

2022 Annual Report

90 YEARS OF GROWTH AND GREATNESS



**Canadian
Cattle
Association**



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President's Message



Our industry – and the agriculture sector as a whole - has faced much uncertainty over the past few years due to unforeseeable factors such as a global pandemic and adverse weather. Over the past year, the Board and staff of the Canadian Cattle Association (CCA) have worked hard to advance the priorities of cattle producers across the country. There was no shortage of challenges throughout 2022, but we also saw a number of notable successes that benefited our industry.

2022 also marked an important milestone in CCA's history – 90 years of growth and greatness. We are very proud of our roots, and it is important that we look to our past as we take on the challenges facing our industry today and in the years to come.

We also unveiled our new brand, refreshed website and new name, which honours our past and embraces our future.

This year, we saw the return to in-person meetings and conferences, beginning with our Annual General Meeting in March. This was a welcome change. Our VIP reception was a great way to kick off in-person events on Parliament Hill and was very successful, attracting Parliamentarians from all political stripes, departmental officials, and industry stakeholders. Not to mention, the Canadian Beef Industry Conference (CBIC) held in Penticton, British Columbia in August was well-attended. It was the perfect spot to reconnect as an industry for the first time since 2019.

Throughout 2022, we took every opportunity to provide input and expertise into policy discussions happening in Ottawa and on the global stage on key topics such as benefits of sustainable cattle production on the environment – specifically climate change and biodiversity, food insecurity, emergency preparedness efforts, and the negotiations of new trade agreements. Our team also provided insights and recommendations in numerous public consultations where policy changes could impact cattle producers and the broader industry.

It was great to see return of in-person “fly-ins” last spring, where representatives from our provincial member associations met with elected officials in Ottawa. These visits provide regional perspectives to our key policy priorities and supported our efforts in April, May, and June to secure an exemption on the proposed front-of-package labelling on ground beef, as well as advocating about the urgency in establishing a Canadian vaccine bank for Foot and Mouth Disease (FMD).

2022 also brought more extreme weather conditions to regions across Canada. CCA monitored the situation closely and worked to ensure that impacted producers were eligible for the Livestock Tax Deferral (LTD). To increase the impact of the provision, CCA recommends that producers be given the ability to self-elect rather than rely on a geographic determination to access this provision. This would help producers with making difficult decisions during urgent times of need.

2022 ended on a very sad note with the sudden loss of Reg Schellenberg, who was a strong leader in our industry and mentor and friend to many. Reg's contributions and passion for our industry will be missed around the board table and at industry meetings and events. This is not how I ever thought I would take on this important role, but I am truly honoured to be the first President from east of Ontario in CCA's history and look forward to working with Board and staff to make things happen for Canadian cattle producers.

As we move into 2023, there are bright spots for our industry. Prices have improved and we have a strong trade position with exports of Canadian beef at record levels for the sixth year in a row. The challenge now is having enough beef to meet the demand. We will keep working on policy, programs and all things we see that can improve the competitiveness of Canadian cattle on the land and beef on the plate.

It's simple. When you look at taste, environmental impact, quality, all aspects - the world needs more Canadian beef.

Sincerely,



Nathan Phinney
President, Canadian Cattle Association

Executive Vice President's Message

Reflections on the Canadian Cattle Association's 90 year history



Celebrating 90 years of growth and greatness (and overcoming challenges).

We are celebrating our 90th anniversary of the Canadian Cattle Association (CCA).

Our industry has had its share of events over the years and CCA has been one constant since 1967 to respond to all challenges and to pursue all opportunities.

The origin of CCA began in 1932 with the incorporation of the Council of Western Beef Producers which evolved into the Canadian Council of Beef Producers. In 1967, the Council became the modern day Canadian Cattlemen's Association (CCA) supported by a new check off system to ensure stable funding to build a strong and effective voice on national and international issues. In 2022, the CCA adjusted its name to the Canadian Cattle Association.

Fred Newcombe served as the first Executive Director (1968) and was responsible for getting CCA up and running. In 1970, Charlie Gracey was employed and managed CCA until 1990. In June 1990, I succeeded Charlie and began my career with CCA. During the early years, Chris Mills also worked for CCA and managed the western office. Charlie and Chris formed a remarkable team that established CCA as one of the most credible organizations in Canadian agriculture and on the world stage.

There were a number of notable achievements during this period: the creation of Canfax and the Beef Information Centre, the development of a new grading system, preserving the free and open market system by preventing the cattle industry from being put under a Marketing Board, the establishment of the intergeneration roll over provisions under our tax system - the capital gains exemption, and the successful countervail case against unfair beef imports from Europe. Chris also led the efforts to end the Crowsnest Freight Rate and to have feed barley exempted from the monopoly authority of the Canadian Wheat Board (CWB).

Chris also managed the Alberta Cattle Commission (ACC) (now Alberta Beef Producers) and hired me to work for ACC in 1981, where I had a chance to learn and develop under his great leadership.



The eighties presented its own unique challenges. Feed grain policies, tax and credit, and animal health were the leading issues. Early in that decade, we were dealing with high inflation and record high interest rates in excess of 20 per cent on some loans. Grain policies on the prairies favoured exports through the Crowsnest Freight Policy and the requirement to sell (and buy) all grain including feed grains through CWB putting domestic grain users at a disadvantage. Brucellosis and Tuberculosis were still prevalent at low levels.

CCA took on these challenges. The grain issues were addressed. A new Industry-Government group, the Brucellosis Consultative Committee, was established that resulted in the timely eradication of Brucellosis and obtaining Tuberculosis-free status. This committee eventually became the Animal Health Consultative Committee.



With a number of those challenges out of the way coupled with the establishment of the Canada-United States Free Trade Agreement in 1989, the industry flourished in the 90's. Cargill built their plant in High River, Alberta and Lakeside expanded. The feeding industry grew, with Feedlot Alley becoming one of the largest feeding areas in the world. We became a major player on the global beef market with almost 70 per cent of our production being exported. Industry development was the order of the day. Many of the programs and services we routinely use and depend on today were started during this time. Our grading system was privatized and changed to include a greater focus on quality. The Quality Starts Here program was created, which became Verified Beef Production Plus (VBP+), our first animal care code was developed, the National Check Off was established, the Beef Cattle Research Council was formed, we employed our first environment manager, and a national identification system under industry control was created.

In December 1993, we had our first encounter with bovine spongiform encephalopathy (BSE) when an animal that had been imported from the United Kingdom (UK) was diagnosed with BSE. This led to the purchase and destruction of all remaining imported cattle from the UK and the establishment of the ruminant feed ban. It also led to the CCA pursuing a mandatory national identification system under industry control and ownership, resulting in the creation of the Canadian Cattle Identification Agency.

As we grew, our growth in exports of both live animals and beef began drawing the attention of the United States (U.S.). In 1998, R-CALF petitioned for a countervail and anti-dumping case against our live cattle exports. The case moved forward and CCA was tasked with defending our industry.

An anti-dumping case has been described by the Economist as one of the most pernicious forms of protectionism and is difficult to overcome. Thanks to our strong funding system through the provincial check offs, we successfully defended against the countervail case and proved that our exports were not causing any injury. We won and both cases were terminated in 1999 and all deposits under anti-dumping were returned. It is worth noting that anti-dumping duties (deposit rates) were estimated to have cost the Canadian industry \$17 million a week (market impact) while they were in effect. Winning this case was hugely important.

We entered the new millennium, and no one foresaw what we were about to experience. In fact, a risk assessment was completed in 2001 that concluded risk of BSE was behind us. We soon discovered how wrong that work was. On May 20, 2003, our whole world changed when a domestic case of BSE was discovered, and all markets closed. CCA was again front and centre working to re-open markets, to maintain the confidence of Canadians, and to secure disaster assistance. Thanks to being proactive with all the measures that were put in place prior to finding BSE, the thorough and transparent investigation of the case, and a strong issues management response, Canadians remained confident in the safety of our beef, and we were able to get beef exports to the U.S. and Mexico reopened in September.

HISTORICAL MOMENTS

In the 1971 Income Tax Act, farmers were to be assessed capital gains on property sales. CCA successfully advocated for an intergenerational rollover provision to help the next generation of producers. This breakthrough represented an enormous achievement for the organization.

The perfect storm decade was just beginning. Our currency surged to its highest point. Mandatory Country of Origin Labelling (MCOOL) was put in place in the U.S. that discriminated against live cattle and pig imports, and the great recession occurred in 2008. Our industry was fighting to survive, and we were relieved to turn the clock on 2010.

The next 10 years began the period of recovery and sustainability.

We worked tirelessly to recover access to all of our major markets and participated in the negotiation of numerous new trade agreements including Comprehensive Economic and Trade Agreement (CETA), Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), and the new Canada-United States-Mexico Agreement (CUSMA). With these new agreements in place, we now had the unprecedented market diversification.

We took the U.S. to the World Trade Organization (WTO) over MCOOL and won the case leading to MCOOL's eventual repeal.

We again focused our attention on the future. Our Young Leaders program was created. Our industry's first sustainable beef program was launched by McDonalds and Cargill in close collaboration with



CCA. This eventually led to the creation of the Canadian Roundtable for Sustainable Beef which we are a proud member of and to whom we provide support services. We became recognized as a world leader in sustainable beef production.

Our [National Beef Strategy](#) was launched in 2015 and renewed in 2020. I encourage everyone to go to National Beef Strategy website to see the great scope of activities undertaken as an industry and the great coordination we now have amongst our national groups. I believe it is the strongest beef strategy in the world.

[Looking to the Future Vignette](#)



In 2020, COVID-19 pandemic hit. CCA again immediately stepped up and worked closely with all our industry partners and government. Our priority was to ensure we could safely keep our industry operational by maintaining open borders and the supply chain working. This was accomplished and Canada's agrifood industry was one of the success stories during the pandemic. We did have our challenges early on when processing plants were temporarily closed or slowed down resulting in cattle being backed up in Canada and the U.S. This situation demonstrated how vulnerable we are to any bottlenecks in processing. Efforts are underway to address this.

On the positive side, there were major worker safety investments and the plants quickly returned to pre-COVID levels.

Today, we are learning to live with COVID-19 and supply chains are beginning to recover. World demand for high-quality beef remains strong and we continue to see record values in our exports year-after-year.

This is a quick snapshot of some the activities over the past 60 years. It shows how important it was and is to have a strong and adequately funded national organization led by producers and working on behalf of Canada's beef cattle producers.

I am excited about the future and our efforts to raise awareness of our industry's many environmental and biodiversity benefits. Our goal is to have Canada's beef cattle industry recognized as a key part of the climate change solution and to ensure we are sustainable for the next 90 years and beyond.

Sincerely,

A handwritten signature in black ink, appearing to read 'Dennis Laycraft'.

Dennis Laycraft
Executive Vice President, Canadian Cattle Association

Board

BOARD



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New Brunswick
President



Bob Lowe
Alberta
Past President



Tyler Fulton
Manitoba
Officer at Large



Linda Allison
British Columbia



Ryan Scorgie
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Melissa Downing
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Alberta



Miles Wowk
Alberta



Ryan Beierbach
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Lynn Grant
Saskatchewan



Philip Lynn
Saskatchewan



Duane Thompson
Saskatchewan



Matthew Atkinson
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Mike Duguid
Manitoba



Matt Bowman
Ontario



Jack Chaffe
Ontario



Jason LeBlond
Ontario



Craig McLaughlin
Ontario



Philippe Alain
Quebec



Kirk Jackson
Quebec



Victor Oulton
Nova Scotia



Peter Dixon
PEI

In Remembrance of Reg Schellenberg, CCA President



“The generations before taught us, if you take care of your rangeland, it will take care of your next generations.”

On December 2, 2022, the Canadian cattle industry lost a tremendous leader, mentor and friend with the sudden passing of Reg Schellenberg, President of the Canadian Cattle Association (CCA).

“Reg’s legacy and impact on the Canadian cattle industry will be felt for years to come. His gentle demeanor and strong character are qualities that many of us in the industry looked up to,” said Nathan Phinney, who will now become CCA’s new President. “He will be fondly remembered for being a tireless advocate for cattle producers, taking a particular interest in advancing the priorities related to animal health and care, as well as protecting and preserving our industry for the next generation.”

Reg was first elected as a director to the CCA in 2010 and became CCA’s President on March 25, 2022. He served as co-chair of the Foreign Trade Committee from 2020 to 2022 and co-chaired the Animal Health and Care Committee with Pat Hayes from 2016 to 2020. He also represented CCA on the Canadian Cattle Identification Agency (CCIA). Prior to the creation of the Animal Health and Care Committee, Reg chaired the Animal Care Committee.

