

SASK CATTLE TIMES

SGA
SASKATCHEWAN
CATTLE ASSOCIATION

Winter 2025 Vol.2 No.4

www.saskbeef.com

Building a Stronger Future for Saskatchewan's Beef Industry

BY CHAD ROSS, CHAIR

SASKATCHEWAN CATTLE
ASSOCIATION

At the end of October, I had opportunity to attend the Premier's reception talking about the opportunities to build our economy and generate wealth in our province, being the bread and energy basket of the world. We can no longer afford to sit back and apologize but drive our future with the huge opportunities we have. I was reminded of one of history's most powerful moments of vision – Dr. Martin Luther King Jr's "I Have a Dream" speech. Both spoke to the idea that our future is built not just on what we have, but on what we believe we can build together.

Here in Saskatchewan, we too have a dream for our people, our ranches, and our rural communities. A dream to add value to every pound of beef, every kernel of grain, every drop of sweat that goes into feeding the world. If we want a stronger, more resilient beef sector, we need to capture more of the value right here at home.

At the Saskatchewan Cattle Association we believe that Saskatchewan has everything it takes to be a world leader in value-added agriculture. We have the cattle. We have the grain. We have the land. And most importantly we have the people – hard working, innovative, and deeply committed to our communities and our way of life.

To build a dream, we must continue to invest in our future and our industry – and that means creating con-



ditions that allow our producers, feeders, and processors to thrive.

We need to expand our feedlot capacity and support our processing sector right here at home. Reducing unnecessary regulation, while maintaining safety and quality, will help our producers remain competitive. We are not calling for lower standards – food safety and animal welfare will always remain top priorities – but we do need smarter, more efficient regulation. Streamlining approvals, simplifying inspection, and coordinating agencies will make Saskatchewan a more competitive place to invest.

Strategic incentives and programs can drive growth – from irrigation projects that support our feedlots and farmers, to tax incentives that encourage investment in local processing. Incentives that help producers expand feedlots, adopt new technologies and research, while maintaining environmental sustainability. Smart, targeted policy can create conditions for growth while maintaining the integrity and safety that defines Canadian beef.

Every head of cattle we finish here, every steak that carries the "Saskatchewan Made" label, keeps more value and more jobs in our

province revitalizing small communities again. It builds stronger towns, stronger families, and a stronger Saskatchewan.

Be proud Saskatchewan – our beef is among the best in the world – raised with care, fed and bred for quality, and backed by producers who take pride in what they do. Expanding our marketing efforts at home and abroad will open new doors to our processors showcasing the quality we are known for.

Just as Dr. King dreamed of a better tomorrow through unity and purpose, our dream is to see Saskatchewan agriculture reach its full potential – to turn the wealth we grow from the soil into opportunity for generations to come.

At SCA, we are proud to promote and advocate for this growth. Together, with our producers, our industry partners, and our governments, we can build a stronger, more resilient beef industry that adds value to our product and prosperity for our people.

This isn't just about beef. It's about building wealth – in our communities, our economy, and our shared Saskatchewan dream. The vision is simple – a sustainable, value driven Saskatchewan beef industry benefits our producers, upcoming generations, feeders, processors and communities alike.

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Saskatchewan Advisory Meeting on Forage Crops

BY SHELARNE
WILES LONGLEY
EXECUTIVE DIRECTOR



ages, covering topics such as weed control, fertility, and the benefits of legumes/forages in rotations. To conclude the morning, Kathy Larson, Professional Research Associate at the University of Saskatchewan, delivered an engaging presentation on the economics of forage rejuvenation.

The afternoon opened with an update on another ADOPT initiative — On-Farm Nitrate Testing — presented by Jenifer Heyden, Livestock and Feed Specialist with the Ministry of Agriculture.

The day concluded with a panel discussion on the future of forage research and the need for a provincial forage strategy. Panelists included Marianne Possberg (Saskatchewan Cattle Association), Tracy Evans (Ministry of Agriculture), Kevin Steinley (producer, Saskatchewan Forage Council), and Scott Wright (Livestock and Forage Centre of Excellence).

