



CCA Action News Volume 28 Issue 1

CCA Action News

[Contribute to the update of the National Beef Sustainability Assessment](#)

Canadian Cattlemen's Association - Oct 12, 2021

The Canadian Roundtable for Sustainable Beef (CRSB) is in the process of updating the National Beef Sustainability Assessment (NBSA), expected for release in 2023. The NBSA provides farm to fork national sustainability performance metrics for the Canadian beef sector, from environmental, social and economic perspectives. The metrics from our first Assessment, released in 2016, are widely used to demonstrate Canada's global sustainability leadership, and have been critically important to the beef industry's communication efforts with respect to sustainable beef production over the past five years. The accompanying Sustainability Strategy highlighted key areas for continuous improvement, which has also helped inform the industry's 2030 goals.

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[What's The Most Profitable Post-Weaning Choice For Your Calves? Try Our Updated Calculator!](#)

Beef Cattle Research Council - Oct 7, 2021

Drought conditions across the country this year remind us of the importance of a drought management plan. Diversifying a cow-calf operation with a backgrounding enterprise could be part of a drought mitigation strategy as backgrounded cattle can be sold or move to a feedlot to free up feed supplies

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[Walmart Canada is beefing up their sustainability commitments](#)

CCA Action News - Oct 12, 2021

Walmart Canada will purchase the largest known quantity of beef from CRSB certified sustainable Canadian farms and ranches ever sourced by a single retailer. Beef purchased through this commitment will support the environmental, social and economic sustainability of Canadian farmers and ranchers who

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[Feedlot Profitability and the Cattle Cycle – CRS Fact Sheet sponsored by Merck Animal Health](#)

Canadian Cattlemen's Association - Oct 12, 2021

The cattle cycle is propelled by a free market profit cycle that begins with consumer preference for beef. In a free market economy, stronger beef demand leads to stronger fed cattle demand; this leads to stronger demand for feeder cattle and spurs expansion of the national beef cow herd.

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[Canadian Beef Breeds Council Announces New CEO](#)

Canadian Cattlemen's Association - Oct 12, 2021

The Canadian Beef Breeds Council (CBBC), an incorporated division of the Canadian Cattlemen's Association (CCA), has announced Sandy Russell as their newly appointed Chief Executive Officer. Russell previously worked as the Director of Business Development for CBBC's leading initiative, the Canadian Beef Improvement Network. The Council says Russell brings an in-depth understanding of the organization and vast experience in the Canadian beef industry.

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[Consumer research demonstrates strong support for cattle and food waste stories](#)

Canadian Cattlemen's Association - Oct 12, 2021

Food waste is a key focus of both national and international climate change discussions with the Government of Canada announcing its Food Waste Reduction Challenge in 2020. Over half of the food produced in Canada never makes it to our plates, with the largest percentage of waste coming at the consumption level. Reducing food waste is also the most common food goal with consumers, identified by 90 per cent of Canadians as something they are actively doing or trying to do.

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[Cattlemen's Young Leaders Mentorship Program celebrates 2019 & 2020 graduates](#)

Canadian Cattlemen's Association - Oct 12, 2021

The Cattlemen's Young Leaders Mentorship (CYL) Program hosted a virtual graduation celebration for its 2019 and 2020 program graduates on September 30, 2021. The CYL Program is a national initiative through the Canadian Cattlemen's Association and offers young people ages 18-35

mentorship opportunities specific to their area of interest in the beef cattle sector.

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[AGM recap: Canadian Roundtable for Sustainable Beef](#) [f](#) [t](#) [in](#) [m](#)

Canadian Cattlemen's Association - Oct 12, 2021

The Canadian Roundtable for Sustainable Beef (CRSB) held its second virtual Annual General Meeting on September 28, 2021, where we shared the breadth of progress we have made together with our diverse membership over the past year. We had a great turnout with over 90 people joining in live, and over 150 who registered. The event included a lively panel discussion on the importance of partnerships and goals for a sustainable food system featuring Tyson Foods, Cargill, Elanco and World Wildlife Fund US, as well as interactive discussions on measuring sustainability impacts and outcomes, and priorities for the future of the CRSB.

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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.

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[Funding available in Ontario to bring agri-food research to market](#) [f](#) [t](#) [in](#) [m](#)

Canadian Cattlemen's Association - Oct 12, 2021

The Ontario Agri-Food Research Initiative (OAFRI), designed to provide funding to advance key agri-food research and innovative projects in the province, has opened applications for its commercialization stream to support advancing research into the marketplace.

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Canadian Cattlemen's Association - Oct 12, 2021

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[Reducing interprovincial barriers could boost agriculture sector: report](#) [f](#) [t](#) [in](#) [m](#)

Global News - Oct 8, 2021

implemented since 2013. Canadian Cattlemen's Association executive vice president **Dennis Laycraft** says since the COVID-19 pandemic began,

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[COOL may reappear in Congress](#) [f](#) [t](#) [in](#) [m](#)

The Western Producer - Sep 30, 2021

the language of the bill itself how WTO compliance could be achieved." **Fawn Jackson**, director of policy and international affairs, said in a

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CCA Social Media

[What makes a successful farm? Click here to learn more about what we learned from producers through the Canadian Cost of Production Network:](#) [f](#) [t](#) [in](#) [m](#)

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