Reg was very proud of his roots, his family, and his multi-generational ranch in Beechy, Saskatchewan. He ranched alongside his wife Shannon, his son Coy and his daughter-in-law Laura-Lie. Coy and Laura-Lie represent the fourth generation in the family partnership. He believed strongly in investing in the future as generational transfer is critical to the success of our industry.

With heavy hearts, CCA’s board and staff will continue to push forward on the priorities that were important to Reg, as well as cattle producers across Canada.

Our thoughts and prayers remain with Reg’s wife, Shannon, his children, and his grandchildren during this very difficult time. He will be missed and thought of often.

Year in Review

YEAR IN REVIEW

In Spring 2022, provincial members participated in **'Fly-in' meetings** with MPs, Senators and government officials, discussing advocacy priorities that were key to our industry from trade and animal health to environment and economic resilience.



The **Good for You, Great for the Environment** influencer campaign saw chefs, foodies and media personalities visiting farms and ranches across Canada to discover the environmental benefits of raising beef cattle in Canada. **The campaign resulted in close to 700,000 views online.**



The much-anticipated return of **CCA's VIP Reception in March and Fall BBQ in September** were well-attended by Parliamentarians, their staff and industry stakeholders. It was great to reconnect in-person!



In June, CCA launched the **Don't Label My Beef** campaign. The combined advocacy efforts of CCA, our provincial members and national partners together with Canadians across the country **achieved success in exempting nutritious, high-protein ground beef from the proposed front-of pack (FOP) labelling.**



In early July, CCA was proud to launch its **new brand as the Canadian Cattle Association**, paying tribute to our past, while looking ahead to the future. Our new logo is inspired by the key elements of importance to our organization: our country, our cattle, and our environment.



Doug and Erika Fossen of Bar 7 Ranch in Rock Creek, B.C. were named recipients of **The Environmental Stewardship Award (TESA)** at the 2022 Canadian Beef Industry Conference. The award is sponsored annually by MNP.



Over **70 individuals graduated from Beef Advocacy Canada online program**, which provides training on beef production, environmental impact, and nutrition to equip participants to be Canadian beef industry advocates.



The **Cooking by Degrees** campaign, a partnership between the Canadian Roundtable for Sustainable Beef (CRSB), Canada Beef and Public & Stakeholder Engagement (PSE) reached **6 million Canadians** and won two awards at the **Canadian Agri-Marketing and Agri-Food Awards in November**.



Raising Canadian Beef launched on TikTok and Instagram in October to raise awareness of the benefits of raising beef cattle in Canada with public audiences. Both channels have seen **significant audience growth, with engagement** and other metrics well **above typical industry targets**.



In the fall, CCA launched its **"Ahead of the herd in sustainability"** campaign to highlight how **raising beef cattle in Canada is part of the environment and climate change solution**.



Division Reports

BEEF CATTLE RESEARCH COUNCIL



Beef Producer National Check-Off Investments in Research

The Beef Cattle Research Council (BCRC) is Canada’s industry-led funding agency for beef, cattle and forage research. The BCRC is led by a [15-member Council](#), comprised of 14 producers, plus one member at large, funded in part through the Canadian Beef Cattle Check-Off.

> BCRC FUNDING BY PROGRAM AREA

Total 5-Year Funding to All Projects: **\$39.3 Million**

Percent of Total Research Funding by Portfolio:



In 2021/22, the BCRC received on average \$0.67 of every \$2.50 of the Canadian Beef Cattle Check-Off collected by provinces. Check-Off was leveraged with Agriculture and Agri-Food Canada (AAFC) Canadian Agricultural Partnership (CAP) Beef Cluster funding where industry contributed 34 percent (\$1.3 million), and government contributed 66 percent (\$2.5 million) in 2021/22. The BCRC leveraged other Check-Off dollars with an additional \$5.9 million in research funding and \$800,000 in-kind from government and industry partners outside of the Cluster.

HISTORICAL MOMENTS

The Beef Cattle Research Council (BCRC) has operated as Canada's industry-led funding agency for beef, cattle and forage research since 1998. The applied research funded by BCRC, coupled with extension efforts, continue to support farmers and ranchers in making informed decisions that improve their profitability, while reducing risks and enhancing consumer confidence in how cattle are raised in Canada.

Beef Science Cluster III Fourth Year of Five Completed

Projects funded under the current Beef Science Cluster III (a \$21.7 million program) under CAP run from April 1, 2018 to March 31, 2023. AAFC contributes \$14.1 million while BCRC and industry partners contribute \$7.6 million over five years.

Preliminary findings under Cluster III include:

- progress on developing new alfalfa varieties with higher yield and more winter hardiness,
- validation that growth promotant residues pose minimal environmental risks, further minimized by appropriate manure and runoff management,
- insight into why some feedlot calves contract pneumonia from Mycoplasma bovis while others do not, and
- new estimates of parasite prevalence indicating that strategic worming programs can slow resistance to dewormers.

A summary of Cluster III projects can be found in the [2021/22 Results Report](#).

Priority Research Projects

The BCRC also funds research projects aimed to target specific goals of high priority to the beef industry.

For example, nutrient export through surface runoff is a concern for producers, lawmakers and the public, yet little research has been done in a Canadian-specific context. Drs. Ominski and Flaten at the University of Manitoba are developing a model to evaluate grazing impacts on water and nutrient cycling. Accurate models that predict nutrient runoff will help beef producers prevent runoff and increase understanding of how management affects watersheds. This will also provide Canadian data to guide future watershed management policies.

Other BCRC-funded priority research projects are exploring:

- identifying soil types and growing conditions suitable for growing polycrops,
- low-cost forage establishment strategies,
- new approaches to improve fiber digestibility in feedlot diets, and
- developing ways to effectively clean packing plants and ensure food safety using less hot water.

The BCRC currently funds:

100+

RESEARCH AND EXTENSION PROJECTS LED BY RESEARCHERS NATIONWIDE, IN PARTNERSHIP WITH MORE THAN 40 FUNDING AGENCIES



CONDUCTED AT **37** RESEARCH FACILITIES INCLUDING 6 AAFC RESEARCH STATIONS, 31 UNIVERSITIES AND OTHER RESEARCH INSTITUTIONS

A summary of all projects can be found in the [2021/22 Results Report](#).

Proof of Concept Informs Research Investment

The BCRC funds short-term projects to examine and validate the feasibility of pursuing larger, more defined research through proof-of-concept projects. One such project led by Dr. Michael Steele at the University of Guelph is looking into the possibility of “super charging” colostrum through pre-partum supplementation.

Building Research Capacity Through Industry-Funded Chairs

The BCRC filled three research chair positions in partnership with research institutions and matching funders to focus on priority research, teaching and producer extension. Chairs include: [Dr. Bree Kelln](#), Beef Industry Integrated Forage Management and Utilization Chair (University of Saskatchewan); [Dr. Cheryl Waldner](#), Natural Sciences and Engineering Council of Canada/BCRC Industrial Research Chair in One Health and Production-Limiting Diseases (WCVM) and [Dr. Gleise M. Silva](#), BCRC-Hays Chair in Beef Production Systems (University of Alberta).

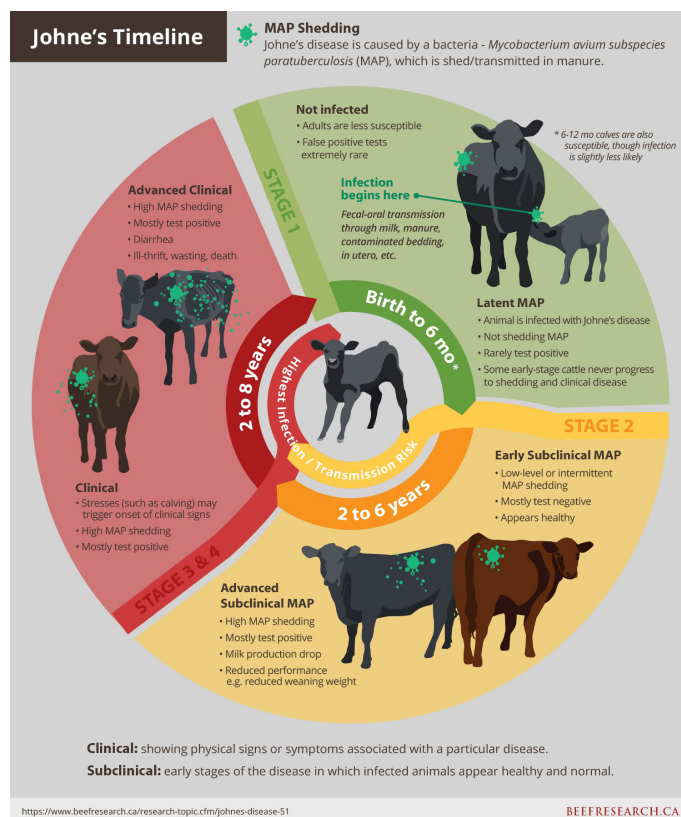


Producer Resources and Industry Engagement

The BCRC continues to develop and distribute resources including factsheets, tools, videos, articles, webinars, infographics and audio-clips.

For example, the [Calf 911 series](#) was developed in response to the lack of access to information on early-life calf management. Four videos with associated resources can be found on the [Calving and Calf Management](#) page.

The 2022/23 BCRC Webinar Series covers two series on nutrition and record keeping. Webinars also qualify for continuing education credits for veterinarians and RVTs Canada-wide. Register and watch recordings through [BeefResearch.ca](#).



Advancement of the Verified Beef Production Plus program

The BCRC remains responsible for delivery of the Verified Beef Production Plus (VBP+) program. See the full VBP+ report for more information.

BeefResearch.ca is Canada's premier online resource for science-based beef cattle and forage information. In June 2022, the new and improved BCRC website was launched. Explore the new site to learn more about BCRC initiatives, access resources and decision-making tools for beef producers and [subscribe](#).

VERIFIED BEEF PRODUCTION PLUS



In the spirit of the Canadian Cattle Association's (CCA) 90th Anniversary, it might be fun to walk down memory lane on the evolution of the Verified Beef Production Plus (VBP+) program. It can put the progress we have achieved today in the context of where we began.

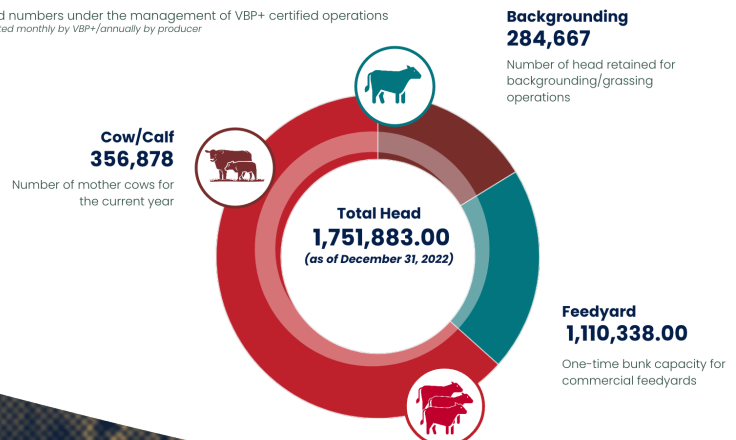
VBP+ has its roots in the Quality Starts Here (QSH) program initiated by CCA in the late 90's. The intent was to provide educational materials on best management practices to all sectors of the beef industry. Many of the best practices we employ today have their roots in the QSH program.

In 2003-2004, in response to the discovery of bovine spongiform encephalopathy (BSE) in Canada, the program evolved to be very focused on on-farm food safety, which included the development of an industry Hazard Analysis Critical Control Point (HACCP) program to identify and mitigate physical, chemical and biological hazards at the farm level. This was the beginning of the Verified Beef Production (VBP) program. VBP included elements of producer training and introduced certification at the national farm level for on-farm food safety indicators. The VBP program joined other commodities and the Canadian Food Inspection Agency under the Food Safety Recognition Program (FSRP) to deliver similar on-farm food safety outcomes across Canada.

In 2014, in response to consumer trends towards other indicators, VBP evolved again to include additional modules/indicators in animal care, biosecurity and environmental stewardship and VBP+ was born. Again, the program delivered producer training (in-person and online) and certification on beef cattle operations across Canada.