The discussion generated strong engagement from the audience and led into productive roundtable sessions that wrapped up the event.

The event provided an excellent opportunity for collaboration among Saskatchewan's forage community. A sincere thank-you goes out to all presenters and participants for sharing their time, expertise, and enthusiasm. The Council looks forward to building on these discussions in the year ahead.

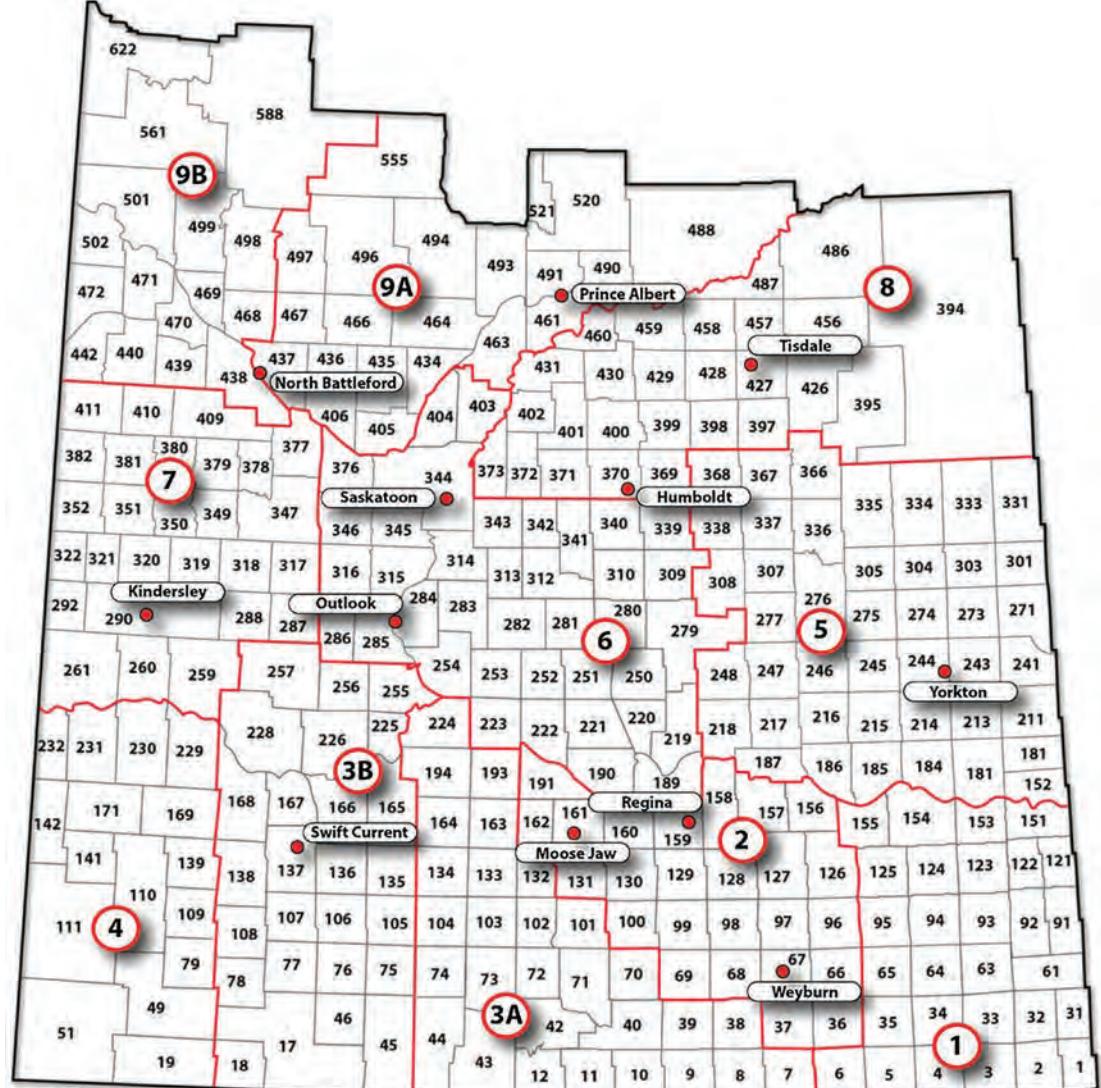
Presentation recordings are available online at: <https://www.youtube.com/@SkAdvisoryMeetingon-ForageCrops/videos>

