Canadian beef producers continue to support research, market development and promotion for Canadian beef and cattle through the Canadian Beef Cattle Check-Off.

To achieve the objectives of the National Beef Strategy, the Canadian Beef Cattle Check-Off will increase from $1 to $2.50 per head starting April 1, 2018. This increase will ensure support of the industry’s long-term vision of a dynamic and profitable Canadian industry with sustainable beef demand, competitiveness, productivity and connectivity.

The Canadian Beef Cattle Check-Off delivers measurable value to Canadian beef producers, bringing $14 in benefits to producers for every $1 producers invest through research, market development and promotion initiatives across the country.

For information on the value of the Canadian Beef Cattle Check-Off, visit: [www.canadabeef.ca/national-check-off](http://www.canadabeef.ca/national-check-off) For information on the National Beef Strategy, and to learn more about the Canadian Beef Cattle Check-Off increase in Saskatchewan, please contact the Saskatchewan Cattlemen’s Association.

![Contact information](officeadmin@saskbeef.com)
The Canadian Beef Cattle Check-Off delivers $14 in benefits to producers for every $1 invested through research, market development, and promotion initiatives for Canadian beef.

**What does an increase to the Canadian Beef Cattle Check-Off mean for producers?**

- **Marketing**: 67%
- **Research**: 18%
- **Provincial Investment**: 14%

**Market Development and Promotion**
- The Canadian Beef Brand
- The Canadian Beef Centre of Excellence
- Global brand marketing of Canadian beef

**Beef and Cattle Research**
- Verified Beef Production Plus (VBP+) program
- Priority production research for Canadian producers
- Mentorship of new researchers

**Provincial Investment**
Investments into provincial marketing/research priorities, as allocated by the provincial cattle association.

**2015/16 Canadian Beef Cattle Check-Off Allocation**

**Market development and promotion**
- the Canadian Beef Brand
- the Canadian Beef Centre of Excellence
- Global brand marketing of Canadian beef

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**Provincial investment**
Investments into provincial marketing/research priorities, as allocated by the provincial cattle association.

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For information on the National Beef Strategy, and to learn more about the Canadian Beef Cattle Check-Off increase in Saskatchewan, please contact officeadmin@saskbeef.com or call 306-585-2333.