Head numbers per sector

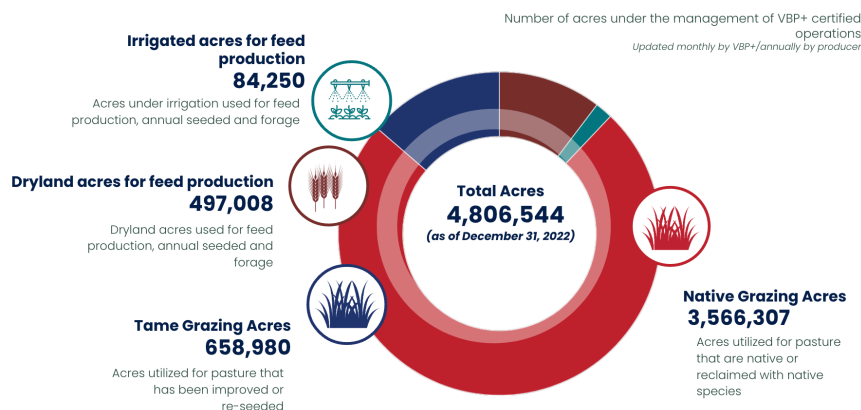
Head numbers under the management of VBP+ certified operations
Updated monthly by VBP+/annually by producer



Today, VBP+ has evolved and expanded both streams of activity, training and certification (see VBP+ Inc. below) and has achieved full equivalency with the Canadian Roundtable for Sustainable Beef (CRSB) production standard. VBP+ has expanded its training content to incorporate resources and educational opportunities for producers to include, not only VBP+ content, but content related to the CRSB indicators as well. Program training is delivered online through the Canadian Cattle Learning Center and in-person through VBP+'s network of coordinators located across Canada. Coordinators also assist producers with pre-certification evaluations and education to ensure producer success.

VBP+ has also developed a robust, flexible data collection system of key performance indicators to provide clear, evidence-based data to inform not only VBP+ program evolution and metrics for program performance but data that is important for industry initiatives, policy discussions and stakeholder engagement.

Number of acres usage/type



Certification services are delivered through the robust audit management systems of VBP+ Delivery Services Inc. (VBP+ Inc.) in all sectors and in all provinces in Canada. While currently delivery certification only to the VBP+ standard, VBP+ Inc. has made application to the Standards Council of Canada to deliver the Growth Enhancing Producers Free (GEP-Free) program and is exploring other opportunities to deliver different certification programs to add value to the different production models employed on Canadian beef operations. With the equivalency between the VBP+ and the CRSB standards, producers who are VBP+ certified are also CRSB certified and are seeing expanding initiatives and opportunities through that partnership.

Both VBP+ and VBP+ Inc. continue to be committed to providing value to Canadian beef producers and operations through the services they offer. As we have through the years, the program will continue to evolve in an ever-changing world and explore every opportunity presented to assist and elevate our Canadian beef producers and our industry.

CANADIAN BEEF BREEDS COUNCIL



The Canadian Beef Breeds Council (CBBC) has undergone significant changes over the past year in an effort to revitalize the organization and elevate our engagement and collaboration within the Canadian beef industry, that has driven positive growth and advancements on many fronts. CBBC has continued to actively represent the seedstock sector both domestically and internationally to maintain and build market opportunities as well as drive transformational change as it relates to the utilization of beef cattle genetic data and adoption of innovative technologies through unprecedented cross-sector collaboration.

2022 was another extremely busy and exciting year for the CBCC as we worked to focus on our key priorities for the organization and ultimately drive value for our members by advancing the importance of genetics within the Canadian beef industry. We were thrilled to see a large number of our members, industry partners and stakeholders gather for our Annual General Meeting (AGM) on November 28 at Canadian Western Agribition in Regina where we were able to reflect on the progress that had been made over the last year and look forward to the opportunities that lie ahead.

Canadian Beef Improvement Network (CBIN)



Throughout the past year, the CBIN initiative has been the focus of much of our work and continues to advance rapidly. As we have outlined on several occasions, the following four-step development plan for CBIN remains our overarching goal:

- **Build the Data Foundation:** Build an operational system that will standardize data collection amongst participating Breed Associations;
- **Facilitate Data Linkages:** Develop a cross-sector genetic data hub that will facilitate linkages of genetic data to traditional production metric;
- **Translate Data:** Create the analytical resources to assist in the translation of genetic data into informed decisions that allow increased value capture from conception to consumption; and
- **Drive Adoption:** Advance the understanding of the value of genetic data incorporation and resource utilization across the entire beef production system.



With this broad vision in mind, the sector looks to provide genetic information and analytical tools that will help the entire Canadian beef industry capture the full environment and economic value of genetic advancements across the entire beef production chain.

Those in attendance at our AGM in November were able to see first-hand the new registry portal that is being developed. The purpose of the development of a Canadian registry portal is to unify and standardize genetic data capture at the initial stages of production. From the work so far, it is clear much can be accomplished as an industry through hard work and collaboration. As with any major collaborative initiative, there have been some hurdles to overcome but our stakeholders are steadfast in their commitment to the vision and the opportunities that this system will provide to our breed association members and the entire Canadian beef industry. With the first stage of development advancing, we are shifting our focus to facilitating the data linkages that will truly capture value across the entire industry. The leadership from within our CBIN Advisory Panel, along with our CBBC Board of Directors remains focused on the ultimate vision of CBIN and creating increased value for the entire beef industry through bi-directional genetic data flow within the beef production system.

Market Development for Beef Cattle Genetics

The importance of genetics within the beef business has often been minimized or even forgotten altogether at times but CBBC has worked hard recently to shift the conversation and raise the awareness of the value that genetics offers to our industry. While changes and advancements seldom occur overnight, we hope you have started to see some of the fruits of our labour with genetics being discussed around more tables and being considered as part of the solutions for success in a sustainable Canadian beef industry. The seedstock sector has a large role to play in driving value in beef production and through the collaborative effort of CBIN we are collectively building the resources to allow the Canadian beef industry to fully capture the value of genetic advancements. The work ahead is substantial but so too are the opportunities. CBBC members and stakeholders believe the reward is worth the investment.

Through the ongoing support of Agriculture and Agri-Food Canada (AAFC), we have been able to continue to assist our members and advance our market development goals in key countries around the globe with funding provided through the AgriMarketing Program (AMP). Market development activities are on target to continue through to March 2023 with aggressive plans in place to further build upon the current opportunities in the future.

Throughout 2023, CBBC will remain focused on elevating the role of genetic advancements and the seedstock sector within the Canadian beef industry, growing our membership and advancing the value of our organization for our members, and driving the development of CBIN forward to capture increased value for Canadian beef cattle genetics both domestically and internationally.

CANFAX MARKET OUTLOOK



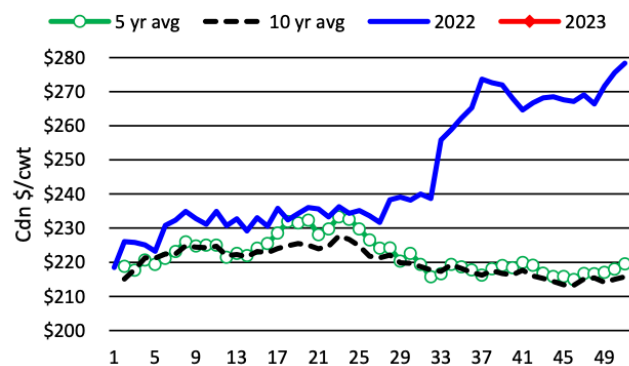
The first half of 2022 was marked by high feed costs and questions of continued drought. Rain in June was the start of turning the corner – while patchy, the rains allowed for a significant improvement in feed production. Throughout 2022, the market was working through the 2021 drought related marketings that supported beef production up 2 per cent from 2021.

Cattle prices improved for all classes in 2022, with Alberta 5-600 lb steers averaged \$270/cwt in the fourth quarter up \$60/cwt or 28 per cent from 2021. This jump in calf prices put many cow-calf operations back in the black, after the very challenging higher cost structure coming out of the 2021 drought. Alberta fed prices were up 15 per cent from January to December, to the highest since July 2015. An annual average price of \$172/cwt is second only to 2015 when price peaked with an annual average of \$183/cwt.

Despite higher cattle prices, margins continue to be under pressure with inflation for input costs (feed grains, fuel, fertilizer, and interest rates). Feed grain prices dropped from July to September, before rebounding back to spring levels. Alberta hay prices peaked in April 2022 and declined throughout the rest of the year to be down 4 per cent from prior year in November, yet still 24 per cent above the five-year average. While improved forage supplies provided a welcome relief for cow-calf producers, rains were patchy with some experiencing another year of drought.

The United States (U.S.) cow herd peaked in 2018 and has decline 6 per cent. In addition, beef replacement heifers are down 600,000 head since the 2016 peak. The 2022 calf crop was half a million head smaller than the prior year, or down 1.4 per cent. The drought conditions moved south to cover much of the beef producing regions of

Alberta Weekly 5-600 lb Steer Price



Source: Canfax

the U.S. accelerating liquidation in 2022. Unless rains come, there will be further contraction of the herd in 2023. The United States Department of Agriculture (USDA) is projecting beef production to decline 5-8 per cent in 2023 with the larger drop occurring later in the year. This drop could be moderated by further drought induced liquidation. This tightening of North American beef supplies will be the main driver of cattle markets in 2023.

HISTORICAL MOMENTS

Canfax has been a trusted source for cattle market information in Canada for over 50 years. In this new millennium, cattlemen, feedlot managers, and agri-business professionals will continue to rely on up-to-the-minute information to maximize profit in today's beef sector.

But prices are made up of both supply and demand. While beef led food price inflation in 2021, other commodities caught up in 2022 as retail beef prices stabilized with a price correction in the second half that brought beef price relationship with pork and poultry back into historical ranges. Despite record high retail beef prices, domestic and international demand has remained strong in 2022, showing impressive consumer resilience and a desire to keep beef on the plate. Consumers around the world will be facing higher food costs in 2023 and demand will be tested.

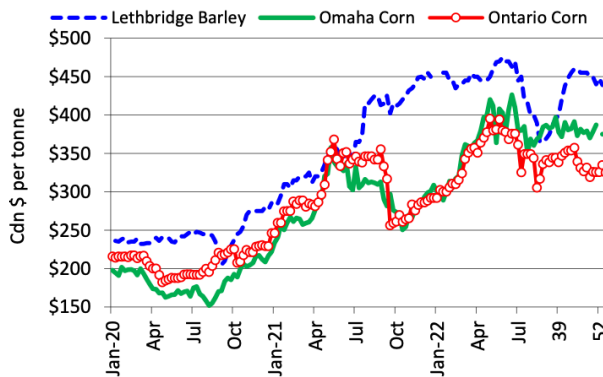
Factors to Watch in 2023

There are many moving parts to the cattle markets. Any black swan event like a major supply chain disruption would likely trump all of the other market factors listed below.

Demand – Beef demand is expected to be under pressure in 2023 with the average Canadian family expected to pay an additional \$1,000 for groceries due to food price inflation. Internationally, there are concerns about recession. As supplies tighten, the domestic and international consumers willingness to pay for beef will be critical. We have seen remarkable support, particularly for high-quality AAA and prime beef. If consumers have improved cooking skills over the last several years, this could support demand for years to come.

Weather – U.S. cattle marketings are projected to decline next year, which is anticipated to support higher prices. Dry conditions in 2022 have pushed feeders into feedlots early which will support numbers in the first quarter of 2023. The potential of a second year of drought may keep marketings elevated, moderating the tightening of supplies. However, current liquidation means smaller supplies are coming.

Feed Grain Prices

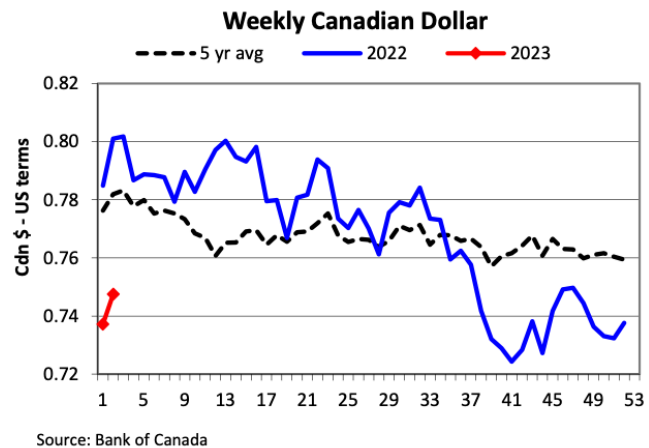


Source: Alberta Ag. BFO



Feed grains – Barley prices temporarily came down in September but quickly moved back to pre-harvest levels; leaving western Canada at a feed cost disadvantage to both Nebraska and Ontario corn. But all feed grain prices remain high. The potential for a big swing in the feeder market is if the U.S. gets rain. A moderation in feed costs, with larger North American production in 2023 could have a big impact on calf prices in fall 2023. Barley prices are currently over \$9.50/bu in Lethbridge, for every \$1/bu change in barley prices, calf prices change about \$20/cwt. Therefore, if barley was closer to \$8/bu next fall, you could add about \$30/cwt to price projections, again holding everything else constant. This could have a big impact on the bottom line for cow-calf producers.