The Saskatchewan Forage Council, in partnership with the Saskatchewan Ministry of Agriculture, co-hosted the annual Saskatchewan Advisory Meeting on Forage Crops on November 5 in Saskatoon. With approximately 60 researchers, government representatives, industry members, and producers in attendance, the day was packed with insightful presentations and lively discussion.

The day began with a producer-led discussion on incorporating forages into crop rotations. Jelise Schmitt (CJ Schmitt Organics, Carrot River) and Jordan Kowal (Burnt Out Creek Ranch, Tisdale) shared their experiences integrating forages into both conventional and organic systems.

Next, Jodie Horvath of Ducks Unlimited Canada presented updates on two drone-based forage projects funded through the ADOPT program. Ken Wall, Grow Team Advisor with Federated Co-operatives Ltd., followed with a well-received presentation on

selection, establishment, and fertility of tame for-



Make the Most of the Beef Booklet

Canada Beef Consumer Marketing created a free consumer resource to help shoppers navigate the meat case during these inflationary times. Make the Most of Your Beef showcases handy tips and know-how to help consumers get the most value from the beef they purchase at retail.

Consumers can follow user-friendly diagrams or click on a link for a video that demonstrates how to cut their steaks, roasts, and cubes at home from sub-primals. The booklet also provides guidance on storing beef, cooking instructions and recipes. All the recipe and cooking instructions links lead to the Canadian Beef Information Gateway (<https://cdnbeef.ca/>) to promote engagement.

Canada Beef partnered with the Saskatchewan Cattle Association to produce a custom version that includes a double-page feature describing how beef is raised specifically in that province.

Printed copies of these custom versions have been distributed by Canada Beef consumer marketing outreach platforms and advertising, as well as several consumer events. Digital e-book versions are also available for partnered provinces to post on their websites.

Make the Most of Your Beef is posted as a digital booklet to view or download. Print copies (with QR codes for links) are also available to order from Canada Beef's Resource Centre at <https://canadabeef.ca/canada-beef-resources/>



Safeguarding Canada's Beef Industry

NCFA's Work on Foot and Mouth Disease Preparedness



Foot and Mouth Disease (FMD) is one of the most serious threats to Canada's livestock sector. While Canada remains free of this foreign animal disease (FAD), the National Cattle Feeders' Association (NCFA) is working diligently with industry partners, govern-

ments, and stakeholders to ensure the beef sector is prepared should an outbreak ever occur.

A major focus of this work is the development of a strong, coordinated response plan. NCFA and its partners are not only building this framework but also putting it to the test through exercises and simulations. These efforts help evaluate how well plans can be implemented on the ground and highlight areas where improvements are needed.

The effectiveness of any response also depends on what happens at the farm level. Strong traceability sys-

tems and rigorous biosecurity practices on individual beef operations are vital for containing the spread of disease and mitigating overall impact to the beef sector. That's why NCFA is working collaboratively with producers and other stakeholders to promote best practices, making sure everyone understands their role in protecting animal health.

By investing in planning, testing, and communication, NCFA is helping to safeguard not only cattle feeders, but also the communities, economies, and families that depend on them.

Saskatchewan Cattle Association Annual General Meeting

January 22, 2026 • 1:30 PM Saskatoon Inn & Conference Centre



Join us for the SCA's Annual General Meeting

Saskatchewan's beef industry is coming together to review the year, set direction, and discuss priorities for the future. Hear updates from the SCA Board, learn about current investments and financials, and get insights from key industry partners.

Producers are encouraged to submit resolutions and take part in in-depth conversations on the issues that matter most in their districts.

