



## CCA Action News Volume 26 Issue 12

### CCA Action News

#### [Canadian beef industry expands ambitious long-term goals](#)

Action News - The Blog - Apr 19, 2021

The Canadian beef industry knows it has a vital role to play in being part of the solution for climate change. Building upon five-year goals that were outlined in the 2020-2024 National Beef Strategy, the industry has now identified a suite of ambitious ten-year goals that provide clear messaging ab

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#### [CCA encouraged by federal budget investments that recognize agriculture's role in climate change](#)

Canadian Cattlemen's Association - Apr 26, 2021

CCA is pleased the Liberal Government recognizes in Budget 2021 that traditional economy sectors, including agriculture, will lead the new sustainable economy. The economic viability of producers is essential as is the need for a stable food supply, which has been strongly emphasized during the pandemic. With enabling supports and strategic investments, the agri-food sector has the potential to come out of the pandemic stronger than ever and help Canada in its fight against climate change.

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#### [Sign up for informative AgriStability program webinar May 11](#)

Canadian Cattlemen's Association - Apr 26, 2021

The Canadian Cattlemen's Association (CCA) and MNP welcome you to a virtual webinar to discuss the recently announced changes to the AgriStability program and what this means for Canadian cattle producers. This webinar is free of charge and held via Zoom, is hosted by CCA's Brady Stadnicki and features Steve Funk and Marvin Slingerland from MNP. Get your questions ready! A Q&A session will take place following their presentation.

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#### [Cellular Protein Webinar with Dr. Tim McAllister – Open to producers and industry](#)

Canadian Cattlemen's Association - Apr 26, 2021

The rise of tissue engineered protein has been a popular topic covered in the media, especially with the announcement of the first commercially available product launching earlier this year in Singapore with Eat Just lab grown chicken. However, many questions remain unanswered...How are these products developed? What inputs are involved? When could Canada have a commercially available product for consumers? Is the average person interested in trying these products?

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#### [Ontario's TESA recipients, Pemdale Farms, further environmental stewardship with innovation](#)

Canadian Cattlemen's Association - Apr 26, 2021

Jackie and Steven Pemberton of Pemdale Farms, located in Inkerman, Ontario are this year's Ontario recipient of The Environmental Stewardship Award (TESA). Located in Dundas county, the Pemberton's have developed their farming strategies successfully by incorporating research and innovation to further the sustainability of their operation, as well as actively engaging with the community around them.

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#### [Guardians of the Grasslands goes public!](#)

Canadian Cattlemen's Association - Apr 26, 2021

The Public and Stakeholder Engagement (PSE) program is excited to announce the public launch of Guardians of the Grasslands on May 4, 2021. The short documentary, produced by Story Brokers Media House in partnership with Ducks Unlimited Canada and the Nature Conservancy of Canada, explores the vital role cattle play in preserving our endangered native temperate grasslands and was shot on location at the Waldron Ranch Grazing Co-op in southern Alberta.

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#### [Canadian Beef Improvement Network unveils Executive Committee](#)

Action News - The Blog - Apr 19, 2021

The Canadian Beef Improvement Network (CBIN) is pleased to announce the members of its inaugural Executive Committee.

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### Two-stage cattle cycle in Canada fact sheet available [f](#) [t](#) [in](#) [✉](#)

Canadian Cattlemen's Association - Apr 26, 2021

A Canfax Research Services fact sheet, sponsored by Merck Animal Health, is now available. From bottom to bottom, it could be argued that the last cycle went from July 2002 to 2015 (13 years) with a slight increase seen in beef cow numbers in 2016 (+0.8%) and 2017 (+0.9%) before continuing liquidation. The decline has persisted even with rising beef demand, counter-intuitive to what the market would suggest. This has created conditions for a two-stage cycle while the cow herd remains stable and feeding operations began expansion in 2015.

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### Reminder: BCRC Beef Researcher Mentorship program applications due May 1 [f](#) [t](#) [in](#) [✉](#)

Beef Cattle Research Council - Apr 20, 2021

Applications for the 2021-22 term of the BCRC Beef Researcher Mentorship Program are now being accepted. The deadline to apply is May 1, 2021.

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### National Farmed Animal Health and Welfare Council updates [f](#) [t](#) [in](#) [✉](#)

Canadian Cattlemen's Association - Apr 26, 2021

National Farmed Animal Health and Welfare Council (NFAHW) has release the 2021 Animal Health Canada fact sheet, outlining NFAHW's priorities and its recent achievement including Governance Review, Inventory Assessment and Gap Analysis of Canada's Prevention, Preparedness, Response and Recovery from an Animal Health Event and Potential Animal Health Governance Options for Canada.

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### Canfax Market Briefs for the week ending April 23, 2021 [f](#) [t](#) [in](#) [✉](#)

Canadian Cattlemen's Association - Apr 26, 2021

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## CCA in the News

### KAP's labours bearing fruit [f](#) [t](#) [in](#) [✉](#)

Manitoba Co-operator - Apr 22, 2021

. CFA and others, including the Canadian Pork Council and **Canadian Cattlemen Association**, helped raise \$500,000 for the campaign, Campbell

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## CCA Social Media

### CCA's @FawnJackson1 at #AGRI, speaking to the competitiveness impacts on the carbon tax, and the positive benefits that beef producers [f](#) [t](#) [in](#) [✉](#)

Cdn Cattlemen's Assn - Apr 20, 2021

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### Next week, CCA partners with @NCC\_CNC to host a virtual @FoodSystems conversation on building sustainable protein supply chains for the [f](#) [t](#) [in](#) [✉](#)

Cdn Cattlemen's Assn - Apr 20, 2021

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### The next phase of the #CdnBeefGoals were launched this week. Read about the goals here: <https://L.co/ZagChLCbxk> Watch this video to learn [f](#) [t](#) [in](#) [✉](#)

Cdn Cattlemen's Assn - Apr 23, 2021

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### The National Farmed Animal Health and Welfare Council (NFAHW Council) is looking for an experienced Executive Director to join their team. [f](#) [t](#) [in](#) [✉](#)

Cdn Cattlemen's Assn - Apr 23, 2021

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### CCA encouraged by federal budget investments that recognize the role of agriculture in climate change solutions, the Green Economy and [f](#) [t](#) [in](#) [✉](#)

Cdn Cattlemen's Assn - Apr 20, 2021

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## COVID-19 News

### Beef sector survived COVID shocks [f](#) [t](#) [in](#) [✉](#)

The Western Producer - Apr 15, 2021

," says Rude in **COVID-19** and the Canadian **Cattle/Beef Sector: A Second Look**. "Yet the prospects for **Canadian beef** exports remain as rosy

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### Beef demand remains strong [f](#) [t](#) [in](#) [✉](#)

CochraneNow - Apr 15, 2021

"Feeder **cattle** and calves, we've seen pretty good demand for calf prices. Calf prices have been actually the least impacted by **COVID** through

[Read More](#)

### Small packers called unlikely [f](#) [t](#) [in](#) [✉](#)

The Western Producer - Apr 15, 2021

The reality of the **COVID-19** impact is that smaller plants are likely to be at an even bigger disadvantage than today, says a **cattle** industry

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