Canadian dollar – The Canadian dollar dropped from US\$0.80 in the second quarter to US\$0.74 in the fourth quarter of 2022. A one cent change in the Canadian dollar impacts calf prices by about \$6/cwt, holding all other variables constant. The weaker dollar supported calf prices around \$36/cwt; representing 60 per cent of the price jump seen. Some prices are sticky, and it does not appear that the dollar has been fully accounted for in the fed cattle market. One factor to keep in mind with a weaker Canadian dollar is that it results in higher feed costs given the reliance on imported corn for feeding cattle.



Basis/Leverage – Basis levels weakened in the fourth quarter of 2022. This delayed the leverage shift to cattle producers. While Alberta and Saskatchewan cattle on feed numbers are down, they remain historically large and could add basis risk for feedlots. Even with high feed costs, feedlots were aggressive filling pen space this fall with net feeder imports from January to November at 96,900 head. Relative supply and demand, north and south of the border is key driver of basis levels. Current basis levels are encouraging feedlots to price cattle stateside. How many fed cattle end up going south will be an important driver for basis levels and feedlot leverage in 2023.

Overall, North American supplies are tightening in 2023 and will be price supportive for the next couple of years. However, the big question is how will consumer demand, both domestically and internationally hold up to higher price levels. The shift in leverage should spread dollars throughout the supply chain. Will it be enough to offset the higher input costs? This will determine if further contraction occurs.

Canfax is Canada's go-to source for cattle market information. A division of the Canadian Cattle Association, Canfax has provided expert analysis of markets and trends in the ever changing North American beef industry for over 50 years. Cattlemen, feedlot managers and agri-business professionals rely on accurate, relevant and timely information as an essential tool for maximizing profit in today's beef sector. To learn how to become a Canfax member for ongoing daily/weekly market information visit: www.canfax.ca

CANFAX RESEARCH



Research Services

Canfax Research Services (CRS) provides market information, and economic analysis of issues that are of importance to the Canadian beef industry. In the last year, CRS has launched a new initiative, as well as the enhanced existing activities.

- In 2022, the **Canadian Cow-Calf Cost of Production Network** was expanded to 186 producers, contributing to 45 benchmark farms. Several resources have been developed and are available on the [Analysis](#) webpage. There are fact sheets, case studies, videos, and summaries of survey results, including: Summary of the 2021 Results; BCRC Webinar (Sept 2022); and Future Farm Scenarios (Jan 2023).
 - CRS collaborated with agri benchmark on a Forage Cost of Production study funded by John Deere International with barley silage in the west, and corn silage, high-moisture corn, and haylage in the east. Results will be available in summer 2023.
- **The Alberta AgriSystems Living Lab:** Integrating beef, forage and cropping systems to improve soil C sequestration and reduce greenhouse gas (GHG) emissions is being led by the Alberta Beef Producers. CRS is leading the socio-economic portion and is responsible for:
 1. Cost of Production baselines (whole farm, enterprise, and practice)
 2. Whole Farm Carbon baselines (HOLOS)
 3. Understanding Producers to support extension communications and extend adoption (Demographics survey, Adoption of practices Survey, Willingness/ability to adopt, producer segmentation/mindset model)
- CRS is providing data support for the **Canadian Roundtable for Sustainable Beef** (CRSB) Science Advisory Committee as they update the National Beef Sustainability Assessment. Two publications are underway on the environmental and social results.
- Brenna Grant is co-chairing the **Global Roundtable for Sustainable Beef** (GRSB) Climate Science Committee, and participating on a **GHG protocol** feedback task force led by the Global Dairy Platform.
- Regular data services and analysis continue to be provided to the Canadian Cattle Association, Canada Beef, BCRC, and the Check-off Agency.

CANADIAN ROUNDTABLE FOR SUSTAINABLE BEEF



As part of an updated Business Strategy, the Canadian Roundtable for Sustainable Beef (CRSB) updated its vision, mission, core areas of work and long-term objectives for beef sustainability in Canada.

Vision: that the Canadian beef value chain is a global leader in environmental, social and economic sustainability, and part of a trusted and thriving food system.

Mission: to advance, measure and communicate continuous improvement in sustainability of the Canadian beef value chain

Long-Terms Goals:

- Increase awareness and adoption of beef sustainability principles and the Certified Sustainable Beef Framework.
- Build public confidence in the sustainability of Canadian beef production.
- Demonstrate and communicate sustainability results and impact.
- Support the Canadian beef industry and its reputation through national collaboration and advancement of sustainability initiatives.
- Build a credible reputation while achieving long-term financial viability.



CRSB participates in the Global Roundtable for Sustainable Beef (GRSB) through the Board of Directors, Communications Council and Working Groups. CRSB supported a number of national and global livestock and food industry sustainability events.

CRSB's membership continues to grow, with eight new members in 2021-22.



National Beef Sustainability Assessment and Strategy

Regular sustainability benchmarking is critical to measure progress, and for the advocacy and communication efforts of the whole industry. Primary data collection for the 2023 update of the National Beef Sustainability Assessment took place in the fall of 2021, including producer and processor surveys and stakeholder interviews. The 2016 baseline has been updated with current methodology, with 2021 results currently undergoing third-party review. Member feedback sessions

on the Sustainability Strategy are planned at our upcoming Semi-Annual meeting in April 2023, and publication of results is expected in fall 2023. The strategy will identify key action items for progress, and will integrate with the Canadian beef industry's 2030 goals.

The CRSB continues to collaborate on the 2030 goals through working groups, overseen by the Canadian Beef Advisors. CRSB's Monica Hadarits leads the People Health and Safety Working Group.

HISTORICAL MOMENTS

Demonstrating global leadership in sustainability, the Canadian Roundtable for Sustainable Beef (CRSB) was formed in 2014. Rooted in science, it is a collaborative space for the beef sector and beyond to make continual progress in sustainable Canadian beef production. In 2017, the CRSB launched the Certified Sustainable Beef Framework, a third-party audited site-level certification program - the first of its kind for beef sustainability in the world.

Projects and Initiatives: Demonstrating and Promoting Beef Sustainability

CRSB's Projects pillar focuses on demonstrating and promoting beef sustainability through:

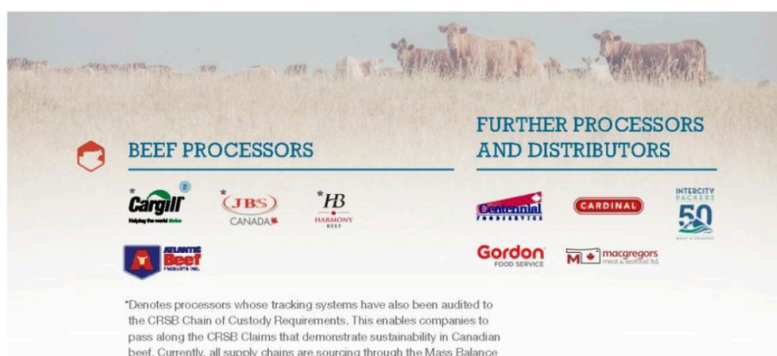
1. Aligning initiatives with the sustainability strategy goals.
2. Connecting what is being done by others through an online inventory.
3. Collaborating with other doing similar work.
4. Communicating through an annual project survey.

New projects were added to our online Projects Inventory in 2022, and refined search criteria make it easier to find active projects in the online Project Inventory, found on the CRSB's new website at crsb.ca/projects.

Certified Sustainable Beef Framework

When launched in 2017, the CRSB committed to a regular review of the Certified Sustainable Beef Framework every five years. That first review has been a focus in 2022. Review and recommended changes to the Standards that form the basis of the Framework is complete, and a public consultation period closed in December 2022. Working groups are reviewing and recommending improvements to other aspects of the system, which will be implemented in 2023.

Approximately 19 per cent of the Canadian cattle herd is being raised on CRSB Certified beef operations across Canada. Five processing facilities are certified to our sustainability standard, and five packer and further processors are audited to our Chain of Custody Requirements, verifying



their processes to track cattle and beef through the supply chain. Twelve companies are sourcing beef (totalling 10 million lbs. July 2021-June 2022) through the program, with additional sourcing commitments toward further sourcing also communicated.

Consumer demand for sustainability has never been higher, and we are working to drive value for the program for producers and support sustainable sourcing across the beef supply chain. We were pleased to see support from Farm Credit Canada in 2022, with a financial [sustainability incentive program](#) for producers who are CRSB Certified.



Communicating Beef Sustainability

With the addition of Communications and Engagement to our core pillars of work, and the increasing focus on a sustainable food system, there are many opportunities for collaboration, building awareness and trust. CRSB continues to leverage beef sustainability as a key solution to climate goals and to building trust with members, stakeholders, and the public.

The [crsb.ca](#) website was updated with a new look and feel, simplified messaging and navigation. Short videos - ideal for social media - help demonstrate the ecological benefits of beef production in Canada, highlight the principles of sustainability, and showcase our amazing beef producers. Engagement continues to grow in all our social channels.

Partnerships and paid advertising continue to play a central role in our marketing strategy, both by CRSB Certified partners, and in collaboration with industry and conservation partners. CRSB partnered on two major campaigns this year, one of which was awarded two CAMA awards (the Academy Awards of Canadian Ag marketing). We partnered on communications at COP events in Sharma-el-Shaik (climate) and Montreal (Biodiversity), and helped deliver a Communicators Summit at the GRSB conference in November 2022.

Consumer research conducted in 2022 built on baseline research, evaluating sustainability lifestyle, food purchasing behaviours and consumption, understanding and perceptions of the sustainability

CRSB CLAIMS IN THE MARKETPLACE

Demand continues to grow for CRSB Certified beef. Several companies are showing their support of sustainable practices by sourcing beef from CRSB Certified Sustainable farms and ranches across Canada through the CRSB's Meat Balance system, whereby at least 50% of the company or product line's beef is from CRSB Certified sources.

New sourcing through the program in beef or specific product lines:

RESTAURANTS AND QUILT-SERVE

- McDonald's (Classic French fries)
- Harveys (Original Burger)
- Chop Steakhouses and Bar
- Steak Club Sports Bar and Grill
- Monsoon's BBQ and Bar

chop HARVEYS MCDONALD'S

STEAK CLUB SPORTS BAR AND GRILL

MONSOON'S BBQ AND BAR

GROCERY RETAILERS

- Walmart - in a selection of ground beef products

Walmart

FOODSERVICE COMPANIES selling to individual customers and restaurants:

- Gordon Choice Brand
- Intensity Packets - Intensity Meats Brand
- Customized Foodservice's Sterling Silver Premium Meats Brand

Gordon CHOICE 50 Intensity

SOURCING COMMITMENTS

Walmart Loblaw Certified metro

CRSB CERTIFIED

10 MILLION POUNDS OF BEEF SOLD WITH A CRSB CLAIM

29 MILLION SINCE 2018

JULY 1, 2021 - JUNE 30, 2022

PROUDLY RESPONSIBLE FOR SUSTAINABLE BEEF | 10

of Canadian beef production, and awareness and perceptions of the CRSB, including our CRSB Certified program. A series of benchmarked questions help us measure changing consumer perceptions over time.

For more details on our work, check out our [2022 Annual Report](#).

PUBLIC AND STAKEHOLDER ENGAGEMENT PROGRAM



As part of the Connectivity and Beef Demand Pillars in the National Beef Strategy.