Make your voice heard. Help shape the path forward for Saskatchewan's beef sector.

visit [saskbeef.com](https://www.saskbeef.com) for more info

Canadian Beef Information Gateway Keeps Beef on the Table



Canada Beef recognizes that rising living costs are making it harder for some households to keep nutritious, great-tasting meals on the table. While many Canadians tend to stick to the same two or three familiar beef cuts, exploring a wider variety of cuts and

making the most of leftovers, can be an excellent way to stretch food budgets without compromising on quality or flavour.

To help with this, Canada Beef has developed valuable tools like the Canadian Beef Information Gateway, a trusted resource for everything beef. This easy-to-use guide showcases more than 70 beef cuts, complete with shopping tips, preparation guidance, and cooking methods for each.

With hundreds of delicious recipes, step-by-step cooking videos, nutrition insights, and more, consumers will find all the inspiration they need at cdnbeef.ca.



Innovation on the Menu

Fuel your operation with fresh ideas at the Beef Tech Breakfast at SBIC 2026.

Thursday, January 22, 7:30am • Saskatoon Inn

Join fellow producers for fresh ideas, new technology, and practical solutions shaping the future of beef production. Connect with innovators and explore tools that boost efficiency, animal health, and profitability.

Hosted by the Saskatchewan Cattle Association, AgWest Bio, the National Research Council, and the Canadian Forage and Grasslands Association.



for more info visit www.saskbeefconference.com or email production@saskbeef.com

Dr. Shannon McCreary Joins Saskatchewan Cattle Association

We're pleased to announce that Dr. Shannon McCreary has joined the Saskatchewan Cattle Association as the Producer Liaison for the Bovine Tuberculosis Investigation.

Shannon is a veterinarian and rancher based near Bladworth, SK, and a graduate of the Western College of Veterinary Medicine (DVM '18). Her combined experience in veterinary practice and beef production will be invaluable in supporting producers and strengthening communication throughout the investigation.

If producers have questions or would like more information about bovine tuberculosis—especially those who are directly involved in the investigation—we encourage them to contact the SCA office.

We're excited to have Shannon on board as we continue working with producers, regulators, and industry partners to protect herd health in Saskatchewan.

If you find yourself involved in the investigation and would like some help, please contact Shannon at Shannon.mccreary@saskbeef.com.





28th Western Canada Feedlot Management School

February 10-12, 2026

Saskatoon Inn & Conference Centre
Saskatoon, SK Canada

Mark your calendars for the 28th Western Canada Feedlot Management School, set to take place in Saskatoon from **February 10-12, 2026**.

Hear from experienced cattle feeders and trusted experts about marketing strategies, building nutrition programs, and their impacts on animal health, economics, and the overall business of cattle feeding. We will also be hearing about building your team and proven strategies for recruitment and retention. And don't forget our tour and demos – a sure way to spark conversation and learning for all attendees. Our exciting line up will provide anyone in the cattle feeding business important, practical, take-home lessons. Be sure to register early and take advantage of this unique opportunity to learn from industry experts and experienced producers.

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Online registration available at www.saskcattle.com

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Registration Fees & Deadlines: (Please check one)

Prices include GST

- Full Registration - \$367.50 (includes all meals and transportation for the tour)
- Student - \$288.75

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Please select one method of payment & complete details below.

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Make cheque payable to 'Saskatchewan Cattle Feeders Association' in Canadian funds and mail with a completed copy of this registration form.

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WHAT'S NOW, WHAT'S NEW, WHAT'S NEXT?

SASKATCHEWAN BEEF INDUSTRY CONFERENCE

January 20 - 22, 2026
SASKATOON

*From producers to policy makers
to researchers, SBIC offers
opportunities to share innovative
practices and ideas.*



● Tradeshow

Connect directly with the producers, innovators, and decision-makers shaping Canada's beef supply chain. Your support puts your brand at the heart of industry conversations.

● Sessions

From evolving trade dynamics and market opportunities to practical strategies for safeguarding herd health in the face of TB and FMD. Join SBIC for forward-looking discussions that support stronger operations and a more resilient Saskatchewan beef sector.

