



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 6

### CCA Action News

[Canadian Cattlemen's Foundation joins social media](#)    

Canadian Cattlemen's Association - Jan 18, 2021

The Canadian Cattlemen's Foundation (CCF) is excited to announce it is now on social media! On January 11, 2021 CCF launched its Facebook and Twitter accounts and published its inaugural posts.

[Read More](#)

[Beef Advocacy Canada program revamp](#)    

Action News - The Blog - Jan 18, 2021

Consumers have growing interest in the beef they eat, how cattle are raised and the impact of their dietary choices on the environment. Engaging in these conversations is vital in ensuring the industry continues to have social licence to operate.

[Read More](#)

[Have 15 Minutes? Make An Impact On The Future Of Beef Research](#)    

Beef Cattle Research Council - Jan 5, 2021

Your input is important. As an industry stakeholder, help us target research and extension priorities, focus funding and guide the future of the Canadian beef industry.

[Read More](#)

### [RBC Future Launch Joins the CYL Program as a Gold Level Sponsor](#)

Canadian Cattlemen's Association - Jan 12, 2021

The Canadian Cattlemen's Association (CCA) is pleased to announce RBC Future Launch as a Gold Sponsor of the CCA's Cattlemen's Young Leaders (CYL) Mentorship Program.

[Read More](#)

### [Young Cattlemen's Council president's report](#)

Canadian Cattlemen's Association - Jan 18, 2021

The year 2020 provided many opportunities for the Young Cattlemen's Council (YCC) to be involved in industry advocacy and lobbying efforts on behalf of young beef producers across Canada. I joined the YCC because I'm interested in providing a youth voice to important agriculture policy decisions and had the privilege of stepping into the role of YCC President at our Annual General Meeting last August.

[Read More](#)

### [Mental health literacy training offered for producers](#)

Canadian Cattlemen's Association - Jan 18, 2021

Keystone Agricultural Producers is offering free online mental health literacy training called "In The Know" throughout the months of January, February and March 2021.

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### [Canfax Market Briefs for the week ending January 15, 2021](#)

Canfax - Jan 18, 2021

[Read More](#)

## CCA in the News

### [Canadian beef producers want a better trade deal with U.K.](#)

BNN Bloomberg - Jan 7, 2021

Dennis Laycraft, executive vice-president of **Canadian Cattlemen's Association**, discusses trade issues in the beef production industry.

[Read More](#)

### [Industry groups urge provinces to accept federal proposal on AgriStability](#)

Peicanada.com - Jan 13, 2021

across the country held just before Christmas by the **Canadian Cattlemen's Association**. The virtual session also included representatives

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## CCA Social Media

### [CCA congratulates @MarcGarneau, @jimcarr\\_wpg, @FP\\_Champagne, @OmarAlghabra on their appointments and new roles around the Cabinet table. We](#)

Cdn Cattlemen's Assn - Jan 12, 2021

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Attention #CdnBeef producers! The @CdnAgHRCouncil wants to hear from you on how #COVID19 has impacted your business. Click here to complete [f](#) [t](#) [in](#) [✉](#)

Cdn Cattlemen's Assn - Jan 8, 2021

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2020 CYL @PlettLaura is a producer from Manitoba and has been paired with former @CdnCattlemen President, Martin Unrau, for a mentorship [f](#) [t](#) [in](#) [✉](#)

CYL Program - Jan 13, 2021

2020 CYL @PlettLaura is a producer from Manitoba and has been paired with former @CdnCattlemen President, Martin Unrau, for a mentorship focused on business and production management. Tune in to learn more about Laura and her husband's growing co

[Read More](#)

Learn how an Olympic chef scores gold with beef in @TorontoStar Cooking By Degrees series. Presented by @CdnCattlemen, @CRSB\_beef, [f](#) [t](#) [in](#) [✉](#)

Cdn Cattlemen's Assn - Jan 6, 2021

Learn how an Olympic chef scores gold with beef in @TorontoStar Cooking By Degrees series. Presented by @CdnCattlemen, @CRSB\_beef, @CanadianBeef the series brings stories of college, university chefs and highlights the role of farmers in our food

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## COVID-19 News

Federal, provincial governments beef up funding for farmers [f](#) [t](#) [in](#) [✉](#)

OrilliaMatters.com - Jan 17, 2021

cover increased costs of feeding and setting aside market-ready **cattle** due to **COVID**-related processing delays. The funding was planned

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Will Seasonality Patterns for Beef Export Sales and Commitments Hold in 2021? [f](#) [t](#) [in](#) [✉](#)

Farms.com - Jan 14, 2021

Export Seasonality Across Market Events: **COVID**-19 vs. BSE At the beginning of 2020, there was a large number of **cattle** that were set to be

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Gold/Foundation partners of the CYL program

 Farm Credit Canada



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