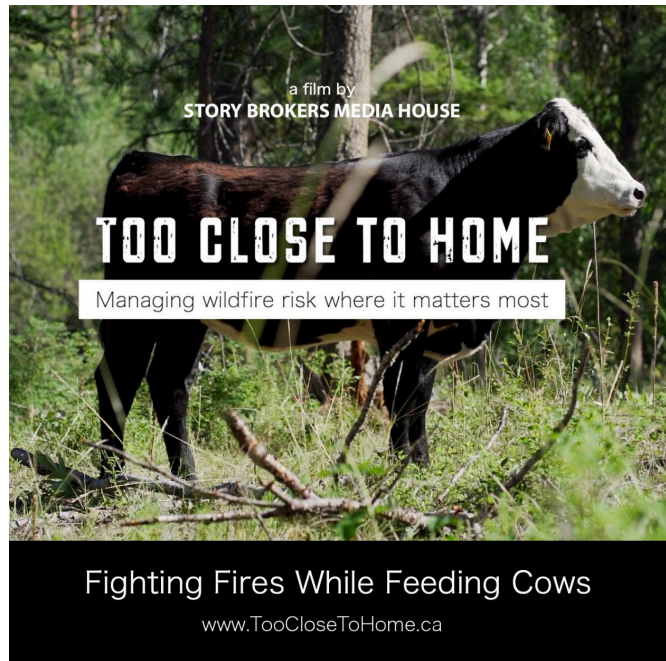
The Public and Stakeholder Engagement (PSE) program continues to build capacity to deliver on public trust initiatives and national issue management coordination with the addition of two part-time staff. Jenna Sarich joined the team in January 2022 as the Technical Consultant, and Emma Cross joined in April as the Social Media Coordinator.

2022 has seen a shift in consumer perception and attitudes around alternative plant proteins. Numerous articles, including those that PSE staff or industry advocates were interviewed for, highlighted how plant-based proteins may not be as healthy or environmentally friendly as they have been positioned to be. Other notable issues included the proposed saturated fat labels for ground beef, which the PSE team worked on with Dr. Sylvain Charlebois to attract the public profile of the issue. The top ten articles featuring Dr. Charlebois reached an estimated thirty million Canadians.

Equipping beef producers and industry advocates with valuable training and educational opportunities is foundational to earning public trust. Together with the Canadian Cattle Youth Council, PSE sponsored twenty farmers, ranchers, and industry representatives to attend both Aboriginal Awareness and Aboriginal Relations training courses. Introduction to Media Training was offered to Environmental Stewardship Award regional nominees as well as industry representatives, researchers and producer advocates. Additional resources are also available including the [Beef Advocacy Canada](#) online training program, issue factsheets and a new informational [video on the biogenic methane cycle](#) with Dr. Karen Beauchemin.

Partnerships, both in Canada and abroad, continue to amplify the positive messages of beef production. PSE remains a member in the [Canadian Centre for Food Integrity](#) and sponsors the [Simpson Centre for Agricultural and Food Innovation](#), based out of the University of Calgary, specifically for its public outreach efforts. 2022 is the second year of partnering with the [Global Meat Alliance](#), which brings together stakeholders to collaborate and align on issues management and international events like the United Nations' climate change conference, COP. Amie Peck continues to chair the Communications Council at the [Global Roundtable for Sustainable Beef](#) which hosted a Communications Summit this November as part of its global conference.

[Too Close to Home](#), the second documentary from the PSE program, highlights the role of cattle in mitigating wildfire danger to communities in British Columbia. The launch event in April featured panelists from research, government and primary production and the film has thus far garnered over 130,000 views across Facebook and YouTube. Earned media coverage has included notable environmental publications like [The Narwhal](#) and [The Tyee](#), along with the National Observer, Eat North and more.



Broadcast media coverage in the past year included two episodes of [FoodScapes](#), a partnership project with the Canadian Roundtable for Sustainable Beef (CRSB) along with the Nature Conservancy of Canada and Ducks Unlimited Canada. Both episodes highlight Cherie Copithorne-Barnes discussing the role of beef cattle in preserving Canada's native grasslands. Airing on BNN, Global Montreal, and Global Toronto, the episodes reached more than 300,000 Canadians. For Food Day Canada in February, beef producers were featured on morning TV in Winnipeg and Montreal, with an estimated reach of close to 5 million viewers.

HISTORICAL MOMENTS

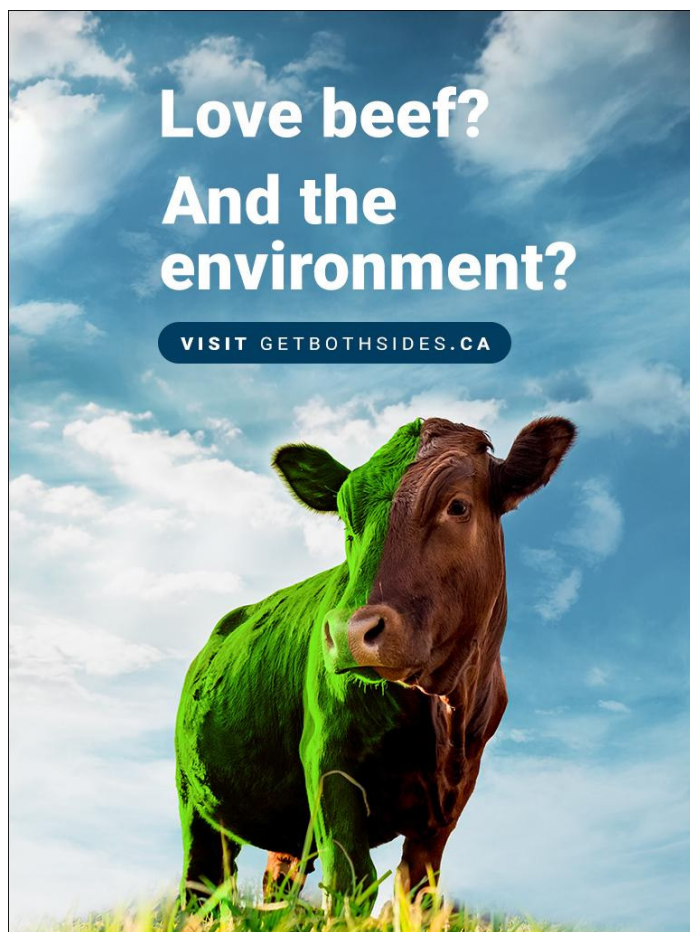
Canada's beef grading system has evolved to meet changes in consumer preference. Quality characteristics were added back into the system, along with the yield characteristics. By working with retailers and better understanding consumer preferences, more value was generated with over 300 products from a single animal being packed, shipped, and sold around the world.

On the print media side, PSE partnered with the Canadian Roundtable for Sustainable Beef (CRSB) and Canada Beef to deliver the second edition of the [Cooking by Degrees](#) campaign. These [Toronto Star articles](#) pair beef recipes from college and university chefs with farmer and rancher profiles. All the recipes focus on ground beef, which was advantageous planning during the saturated fat labelling discussions. The campaign highlighted Canadian producers, Bob Lowe, Anne Wasko, Brian Maloney, Melissa Atchison and more, with a total reach of over 6 million and the campaign received two trophies at the Canadian Agri-Marketing and Agri-Food Awards for 2022.

On the social media side, a cross Canada influencer campaign saw chefs, foodies and media personalities visiting farms and ranches to discover the environmental benefits of raising beef cattle in Canada. The campaign was called [Good for You, Great for the Environment](#) and resulted in close to 700,000 video views across Instagram and YouTube. Another first for the PSE program was the launch of our own [Instagram](#) and [TikTok](#) channel aimed at building public trust in the way beef cattle are raised.

The [Get Both Sides](#) digital advertising campaign was launched in April and ran for six weeks, generating more than 2.2 million impressions and over 3300 clicks to our new website. The clickthrough rate for the campaign, which divides the number of clicks on the ad by the number of views, reached 0.21, doubling the benchmark for this metric. The [campaign microsite](#) houses all PSE video content and short documentary projects in one convenient place.

For the 2023-2024 fiscal year, PSE will be operating with a \$849,000 budget, of which \$212,000 is allocated to Canadian Beef and the remaining \$637,000 is being administered through CCA, as overseen by the PSE Manager.



Committee Reports

ANIMAL HEALTH AND CARE COMMITTEE

Every cattle producer's personal fulfillment, professional competence, and economic success depends on the care they provide to their stock. Animal health, husbandry, and welfare is so central to our daily work that we can overlook the importance of communicating our high standards to external stakeholders while inwardly striving for continual improvement. The committee has solidified our approach to animal health and care policy through three guiding principles:

1. To advocate for evidence-informed programs, policy and regulations,
2. To seek simple and sustainable solutions to complex animal-health challenges when collaborating with regulators, other domestic commodities, and our international partners, and
3. To continually build trust with Canada's public, regulators, and within our supply chain by sharing and improving our animal health, care, and husbandry practices.

The capacity to address animal health and care issues was increased in 2022 through the addition of a Chief Veterinary Officer (CVO). This role enables the Canadian Cattle Association (CCA) to collaborate on an even footing with the Canadian Food Inspection Agency (CFIA), Veterinary Drug Directorate (VDD) and provincial CVOs.

Looking back on 2022, the Animal Health and Care committee worked extensively on three key issues:

- **Humane Transport Regulations** came into full enforcement in February of 2022. CCA worked to ensure regulators were aware of peer-reviewed science measuring the minimal and the inconsistent effect of rest stops on cattle. CCA also held extensive discussions regarding the practical challenges created by the 'Transfer of Care' requirements. In partnership with Livestock Marketers Association of Canada, CCA promoted awareness within industry while seeking practical solutions.
 - In 2023, efforts will continue to influence guidance and policy enforcement that is outcome based and concurrently facilitates operations while protecting animal welfare.
- CCA continued its strongly advocacy for a **Canadian Foot and Mouth Disease Vaccine (FMD) bank**. This was achieved with the help of provincial members at our fly-ins, collaborative letters with Dairy Farmers of Canada and Canadian Pork Council, and a joint letter to the United States (U.S.), Canada, and Mexican authorities. The advocacy was backed by ongoing work through Animal Health Canada within the FMD pilot project which delivered a business case and gap analysis for the vaccine bank and is addressing gaps in vaccine delivery planning.

HISTORICAL MOMENTS

Canada's first case of bovine spongiform encephalopathy (BSE) in a domestic animal was found in May 2003 in a cow from Alberta. Over 30 countries placed trade restrictions on beef exports from Canada. On May 27, 2021, Canada achieved BSE negligible risk status from the World Organisation for Animal Health (OIE).

- In 2023, we anticipate increased work on FMD prevention, planning, response, and recovery work through AHC. This work requires collaboration internationally, across government departments and regulatory authorities, and collaboration with all cloven-hoofed commodities.
- Industry competitiveness and animal welfare both require access to **veterinary pharmaceuticals and biologics**. CCA participated in multi-commodity and bi-lateral discussions with the VDD to promote effective and efficient licensing and registration processes. CCA has advocated for harmonization of veterinary pharmaceutical registration with our trading partners including the U.S.

Along with building on these files, CCA will increase its focus on the **Beef Codes of Practice**. Through the National Farm Animal Care Council (NFAACC), which is now a division of Animal Health Canada (AHC), CCA will initiate a full review of our code. The codes provide immense value to our industry; on a practical level they provide clarity and consistency on what is acceptable and recommended practices to producers, regulators, and the public. This code development process is consensus-based and can be arduous. We are grateful to those industry members who will generously share their time and wisdom to achieve this goal. We are confident the outcome will be worth the effort as a current code will ensure our industry continues to build trust and move forward with continual improvement in welfare practices.

CCA will also continue work to fully realize the benefits of the bovine spongiform encephalopathy **(BSE) negligible risk status**. A jointly funded risk assessment between the Beef Cattle Research Council (BCRC) and CFIA is anticipated in 2023. Once finalized, this report will inform the CFIA's application to the World Organization for Animal Health (WOAH – formerly OIE) for harmonization with requirements in the United States. Work continues to also remove all remaining trade barriers and additional BSE-related requirements for beef and cattle export.

The publication of the proposed traceability regulations in Canada Gazette 1 did not occur in 2022 as was anticipated. CCA has pledged, along with our affiliate organizations, to implement livestock traceability in a cost effective and efficient manner without inhibiting commerce. CCA is a member of the Regulatory Implementation Committee led by CFIA and had been actively working with CFIA to ensure regulations adhere to the industry

HISTORICAL MOMENTS

The Canadian Cattle Identification Agency (CCIA), an industry-led organization was created to establish a national livestock identification program supporting the efficient trace back and containment of serious animal health and food safety concerns. CCA's Carl Block led the groundwork for the formation of CCIA and the traceability system we have today.



supported Cattle Implementation Plan (CIP) and to ensure definitions within the regulations accurately reflect industry expectations.

