



CANADIAN
CATTLEMEN'S
ASSOCIATION

National Voice Of Cattle Producers

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CCA Action News Volume 25 Issue 8

CCA Action News

[Fifth edition of the CCA Virtual News Roundup is now available for viewing](#)    

Canadian Cattlemen's Association - Aug 31, 2020

The Canadian Cattlemen's Association (CCA) is pleased to share the fifth edition of its Virtual News Roundup.

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[Video celebrates 10 years of the CYL Program](#)    

Canadian Cattlemen's Association - Aug 31, 2020

The Cattlemen's Young Leaders (CYL) Mentorship Program is celebrating its 10th Anniversary! Since established in 2010, this flagship mentorship program of the Canadian Cattlemen's Association has seen over 120 graduates who have been mentored by an industry leader and have taken advantage of unique networking and travel opportunities for professional and personal growth.

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[Spotlight: CCA Student Internship Program](#)    

Canadian Cattlemen's Association - Aug 31, 2020

The Canadian Cattlemen's Association (CCA) supports youth growth and development in the Canadian beef industry. The CCA Student Internship Program is committed to providing enriching opportunities focused in policy, research, advocacy, economics and market information, sustainable production, and industry outreach.

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[Announcing The Beef Researcher Mentorship Program 2020-2021 Participants](#)

Beef Cattle Research Council - Aug 20, 2020

The Beef Cattle Research Council (BCRC) is pleased to announce the participants in the 2020-21 Beef Researcher Mentorship program. Following an open application process, six researchers from across Canada have been selected. Each has been paired with notable leaders in the Canadian beef industry and given a travel budget for the next 18 months, which will provide valuable opportunities for greater engagement with Canada's beef industry.

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[Cattlemen's Young Leaders \(CYL\) Mentorship Program announces 2020 finalists](#)

Canadian Cattlemen's Association - Aug 20, 2020

The Cattlemen's Young Leaders (CYL) Mentorship Program, a national youth initiative of the Canadian Cattlemen's Association (CCA), is pleased to announce the 16 finalists for the 2020-2021 program year.

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[Providing value for direct-to-market producers through VBP+ certification](#)

Verified Beef Production Plus - Aug 31, 2020

Beef is the preferred protein choice for many consumers across Canada. An unexpected positive for many beef producers due to the COVID -19 pandemic is the outreach from consumers to support home-grown and local beef programs. All over social media, interest in buying local food direct from producers has blossomed and gained momentum. Loyal beef customers don't question the quality and safety of eating beef, but some folks do have concerns about environmental impacts of beef production and animal welfare issues. As a beef producer, there is a lot that you can do to assure your customer that your operation is doing everything right in the interest of the consumer and the animals by becoming trained and certified with the Verified Beef Production Plus (VBP+) program.

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[Canfax Market Briefs for the week ending August 28, 2020](#)

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CCA in the News

[CCA announces program finalists](#)

Farms.com - Aug 19, 2020

CCA announces program finalists

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CCA Social Media

[Thank you, MP Sean Fraser, for taking time to visit Six Maples Farm to learn more about the Canadian beef industry. A special thanks to](#)    

Canadian Cattlemen's Association - Aug 27, 2020

Thank you, MP Sean Fraser, for taking time to visit Six Maples Farm to learn more about the Canadian beef industry. A special thanks to Danny and Alicia King for hosting this tour and sharing the environmental stewardship efforts undertaken at their operation. It sounds like there was lots of great discussion!

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We're wrapping up summer with another CCA Virtual News Roundup! Tune in for updates on the CCA priorities, the markets, the outcomes of the [f](#) [t](#) [in](#) [e](#)

Canadian Cattlemen's Association - Aug 27, 2020

We're wrapping up summer with another CCA Virtual News Roundup! Tune in for updates on the CCA priorities, the markets, the outcomes of the @CDNBeefConf and the @CYLProgram, and to learn more about the Cow-calf Cost of Production Network. Watch here:

https://youtu.be/D3g_NDw1-hA

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On behalf of Canada's beef producers, congratulations to @ErinOTooleMP on becoming leader of the @CPC_HQ. We look forward to working with [f](#) [t](#) [in](#) [e](#)

Canadian Cattlemen's Association - Aug 24, 2020

On behalf of Canada's beef producers, congratulations to @ErinOTooleMP on becoming leader of the @CPC_HQ. We look forward to working with you and your team to advance the economic growth potential of Canada's beef sector. #cdnpoli #cpcleadership #cpcldr

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We are very proud of the success of this program in shaping young leaders in the Canadian beef industry over the past 10 years. [f](#) [t](#) [in](#) [e](#)

Canadian Cattlemen's Association - Aug 24, 2020

We are very proud of the success of this program in shaping young leaders in the Canadian beef industry over the past 10 years.

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Canada's beef sector holds economic potential coming out of the pandemic and ability to enhance meaningful environmental outcomes. Looking [f](#) [t](#) [in](#) [e](#)

Canadian Cattlemen's Association - Aug 18, 2020

Canada's beef sector holds economic potential coming out of the pandemic and ability to enhance meaningful environmental outcomes. Looking forward to continuing to work with @CAFfreeland on Canada's economic recovery, as Canada's new Finance Minister. #cdnpoli #cdnag #beefbelongs

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COVID-19 News

Cattle herd takes slight dip as shrinking trend continues [f](#) [t](#) [in](#) [e](#)

The Western Producer - Aug 27, 2020

of **cattle** when processing capacity diminished due to **COVID-19**. ADVERTISEMENT **Brian Perillat**, senior analyst with...

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Cattle markets: Situation isn't good but outlook is much better [f](#) [t](#) [in](#) [e](#)

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a rapid slaughter pace to be able to work through all these **cattle** numbers. Then **COVID** hit." Slaughter rates have ...

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The Western Producer - Aug 20, 2020

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Canadian beef next month. McDonald's had to look for other sources of beef for its restaurants earlier this year, after ...

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