



CANADIAN
CATTLEMEN'S
ASSOCIATION

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National Voice Of Cattle Producers

CCA Action News CCA in the News CCA Social Media COVID-19 News



CCA Action News Volume 26 Issue 2

CCA Action News

Key Findings from a Canadian Beef Industry Perception and Consumer Behaviour Study [f](#) [t](#) [in](#) [✉](#)

Canadian Cattlemen's Association - Nov 23, 2020

This summer, CCA's Public Stakeholder and Engagement (PSE) team worked with a research and strategy firm to conduct a Canadian beef industry perception and consumer behaviour study. The findings provide a snapshot of the current consumer landscape and will allow for trend monitoring and adjustment of PSE's outreach strategy over time.

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McDonald's Canada expands its commitment to beef sustainability [f](#) [t](#) [in](#) [✉](#)

Canadian Roundtable for Sustainable Beef - Nov 23, 2020

If you watched television last week, you may have seen a new McDonald's Canada ad highlighting sustainable beef sourcing in their Quarter Pounder line of burgers. That's right, McDonald's Canada is again showing its commitment to Canadian beef farmers and sustainability, and is now sourcing at least 30 per cent of the beef for its Quarter Pounder line-up from CRSB Certified Sustainable farms and ranches.

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Cattlemen's Young Leaders Mentorship Program: 2020 Mentor Announcement [f](#) [t](#) [in](#) [✉](#)

Canadian Cattlemen's Association - Nov 12, 2020

Calgary, AB - The Cattlemen's Young Leaders (CYL) Mentorship Program is pleased to announce its 2020 mentor pairings. Each year, 16 program participants are paired with a hand-picked industry leader in their specific area of interest for a nine-month mentorship tailored for professional and personal growth

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[What does Regenerative Beef Production Mean to You?](#)

Canadian Beef Advisors - Nov 23, 2020

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. We're looking to hear from Canadian beef industry stakeholders who: own or manage beef cattle, work for an organization that actively supports the beef industry, or have a valuable role that supports and relies on Canadian beef production.

[Read More](#)

[Reproductive Failure in the Beef Herd: Causes, Effects and When to Intervene - Webinar December 2nd](#)

Beef Cattle Research Council - Nov 23, 2020

Reproductive failure can pose a significant threat for cow-calf operations, particularly when an issue affects a large portion of the cow herd such as early pregnancy loss. This panel of veterinarians will share case studies of reproductive wrecks on beef operations and how these operations overcame and solved the problem.

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[Input needed: Canadian Agricultural HR Council \(CAHRC\) launches survey about agricultural workforce](#)

Canadian Cattlemen's Association - Nov 23, 2020

The Canadian Agricultural HR Council (CAHRC) is seeking input from producers to learn how the COVID-19 pandemic has affected farm businesses, the supports they need, and expectations for the future.

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[Reminder: Comments needed for CFIA consultation on "simulated meat" labelling guidelines](#)

Canadian Cattlemen's Association - Nov 23, 2020

On November 3, 2020, the Canadian Food Inspection Agency (CFIA) launched a consultation on the proposed changes to guidelines for simulated meat and simulated chicken. They are seeking responses to proposed updates to the guidelines for industry on simulated meat and simulated poultry products as well as new guidelines for certain plant-based protein foods.

[Read More](#)

[Grassland conservation incentives guide now available](#)

Canadian Cattlemen's Association - Nov 23, 2020

Birds Canada has produced a 69-page guide to help landowners learn more about financial incentive programs available to preserve, enhance, or restore grasslands and important prairie habitats.

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[Canfax Market Briefs for the week ending November 20, 2020](#)

Canfax - Nov 23, 2020

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CCA in the News

[CCA reports: Leveraging public interest in agriculture](#)

Canadian Cattlemen - Nov 13, 2020

CCA reports: Leveraging public interest in agriculture

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CCA Social Media

[@CdnCattlemen recognizes an interim agreement with the U.K. will avoid trade interruptions but we remain focused on the need to achieve a](#) [f](#) [t](#) [in](#) [✉](#)

Canadian Cattlemen's Association - Nov 21, 2020

@CdnCattlemen recognizes an interim agreement with the U.K. will avoid trade interruptions but we remain focused on the need to achieve a long-term FTA with this important market. Read our statement here: <https://bit.ly/2UN9th1> #cdnpoli

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[Along with @CFAFCA, @cdnpork, and @GrainGrowers, @CdnCattlemen President @burntlake58 presented to FPT Ministers on critical #BRM program](#) [f](#) [t](#) [in](#) [✉](#)

Canadian Cattlemen's Association - Nov 23, 2020

Along with @CFAFCA, @cdnpork, and @GrainGrowers, @CdnCattlemen President @burntlake58 presented to FPT Ministers on critical #BRM program reforms that will provide farmers with a meaningful backstop and enable #CdnAg to lead the nation's economic recovery. #AgFPT20

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[On the heels of win at Best of CAMA, we are pleased to share the Radau Family's story once again. #CdnBeef farm families continue to be](#) [f](#) [t](#) [in](#) [✉](#)

Canadian Cattlemen's Association - Nov 22, 2020

On the heels of win at Best of CAMA, we are pleased to share the Radau Family's story once again. #CdnBeef farm families continue to be challenged by the impacts from COVID-19 and need support in managing their risk. You can help by clicking here: <https://bit.ly/393Mir4> Canadian Federation of Agriculture

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[Calling all #CdnBeef producers. There's still time to earn a \\$500 honorarium by joining the Canadian Cow-calf Cost of Production Network. To](#) [f](#) [t](#) [in](#) [✉](#)

Canadian Cattlemen's Association - Nov 20, 2020

Calling all #CdnBeef producers. There's still time to earn a \$500 honorarium by joining the Canadian Cow-calf Cost of Production Network. To learn more, click here: <https://bit.ly/2Do9GSV> or sign-up at: <https://bit.ly/32ZhLXp> #CDNCOPnetwork

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[Great to see many of our recommendations for #BRM enhancements in the #AGRI @HoCCcommittees report tabled today. Thank you, committee](#) [f](#) [t](#) [in](#) [✉](#)

Canadian Cattlemen's Association - Nov 20, 2020

Great to see many of our recommendations for #BRM enhancements in the #AGRI @HoCCcommittees report tabled today. Thank you, committee members, for your engagement on this topic. We look forward to working with the Government to implement these measures.

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COVID-19 News

[Set-aside numbers and carcass weights climbing as packers aim to prevent second wave shutdowns](#) [f](#) [t](#) [in](#) [✉](#)

RealAgriculture - Nov 22, 2020

of 2020 will be remembered for many years by the **cattle** industry in Canada. Following the **COVID-19** plant shutdowns in spring, the industry

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McMillin: Large carcasses weigh on fed market [f](#) [t](#) [in](#) [✉](#)

Canadian Cattlemen - Nov 20, 2020

demand, supporting a fed **cattle** market rally. Fed **cattle** supplies should tighten, supporting a year-end rally. But **COVID-19** concerns plague

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U.S. livestock: Cattle, hog futures tumble on demand worries [f](#) [t](#) [in](#) [✉](#)

Country Guide - Nov 19, 2020

— U.S. **cattle** and hog futures tumbled on Thursday on worries about demand for beef and pork as soaring **coronavirus** infections across the

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