Looking forward to 2023, CCA intends to continue work on FMD preparedness via **Animal Health Canada**. Under AHC, the Animal Health Emergency Management (AHEM) projects I and II provided resources to producers, provincial associations and national organizations to respond to the 3Ds (disease, disaster, and disruption). As the new Sustainable Canadian Agricultural Partnership (Sustainable CAP) funding cycle begins, AHC is exploring the possibility of implementing an emergency management division. Full scoping, governance, and resourcing is underway based on lessons learned from African Swine Fever (ASF) coordination and our AHEM II project as well as stakeholder feedback on our role in an emergency.

COMMITTEE MEMBERS: Matt Bowman, Co-chair, Miles Wowk, Co-Chair, Linda Allison (BC), Brad Osadczuk (AB), Melissa Downing (AB), Philip Lynn (SK), Mike Duguid (MB), Matthew Atkinson (MB), Craig McLaughlin (ON), Kirk Jackson (QC), Victor Oulton (NS), Peter Dixon (PEI), Kim O'Neil (CMC), Rick Wright (LMAC), Victor Drury (Youth Council ex-officio), Susan Hamilton (Youth Council ex-officio), Leigh Rosengren (Staff), Dennis Laycraft (Staff)

DOMESTIC AGRICULTURE POLICY AND REGULATIONS COMMITTEE

This point in the five year Agriculture Policy Framework cycle is always a challenging one. The Canadian Cattle Association (CCA) has made its case to the federal government on multiple fronts. Provincial organizations have been doing the same with their governments and there is still time to influence the bilateral agreements that really set down the details in each province. The time left to influence the grander program is closing. This summer's Fredericton meeting of federal, provincial, territorial ministers of agriculture holds, perhaps, some finalization room to move. CCA will be on site looking to influence what we can.

The areas CCA has been pushing on of interest to the committee are not news. Better flexibility and usability of the Livestock Tax Deferral (LTD) provision and the Disaster Financial Assistance Administration guidelines fit into a long history of working to improve disaster responses. Wider access and better premium support of livestock price insurance is an evolution and improvement that would be a win even if we do not yet see the program made more permanent. The United

HISTORICAL MOMENTS

Canada wins export dumping case against the European Community (EC). The Canadian Cattlemen's Association (CCA) petitioned the Government for countervailing action against the EC. The introduction of EC export subsidies saw surplus beef displaced into the Canadian market. On July 25, 1986, countervailing duties against the EC were obtained.

States (U.S.) experience with supported premiums and increased uptake is reason enough to get that done in Canada. Young and beginning producers need a cattle insurance tool that provides the same foundation as annual crop insurance does for annual crop production.

Outside of the Sustainable Canadian Agriculture Partnership (SCAP) consultation, CCA is working to improve forage insurance. CCA chairs this latest effort and is pleased to note the positive engagement from provincial insurance administrators. This is a strong indicator that need for improvement has been recognized by more than just cattle producers.

The very high uptake of annual crop insurance is a competitive advantage for that land use. It may not be a reality that better forage insurance will change land use decisions because projected revenue is likely the largest driver. But on marginal or close to marginal lands, improving forage insurance should help keep land use decisions more land based instead of program based. While provincial insurance delivery groups will ultimately decide to adjust their provincial programs, the wide producer engagement we have seen should help keep their feet to the fire.

The SCAP framework asks (i.e. increased funding for research) and forage insurance improvements have been a long time in the works. More pertinent to the coming meeting is the federal Competition Act review.

The cattle industry has had many discussions about industry structure, share of consumer dollar, and potential improvements or solutions to challenges. Other industries have been in the “competition spotlight” in recent years. Telecom, fertilizer, airlines, and groceries are a few of them. It will be important to bring our industry’s lens to these conversations. It will be important that any prescriptions for the future aren’t worse than the challenges of the past and present. If these were easy problems to solve one might expect they would already be solved. Building a globally competitive industry with a relatively small herd/ population/market has produced a lot of decisions along the way that were the best at the time given the information. Figuring out which ones to undo or modify may be what is needed - but it will not be easy.



Labour and workforce supply is an ongoing subject at the committee. It is heartening to see the federal government recognize the need for workers that is really everywhere. We continue to work with the Canadian Agriculture Human Resource Council on the agriculture workforce strategy. Increased immigration does not fix accreditation, licensing, and insurance challenges. Some of these are federal and some are provincial. Each are challenges. Ontario's movement in the healthcare sector may show a path for other parts of the workforce.

Regulations are a focus of the Domestic Agriculture Policy and Regulations committee. There are plenty of regulations to consider. Plastics, the Canadian Food Inspection Agency's (CFIA)s regulatory plan and Canadian internal trade all need consideration. The diversity of production in the cattle industry along with the lack of other loud voices with extensive (outside) production realities, begs for CCA's input. These files rely on not only the CCA board, but the board and staff of the provincial organizations represented at CCA stepping into the consultation and development processes.

COMMITTEE MEMBERS: Tyler Fulton, Chair, Linda Allison (BC), George L'Heureux (AB), Doug Roxburgh (AB), Lynn Grant (SK), Philip Lynn (SK), Jack Chaffe (ON), Matt Bowman (ON), Philippe Alain (QC), Peter Dixon (PEI), Rick Wright (LMAC), Carley Stewart (Youth Council ex-officio), Martin Clausen (Youth Council ex-officio), Ryder Lee (Staff), John Ross (Staff)

ENVIRONMENT COMMITTEE

Consultations with Fisheries and Oceans Canada (DFO) related to the regulatory development around the Fisheries Act continued throughout 2022 with some notable progress. Canadian Cattle Association (CCA) staff submitted significant comments and recommendations around proposed interim Codes of Practice for routine activities in and around fish habitat. Of specific concern were several impractical and potentially dangerous directives within some of these codes. CCA's input was important in developing workable final Codes of Practice, especially for beaver dam removal, stream crossings, and culvert maintenance. Where it was not clearly permitted in the interim code, the use of heavy machinery and gradual breaching of a beaver dam for drainage is now included in the code for beaver dam removal. In addition, CCA pointed out critical occupational health and safety concerns that were ultimately addressed in the final wording. DFO consultations on the development of the Prescribed Works and Waters Regulation are ongoing and will continue through 2024 and CCA remains actively involved.

CCA is extremely pleased with the decision by Environment and Climate Change Canada to extend funding for the Species At Risk Partnerships on Agricultural Lands (SARPAL) project through 2024 and beyond. Working with our partners and contractors the project is making good strides in working with landowners and grazing associations in the project area that have critical habitat for Greater Sage Grouse (GSG). Presently almost 250,000 acres of native grassland critical GSG habitat are under voluntary habitat conservation strategies. Landowners that manage 40 per cent of GSG habitat in Alberta have enrolled and are participating in SARPAL funded programs. With additional sign-ups for work this year and next, the total acres enrolled should top 345,000 acres in the project area in southeast Alberta. This year work on term conservation easement (TCE) valuations, tax implications and exploring United States (U.S.) programs for insights will continue leading up to a pilot with landowners in the project area.

CCA took part in global United Nations (UN) summits on climate change and biodiversity helping, for perhaps the first time, elevate the message at the global stage of the important and beneficial role of beef cattle in maintaining and enhancing ecosystems and biodiversity. Past President, Bob Lowe, and Environment and Climate Change Coordinator, Mitchell Zoratti, who was on the Canadian delegation, attended the COP27 climate summit in Egypt. CCA notes the potential for agriculture and food systems to have an increased presence within UN climate negotiations moving forward. One of the largest, if not THE largest, delegations of producers and producer organizations was present at this COP meeting. What's more, in official United Nations Framework Convention on Climate Change (UNFCCC) text, the Sharm El Sheikh Joint Work on Implementation of Agriculture and Food Security, livestock management systems are recognized for their many environmental benefits, climate resilience, and broader roles in food and nutrition security, livelihoods, and sustainability.

In December, CCA staff also attended the COP15 Global Biodiversity Framework sessions in Montreal. CCA environment manager, Larry Thomas, had a seat on the Canadian Delegation to this summit. CCA staff had the opportunity to present on a panel on grassland conservation and took an active role in several side events conveying the critical importance of beef cattle production to the maintenance and enhancement of biodiversity across Canada. CCA staff also had one-on-one meetings with the Federal Minister of Agriculture and Canada's Climate Change Ambassador, again relaying the message about the benefits of beef cattle production to biodiversity.



The Environmental Stewardship Award (TESA) in 2022 proved to be yet another highly successful and well-covered event for CCA. From a very strong slate of regional/provincial nominees from several provincial associations and regions, the TESA 2022 recipient was the Bar 7 Ranch and the Fossen family of Rock Creek, B.C. The award was presented at the Canadian Beef Industry Conference banquet in Penticton, B.C. in August. Fossens were recognized for proactive range management, wildfire mitigation efforts, supporting wildlife biodiversity, and focusing on enhancing soil health.



Across 2022, CCA participated in many government consultations and provided comments and recommendations on many issues, some of which related to the Federal Sustainable Development; Migratory Birds Regulation; Global Biodiversity Framework; review of the Pest Control Products Act; renewed registration of predator control compounds; AAFC's fertilizer emissions reduction plan; the Methane Centre of Excellence; joint white paper on the Next Policy Framework; 2022 budget; and, 2023 pre-budget, to mention a few.

Looking forward through 2023, CCA holds a seat on the AAFC Sustainable Agriculture Strategy advisory committee, which is tasked with coming up with a sustainable strategy for Canadian agriculture over the coming year. CCA will continue to work with our conservation partners to finalize the Grassland Conservation Initiative, which aims to bring forward new and novel incentives-based options for producers to actively avoid the conversion of temperate native grasslands, which aligns with the industry's 2030 goals. CCA staff will continue to monitor and take part in government consultations on the environment portfolio that are of importance to Canada's beef farmers and ranchers.

HISTORICAL MOMENTS

Canada initiated an eradication program for bovine brucellosis in livestock in the 1940s. CCA worked closely with Agriculture Canada in the campaign to eradicate the disease. Canada was declared free of brucellosis in 1985.

COMMITTEE MEMBERS: Duane Thompson, Chair, Miles Wowk (AB), Lynn Grant (SK), Mike Duguid (MB), Matt Bowman (ON), Victor Oulton (NS), Tyler Fulton (MB), Amie Peck (PSE ex-officio), Holly Sparrow (Youth Council ex-officio), Laura Plett (Youth Council ex-officio) Larry Thomas (Staff) Mitchell Zoratti (Staff)

FOOD POLICY COMMITTEE

This year was pivotal for the Canadian Cattle Association’s (CCA) Food Policy.

Spring 2022 focused heavily on reversing the proposed decision of Health Canada to place a front-of-package (FOP) warning label on ground beef. CCA mobilized quickly working with stakeholders and engaging with officials, various Ministers’ offices, Prime Minister’s office and Parliamentarians to share our concerns and the impacts of this regulatory change on the Canadian beef industry. Fly-ins with the provinces were crucial during this time to elevate our message. We also sent letters, had conversations, organized formal meetings, and hosted a press conference. By the time the latter provinces were headed into meetings, the Parliamentarians already knew what we wanted to discuss.

While we weren’t hearing much push back, we were running out of time to see the proposed decision reversed and in June, the CCA board made the decision to run a public advocacy and mobilization campaign.

Within 72 hours, we launched Don’t Label My Beef, a campaign against Health Canada’s proposed FOP labelling rule for ground beef. We worked with a consulting firm to develop compelling campaign messaging in both official languages, produced targeted creative digital advertising, and developed a campaign website.

We reached government decision-makers on the platforms they were on and recruited new supporters to take action in support of Canada’s beef producers.

Our collective advocacy efforts as an industry directly led to ground beef being exempt from health Canada’s FOP labelling, ensuring Canadians continue to have access to the affordable, convenient, and nutritious source of protein they rely on. Further, the campaign specifically demonstrated to the government the strong public support for Canadian beef farmers and ranchers from Canadians across the country.



In addition to our successful FOP advocacy efforts, there are a few other highlights from 2022 to recognize.



This year, we saw increased engagement on international food policy discussions through CCA's membership with the United Nations' (UN) Private Sector Mechanism (PSM). CCA's involvement in the PSM came about as a result of the 2021 work on the UN Food Systems Summit, where CCA rallied the Canadian meat sector to ensure plant and animal agriculture were recognized as integral to the food system.