- **Banquet featuring Belton Johnson**
- **Beef Tech Breakfast**
- **Saskatchewan Cattle Association AGM**
- **Industry meetings and more**



**What's Now,
What's New,
What's Next!**

Visit the
website for
the up-to-date
agenda



saskbeefconference.com



From market trends and trade updates to animal health and on-farm strategies, this year's presenters bring practical insight and real-world expertise to today's beef industry.

- Leigh Rosengren
- Karen Schmid
- Stephanie Smith
- Jeremy Welter
- Rebecca Zanello
- and more....



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Brian Perillat
BULLSEYE



Ryan Copithorne
COWS IN CONTROL

Dr. Jeff Schoeneau: The Soil Master of the Prairies

BY ANGELA PRAWZICK

SASKCATTLE TIMES STAFF

The soil is in his blood. Dr. Jeff Schoeneau still runs the 1,600-acre mixed farming operation with his wife, Lynne, which was established in 1913 and has been home to four generations.

"I spent a lot of time on the tractor and with the cattle when I was young. I really liked working with machinery," Schoeneau explained. "When I went to the University of Saskatchewan's College of Agriculture, I had some excellent soil science instructors. They inspired me to continue into graduate studies, complete my PhD, and pursue research, and then later to share those results with producers."

Today, Schoeneau is a well-known soil specialist and a professor in the Department of Soil Science at the University of Saskatchewan, where he serves as the Saskatchewan Ministry of Agriculture Strategic Research Program Chair in Soil Nutrient Management. His research focuses on soil fertility and plant nutrition, fertilizer use, manure application, cropping systems, and soil management and conservation.

"I did a lot of work towards the development of Plant Root Simulator technology, which is a different approach for measuring nutrient availability in soils by using an ion exchange resin membrane — essentially a synthetic 'root' — to measure nutrient flux," said Schoeneau.

That milestone technology has been patented, and now, more than 30 years later, is used worldwide as a tool to assess nutrient availability, and in Western Canada, as a basis for making fertilizer recommendations by Western Ag Professional Agronomy.

So what drove Schoeneau to continue working with soil?

"Coming from the farm and doing a fair bit of research work on my own farm, being part of the agricultural community, and the farming community in Central Butte, you gain some insight into what the issues are," he said. "That really drives a person to think about how you can address those issues and use the resources that you have available as a researcher to solve a problem in the agricultural community. That kind of led to the question: Is there a way that we can assess nutrient availability in soils that gives a more complete picture of what the plant sees in the field?"

Schoeneau was a trailblazer during the "no-till revolution" of the 1980s, which began when farmers faced severe soil degradation from wind erosion and dust storms. His research on no-till practices and their



influence on soil fertility, organic matter, and carbon sequestration helped document how reduced tillage, growing legumes and seeding down forages could rebuild soil productivity and health across the Prairies.

Producers were losing a lot of organic matter through wind, water, and tillage erosion. With the introduction of the no-till system came a regenerative approach to improving soil quality and health, which has become widely adopted on the Prairies.

Schoeneau's research showed significant changes in quantity and quality of organic matter related to managements like no-till, manure addition, and crop rotation practices. This led him and his team to explore important contributions of soil organic matter like mineralization, the ability of the soil to release nutrients such as nitrogen through the action of microorganisms, along with water infiltration, and soil aggregation. Those continue to be measured today as part of soil health assessments.

A significant amount of Schoeneau's most recent research has dealt with using salt-tolerant forages and grasses to restore productivity and improve soil conditions on salt-affected lands.

"That's been a very interesting study because we found that the seeded salt-tolerant forage grasses, once

they establish roots over time and are able to access subsurface water and residual nutrients left behind from previous fertilizer applications, grew well and actually did better than in the non-saline soils," he explained.

Schoeneau is currently involved in trials looking at salt-tolerant alfalfa cultivars and how their growth responds to different salinity stress, and in turn how they may alter and improve soil conditions for future crops. As part of his responsibilities as the Soil Nutrient Management Chair, Schoeneau looks at soil management influences, particularly on nutrients, in a variety of systems such as annual cropping, perennial forage, haying, grazing and winter - feeding systems.

