Wagyu Katsu Sando sandwich from @UBC chef Johnny Bridge. This recipe and more are featured in @TorontoStar Cooking By Degrees series features college, university chefs and the role of farmers in our food supply <http://bit.ly/34Q4qlu>

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## COVID-19 News

Cattle on Feed [f](#) [t](#) [in](#) [✉](#)

Farms.com - Dec 31, 2020

**COVID-19** disruptions seem to be working through the system. Heading into 2021, it is a prudent time to consider marketing plans for **cattle**

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Ontario Beef Cattle Set-Aside Program Activated for Beef Farmers [f](#) [t](#) [in](#) [✉](#)

Farms.com - Dec 29, 2020

increased costs of setting aside and feeding market-ready **cattle**. The Canada-Ontario **COVID-19** Beef Emergency Feed Maintenance Initiative is

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Platinum Partners of the Canadian Cattlemen's Association TESA Program and  
Gold/Foundation partners of the CYL program

 Farm Credit Canada

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