In Rome, CCA staff continued this work, making several interventions on behalf of Canada's beef producers and ensuring that the role of cattle in a healthy environment and healthy population was well noted. Thanks to our engagement through PSM, CCA youth delegates were invited to participate in the UN's Committee on World Food Security in October. Our representatives shared the message that Canada's beef producers sustainably raise a high-quality protein and emphasized the need for recognition of the ecosystem services that agriculture provides. Ahead of the meetings, CCA's youth delegation met with Minister Bibeau to discuss our shared objectives and the role that Canadian beef producers play in sustainable food systems.

Back on the ground in Canada, CCA worked with other stakeholders with a vested interest and engaged with the Canadian Food Inspection Agency (CFIA) on their proposed simulated meat guidelines. CCA's continued objective is to ensure products are accurately labelled to prevent confusion and or misleading claims. The guidelines are expected to come out in Spring 2023.



In December, CCA participated in Agriculture and Agri-Food Canada's (AAFC) roundtable regarding the government's School Food Policy consultations. CCA also submitted comments to the consultation and following the roundtable, put in a letter with our industry partners to ensure Canadian beef was considered as part of a healthy, sustainable, and balanced policy. The school food policy will likely follow Canada's existing food guide as its core policy pillar. We expect more to come in 2023, as it was put forward in the Prime Minister's mandate letters for both Minister Bibeau and Minister Gould.

Also on the horizon, with the Food and Drug Administration (FDA) approving the first-ever cultivated protein for human consumption in the United States, CCA is monitoring these discussions closely, looking both at domestic regulations and how other countries are moving forward, paying close attention to

market trends. CCA will continue to advocate that the Canadian government ensures these protein products are held to an appropriate science-based level of review, inspection and control, and further that labelling does not mislead or confuse consumers or misrepresent animal grown meat products.

COMMITTEE MEMBERS: Cathy Sharp, Co-Chair, Kirk Jackson, Co-Chair, Ryan Scorgie (BC), Sheila Hillmer (AB), Melissa Downing (AB), Ryan Beierbach (SK), Matthew Atkinson (MB), Craig McLaughlin (ON), Charlene Yungblut (Youth Council ex-officio), Amie Peck (PSE ex-officio), Joyce Parlow (Canada Beef ex-officio), Jennifer Babcock (Staff)

FOREIGN TRADE COMMITTEE

Overview of the year

2022 was another year seeing growth in beef exports. In 2022, beef and live cattle exports reached C\$6 billion, compared to \$5.4 billion in 2021. Our key markets, the United States (U.S.), Japan, South Korea and Mexico continue to increase their demand for Canadian beef and cattle.

The reduction in beef import tariffs in South Korea has led to considerable growth in Canadian beef exports. Canada exported C\$117 million in beef in 2021 and Canadian beef exports increased to C\$192 million in 2022. Comparing year-to-year beef exports, there was a 64.9 per cent increase in Canadian beef exports to South Korea. Trade advocacy continues to be essential to the growth and diversification of beef exports.

HISTORICAL MOMENTS

Domestic marketing promotion of Canadian beef began with the creation of the Beef Information Centre in 1972. The Canadian Beef Export Federation was incorporated in 1989 with a focus on marketing Canadian beef in international markets. In 2011, the consolidation of BIC and CBEF saw the creation of Canada Beef.



Update on key priorities/activities

The Indo-Pacific market holds the greatest potential for market growth and diversification for Canadian beef exports. Close to 20 per cent of Canada's beef exports are destined for the Indo-Pacific market, with the top four markets being Japan, South Korea, Vietnam, and Hong Kong. The Canadian Cattle Association (CCA) was pleased to see the government of Canada's Indo-Pacific Strategy (IPS). The IPS prioritizes Canadian agricultural trade by investing C\$31.8 million in establishing an agricultural office in the region. This is a direct answer to the request CCA made in partnership with other agricultural associations. The office will help prevent and resolve non-tariff



barriers in the region proactively and quickly. Other beneficial initiatives of IPS include minister-led trade missions, expanding diplomatic capacity in the region, and creating and appointing an Indo-Pacific Trade Representative who will be tasked to advance Canada’s regional trade policy, promotion, and economic cooperation objectives in the region, while assisting with any tariff and non-tariff barriers in the region. CCA will remain engaged with the implementation of these IPS initiatives and the ongoing negotiations for free trade agreements with Indonesia and the Association of Southeast Asian Nations (ASEAN). As new countries express interest in joining the Comprehensive and Progressive Trans-Pacific Partnership (CPTPP), CCA is advocating that any new economy interested in joining the agreement will have to meet the level of ambition and commitments established in CPTPP.



While exports continue to increase in our key markets, imports from the European Union (EU) and the United Kingdom (UK) have grown considerably. Despite the signing of the Comprehensive Economic and Trade Agreement (CETA) five years ago, the beef industry continues to face significant trade barriers in this market. One of the main trade barriers is approval of Peroxyacetic Acid (PAA) for beef processing. PAA is a commonly used food safety intervention around the world, it is designed to exceed food safety expectations and meet hygiene standards. CCA alongside the Canadian Food Inspection Agency (CFIA) submitted a dossier to the European Food Safety Authority (EFSA) to evaluate the efficacy and safety of this food safety intervention in June of 2022. This dossier is a critical step towards the EU’s review of this product for use on imported beef.

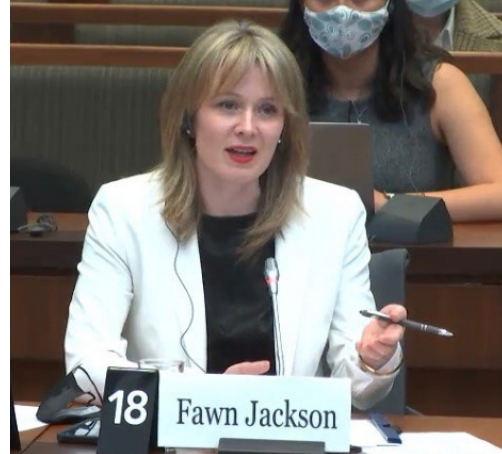
HISTORICAL MOMENTS

Canada wins anti-dumping case launched through a complaint filed by R-CALF, which represents independent U.S. cattle producers. On October 11, 1999, the International Trade Commission (ITC) made its final determination that imports of live cattle from Canada were not causing or threatening material injury to the U.S. cattle industry.

The Canada-United Kingdom (UK) FreeTrade negotiations which started in March of 2022 are now on their fifth round. In September 2022, CCA staff travelled to the UK and met with key stakeholders to reiterate that under no circumstances could we support an outcome where the UK beef continues to have unlimited access to the Canadian market while Canadian beef is subject to quotas. CCA staff also visited the European Food Safety Authority (EFSA) authorities to follow-up with the PAA submission.



CCA staff was also able to represent the Canadian beef industry at key trade events such as the World Trade Organization's 12th Ministerial Conference and the International Beef Alliance's CEO meeting. CCA also hosted a trilateral meeting with our counterparts in the U.S. and Mexico; the National Cattlemen's Beef Association (NCBA) and the Confederación Nacional de Organizaciones Ganaderas (CNOG). The meeting touched on areas of cooperation in trade and animal health. The three groups signed a joint letter calling for the urgent and continued investment in critical infrastructure and preparedness against Foot-and-Mouth Disease (FMD) in each country to prevent and ultimately respond to a FMD outbreak in North America.



Priorities going into 2023

CCA is in constant contact with our U.S. counterparts, government officials, allies, and stakeholders to ensure the North American beef supply chain allows for free and open trade. CCA continues to work for further regulatory cooperation across the Canada-U.S. border.

As the negotiations for the Canada-UK FTA continue, CCA will be firm in attaining reciprocal beef market access, obtaining full systems approval for meat hygiene and food safety, and removing the hormone free requirement for Canadian beef. CCA will also monitor the response and any new developments of EFSA's response to the CFIA and CCA's PAA dossier.

CCA will continue working to remove remaining BSE-era trade barriers. As the Canadian government seeks to implement the Indo-Pacific Strategy, CCA will advocate for aligning Canada & U.S. export requirements currently causing segregation at U.S. packing plants and significantly impacting the functionality of the Eastern Canadian beef producers.

COMMITTEE MEMBERS: Jack Chaffe, Co-chair, Bob Lowe, Co-chair, Ryan Scorgie (BC), Cathy Sharp (AB), George L'Heureux (AB), Sheila Hillmer (AB), Doug Roxburgh (AB), Duane Thompson (SK), Ryan Beierbach (SK), Lynn Grant (SK), Tyler Fulton (MB), Jason LeBlond (ON), Philippe Alain (QC), Kim O'Neil (CMC), Michael Young (Canada Beef ex-officio), Dave Sibbald (CBBC) Rick Wright (LMAC), Andrea van Iterson (Youth Council ex-officio), Scott Gerbrandt (Youth Council ex-officio), Dennis Laycraft (Staff), Daniela Lombardo (Staff)



Don't Label My Beef

In less than a week, a bilingual mobilization campaign was developed and launched to stand up for Canadian beef farmers and ranchers and support the ground beef that Canadians love. Within 72 hours, the Canadian Cattle Association (CCA) launched Don't Label my Beef, a campaign against Health Canada's proposed front-of-package labelling rule for ground beef.

After about two weeks, the campaign successfully attracted and signed up thousands of new supporters, who sent thousands of messages to elected officials across the country calling for change. We also saw elected officials take a stance and support our cause. As a result of these efforts, Health Canada quickly reversed its decision to put a warning label on ground beef.

Thank you to all our industry partners, provincial members, cattle producers, and Canadians who rallied together. This was truly a #TeamBeef effort!

viewed by over
600,000
people on social media

over
300
members of parliament
were reached, representing
all provinces/territories and
political parties



Ahead of the Herd in Sustainability

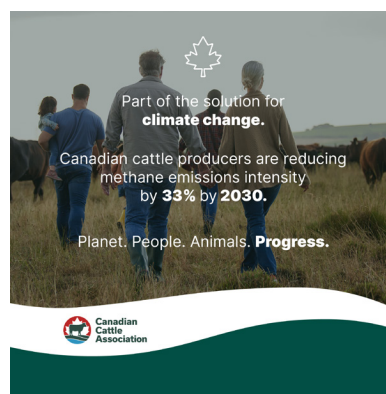
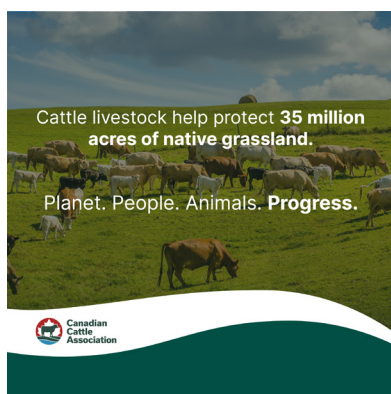
A bilingual awareness-based campaign was launched this year to highlight how Canadian beef cattle are part of the environment and climate change solution.

The campaign strives to share the real-life stories of beef farmers and ranchers and how they strive to care for their land and animals, while raising awareness of how our industry is working together to protect and enhance our environment, support climate action, and ensure sustainability in everything we do.

To learn more about the campaign visit: sustainable.cattle.ca.

450,000

people have seen the campaign on social media



Youth Program Reports

While reflecting on the past 90 years of the Canadian Cattle Association (CCA), positioning for future success requires the industry to be intentional and strategic about building its next generation. In the 2022, CCA was proud to continue its investment in youth through its [Canadian Cattle Young Leaders](#) program and [Canadian Cattle Youth Council](#).

In October 2022, CCA announced the evolution of these programs with new names and updated logos to align the programs with the organization's rebranding. The new names also include the word "Canadian" to strengthen our national identity when young leaders represent our industry at meetings and events around the world.

2022 marked the return of our youth leaders to the global stage sharing the message that Canada's cattle producers sustainably raise a high-quality protein product. Several youth delegates were selected to represent CCA's youth programs at the following events:

- Global Conference on Sustainable Beef, Denver, CO – November 2022
- Global Agenda for Sustainable Livestock (GASL) in Dublin, Ireland – October 2022
- United Nation's Committee on World Food Security meetings, Rome – October 2022

The funding for four young beef producers to attend the Global Conference on Sustainable Beef was made possible through the Rancher Resilience Grant, and the Canadian Cattle Foundation who helped administer the funds. We are also grateful for the Food and Agriculture Organization of the United Nations sponsored youth positions at GASL.

Moving into 2023, CCA will continue to explore avenues for youth international engagement and look for ways to grow our sponsorship program.

Canadian Cattle Young Leaders

Canadian Cattle Young Leaders (CYL) welcomes young people ages 18-35 across Canada involved in the Canadian beef industry to offer unique mentorship, networking, and travel opportunities. Since in 2010, the program has seen over 170 CYL graduates. 2022 saw a strong return to in-person activities, which allowed additional opportunities for the 16 program participants to connect with their program mentors and use their \$2,000 budgets to attend industry events.

HISTORICAL MOMENTS

CCA created the Canadian Cattle Young Leaders Program (CYL) in 2010 to invest in the future of the Canadian beef industry. The program provides youth from age 18-35 with unique industry-specific mentorship and training opportunities to develop the next generation of leaders and advocates for our industry.

The annual CYL Spring Forum made an exciting return in-person on May 31-June 2, 2022, in Calgary, AB and the surrounding area. CYL graduates from 2019 and 2020, who did not get to experience an in-person forum, were invited back to participate in three days of industry tours and training alongside current program participants. The program is grateful to sponsors for their financial contributions and resources to help plan and execute an exciting itinerary.

On August 16 2022, the annual CYL Selections competition was held at the Canadian Beef Industry Conference (CBIC) in Penticton, BC. Twenty-four semi-finalists were invited to participate in the competition, where 16 program participants were selected by our judging team made up of program sponsors for the upcoming 2022-23 program year. The conference also featured a graduation celebration for outgoing CYLs.

Canadian Cattle Youth Council

The Canadian Cattle Youth Council nationally represents the next generation of beef farmers and ranchers as a subsidiary of the CCA, welcoming ages 18-40. The council cultivates youthful leadership by exposing young delegates to industry policy development, while creating opportunities to gain experience and bring fresh ideas to the CCA.



2022 CYL semi-finalists at the Canadian Beef Industry Conference in Penticton, BC. Photo courtesy of B.C.P.photo.

In February 2022, the council hosted a calving webinar with a producer panel as part of its young producer membership outreach. In March 2022, in partnership with the Public and Stakeholder Engagement team, delegates participated with industry representatives in a virtual Indigenous Awareness and Relations training series. In the months following, the council explored opportunities for engagement with youth in Indigenous communities. In the summer months, the council also participated in a governance virtual training series with Fraser Strategy.

On March 22, 2022, delegates participated in the council's fifth annual youth lobby day at Parliament Hill, held in conjunction with the CCA annual general meeting, to communicate the priorities of young Canadian beef producers.

The council also worked in collaboration with the Canadian Beef Check-Off Agency to create an Agency Youth Member position. The two-year term on the agency board is selected from youth council



membership, and also serves as ex-officio on the youth council. Julie Mortenson (SK) is the first young beef producer to fill the role.

The council was also involved in a number of policy files throughout the year, including:

- Establishing a working group to explore young producers' access to capital and the potential of a Capital Gains Tax Deferral Fund,
- Submitting a letter to federal, provincial, territorial ag ministers outlining young beef producers' priorities for the Next Policy Framework, and
- Providing recommendations to the federal government regarding Budget 2022 priorities for the sector's next generation.

The council hosted its annual general meeting (AGM) at the Canadian Beef Industry Conference in Penticton, BC on August 16, 2022. The AGM also featured a young ranching couple from Montana as the keynote speakers to further the relationship with our American counterparts.

At its AGM, outgoing Delegates Holly Sparrow (SK), Susan Hamilton (Maritimes), and Martin Clausen (AB) were thanked for their contributions, and Member at Large, Kimberly Lansdall (SK), Alberta Delegate, Kaylee Chizawsky and Maritimes Delegate, Jacob McAfee were welcomed to the council. Charlene Yungblut was also elected as President, Scott Gerbrandt as Vice President, and Carley Stewart moved into the Past President role.



2022 Canadian Cattle Youth Council Delegates. (L-R) Charlene Yungblut (ON), Andrea van Iterson (BC), Holly Sparrow (SK), Laura Plett (MB), Susan Hamilton (Maritimes), President Carley Stewart (BC), Scott Gerbrandt (SK) and Victor Drury (QC). Missing from photo: Vice President Martin Clausen (AB) and Leah Rodvang (MB)

Thank you Sponsors!

Funding for the Canadian CYL Program is made available through its Foundation Partners Cargill, MNP, McDonald’s Canada and New Holland, and Gold Sponsors Farm Credit Canada, Alltech, RBC Future Launch and Elanco.

Funding for the Canadian Cattle Youth Council is made available through the generous support from Platinum Sponsor New Holland and the following associations: British Columbia Cattlemen’s Association, Alberta Beef Producers, Saskatchewan Beef Producers, Manitoba Beef Producers, Beef Farmers of Ontario, Quebec Cattle Producers, Nova Scotia Cattle Producers, New Brunswick Cattle Producers, Prince Edward Island Cattle Producers and CCA.

2022-23 CYL Mentee	2022-23 CYL Mentor(s)
Morgan Kitchen (BC)	John & Deanne Chuiko
Raelynn Blumhagen (BC)	Brad Osadczuk
Austin Ashbacher (AB)	Jeff & Lyndsay Smith
Carling Matejka (AB)	Amie Peck
Delanie Ferguson (AB)	Clinton Moncuk
Gleise Medeiros da Silva (AB)	Anne Wasko
Heath Ferguson (AB)	Bruce Niznik
Jill Renton (AB)	Andrea-Stroeve-Sawa
Nicky Nixdorff (AB)	Sheila Jensen
Russell Gallelli (AB)	Mike Panasiuk
Tyson Ringdal (SK)	Gord Roger
James Kinley (MB)	Shylo Penrod
Stefan Bouw (MB)	Jerry Doan
Danika Mayer (ON)	Sandra Vos
Holly McGill (ON)	Shannon Borden
Madi Lewis (ON)	Jack Chaffe



Industry Partners and Sponsors

PROVINCIAL MEMBERS



INDUSTRY PARTNERS



ASSOCIATED ORGANIZATIONS



SPONSORS



Financials

Independent Auditors Report

To the Board of Directors of Canadian Cattle Association:

Opinion

We have audited the financial statements of Canadian Cattle Association (the “Association”), which comprise the statement of financial position as at June 30, 2022, and the statements of operations, changes in net assets and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Association as at June 30, 2022, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditor’s Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Association in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Other Matter – Unaudited schedules and Supplementary Information

Our audit of The Canadian Cattle Association’s financial statements for the year ended June 30, 2022 was not directed to the determination of the accuracy of the information included in Schedules 1 to 9.

While such information has been subjected to the auditing process applied in the audit of the financial statements as a whole, we do not express a separate opinion on Schedules 1 to 9.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Association’s ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Association or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Association’s financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists.

Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the

circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Association's internal control.

- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Association to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Full audited statements are available upon request.

Canadian Cattle Association

Statement of Financial Position

As at June 30, 2022

	2022	2021
Assets		
Current		
Cash	7,861,966	8,749,925
Marketable securities (Note 3)	1,125,000	861,966
Accounts receivable (Note 4)	1,776,171	2,360,317
Goods and Services Tax recoverable	2,442	3,988
Note Receivable (Note 5)	500,000	500,000
Prepaid expenses	118,222	85,544
	11,383,801	11,699,774
Property and equipment (Note 6)	55,017	46,681
Investments (Note 7)	6,119,505	6,300,333
	17,558,323	18,046,788
Liabilities		
Current		
Accounts payable and accrued liabilities (Note 8)	602,045	640,683
Deferred contributions (Note 9)	2,734,888	3,495,360
	3,336,933	4,136,043
Commitments (Note 10)		
Contingency (Note 9(d))		
Net Assets		
Invested in property and equipment	55,017	46,681
Unrestricted	9,705,182	9,632,288
Restricted - Beef Cattle Research Council	2,000,000	2,000,000
Restricted - Marketing Assessment	1,348,546	979,131
Restricted - Canadian Roundtable for Sustainable Beef	150,000	150,000
Restricted - Public and Stakeholder Engagement	100,000	100,000
Restricted - Special Projects Fund	202,645	202,645
Restricted - Climate Change Reserve	450,000	740,000
Restricted - Climate Research Services	210,000	60,000
	14,221,390	13,910,745
	17,558,323	18,046,788

Canadian Cattle Association

Statement of Operations
For the year ended June 30, 2022

	2022	2021
Revenue		
Canadian Cattle Association Segment (Schedule 1)	4,905,813	4,224,523
Canfax Market Analysis Division (Schedule 3)	461,750	455,873
Canfax Research Services Division (Schedule 5)	466,432	555,826
Beef Cattle Research Council (Schedule 6)	5,896,608	6,295,753
Beef Science Cluster (Schedule 7)	2,444,467	2,547,067
Canadian Roundtable for Sustainable Beef (Schedule 8)	1,551,085	1,100,963
Public and Stakeholder Engagement (Schedule 9)	564,110	534,549
	16,290,265	15,714,554
Expenses		
Canadian Cattle Association Segment	3,353,691	2,807,358
Canfax Market Analysis Division	442,608	417,510
Canfax Research Services Division	465,450	394,517
Beef Cattle Research Council	7,368,266	6,792,496
Beef Science Cluster	2,444,467	2,547,067
Canadian Roundtable for Sustainable Beef	1,331,055	952,844
Public and Stakeholder Engagement	537,671	530,927
Amortization	36,412	28,681
	15,979,620	14,471,400
Excess of revenue over expenses	319,645	1,243,154

Canadian Cattle Association

Statement of Changes in Net Assets
For the year ended June 30, 2022

	Invested in property and equipment	Unrestricted	Restricted	2022	2021
Net assets, beginning of year	46,681	9,632,288	4,231,776	13,910,745	12,667,591
Excess of revenue over expenses	-	310,645	-	310,645	1,243,154
Allocation of amortization	(36,412)	36,412	-	-	-
Reserve allocation (Note 11)	-	(229,415)	229,415	-	-
Invested in property and equipment	44,748	(44,748)	-	-	-
Net assets, end of year	55,017	9,705,182	4,461,191	14,221,390	13,910,745

Canadian Cattle Association

Statement of Cash Flows
For the year ended June 30, 2022

	2022	2021
Cash provided by (used for) the following activities		
Operating		
Excess of revenue over expenses	310,645	1,243,154
Amortization	36,412	28,681
Dividends reinvested	(637,095)	(378,478)
Loss (gain) on sale of investment	9,484	(2,287)
Unrealized loss (gain) on investments	1,384,855	(364,459)
	1,104,301	526,611
Changes in working capital accounts		
Accounts receivable	584,146	739,862
Goods and services tax recoverable	1,546	(2,711)
Prepaid expenses	(32,678)	7,779
Accounts payable and accrued liabilities	(38,639)	(422,402)
Deferred contributions	(760,472)	118,632
	858,204	967,771
Investing		
Purchase of property and equipment	(44,748)	(37,902)
Purchase of investments	(619,414)	(333,373)
Purchase of marketable securities	(1,125,000)	-
Proceeds on disposal of investments	42,999	39,037
	(1,746,163)	(332,238)
(Decrease) increase in cash	(887,959)	635,533
Cash, beginning of year	8,749,925	8,114,392
Cash, end of year	7,861,966	8,749,925

1932

Incorporation of the Council of Western Beef Producers, which evolved into what is now the Canadian Cattle Association.

Council of Western Beef Producers changed its name to the Canadian Cattlemen's Association. However, some records show the name change happened in 1963.

1967

Passage of the Beef Cattle Marketing Act provided a check-off on all cattle and calves marketed to help fund CCA.

The Canadian Cattlemen's Association successfully advocates for an intergenerational provision under the Income Tax Act.

1971

1968

1986

CCA creates its Environment Manager position to work on policy priorities related to the environment and sustainability.

Canada wins countervail case on imports of export-subsidized beef from the European Community (EC).

1990

1997

CCA's The Environmental Stewardship Award (TESA) was awarded for the first time to Rodanjen Farms from New Liskeard, Ontario.

Creation of the Beef Cattle Research Council (BCRC).

1996

1999

First case of BSE found in Canada. Borders close immediately to Canadian beef exports.

Canada wins anti-dumping case on live cattle exports to the United States (U.S.).

2003

2010

CCA creates the Canadian Cattle Young Leaders Program to develop the next generation of industry leaders and advocates.

2014

2014

The Canadian Roundtable of Sustainable Beef (CRSB) was formed.

Canada/CCA wins mandatory country of origin labeling (MCOOL) case against the U.S. at the World Trade Organization (WTO).

2015

2020

U.S. MCOOL rule is repealed.

Canada receives BSE-negligible risk status from the World Organisation for Animal Health (OIE).

Canadian Cattlemen's Association becomes the Canadian Cattle Association.

2022



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