This work also encompasses cattle, swine and other livestock, with emphasis on making the most of animal manures as soil amendments. A fair bit of his recent research

has also dealt with improving the productivity of hay lands and pastures, most recently sod seeding legumes into old grass stands to rejuvenate them, and to bring in nitrogen-fixing legumes to improve nitrogen fertility.

Of particular interest to cattle producers is ongoing research into the impact of straw removal versus retention in the field on soil properties and crop growth. "When you harvest not only the grain but also the straw, you need to be prepared to put a little bit more back

in to replace nutrients removed in straw as well as grain," he advises. "Replacing nutrients through addition of fertilizer or manure is key to maintaining and even improving soil fertility and health over the long run."

Collaborating with producers and commodity groups is central to Schoeneau's approach. Although some of his research involves small plot studies, on-farm field sites across the province are also important to reflect different conditions and grounds the work in real-world agriculture.

Organizations like the Saskatchewan Cattle Association help link Schoeneau with producers who are crucial to the research. Commodity groups are also important in helping him get his research findings to producers. Beyond research, Schoeneau is passionate about teaching and shaping the next generation of agronomists and soil scientists.

"I'm a strong believer in the value of effectively training the trainers who get the message out, because



many of the students who come through the College of Agriculture and Bioresources, will be working directly with producers and the industry in the grains and the livestock sector," said Schoenau. "They're out there on the front lines, so if you give them the information, knowledge and understanding they need, and instill ability to critically think through and analyze situations, they can take that to the people that they work with."

His popularity stems from his ability to make his classes and research relevant. He works hard at bringing in his own research results and findings into the classroom, so his students can see that the information is not just taken from a textbook, but from personal experiences.

It's equally important to Schoenau to participate in field days and small-scale settings since they offer the opportunity to work one-on-one with producers and

discuss their issues. Just as with agriculture, there is no typical research day. He and his team start planning for research work in the early winter while reviewing research results from the previous year. It's a time of writing reports, creating presentations and publications, and attending meetings.

Then in the spring, with students and staff in place, Schoenau moves into the field, directing and implementing the logistics of field research. Harvest takes place in August and September when the team collects its soil and plant samples, with analysis of the samples conducted throughout the winter.

Schoenau is well-known for being able to engage a wide range of audiences, and is dedicated to moving research to real world applications. Among his many accolades, one of the most meaningful occurred in 2024 when Schoenau was chosen as the inaugural recipient of the Les Henry Award for excellence in soil and water

science application to the farming community in Western Canada.

When he's not working, Schoenau enjoys snowmobiling, hunting, and camping. He's also a vintage car and truck enthusiast and he still owns the car he had when he was 16 years old – a Mustang Mach 1.

With retirement from the University of Saskatchewan on the horizon, Schoenau looks toward his next chapter. "I would say that I want to continue to make contributions that are going to help the economy, the rural fabric and community of the prairies, and in particular Saskatchewan," he said.

And at the end of the day, Schoenau hopes most of all to be remembered as someone who made a difference in people's lives.

"I really hope the work made a difference — that it's made things better."

Reach Every Beef Producer in Saskatchewan

Advertise in *SaskCattle Times* | 2026 Bookings Now Open

SaskCattle Times is delivered to all 16,000 Saskatchewan beef producers, key industry stakeholders, and government decision-makers. Promote your products and services where they matter most: directly to the people who drive the province's beef industry.

2026 Publishing Schedule

Spring Issue

- Insertion Order Deadline: **February 20**
- Material Due: **February 27**
- Distribution: **Week of March 20**

Summer Issue

- Insertion Order Deadline: **May 28**
- Material Due: **May 29**
- Distribution: **Week of June 19**

Fall Issue

- Insertion Order Deadline: **August 21**
- Material Due: **August 28**
- Distribution: **Week of September 18**

Winter Issue

- Insertion Order Deadline: **November 18**
- Material Due: **November 25**
- Distribution: **Week of December 14**

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Up Close with Cows

Sparking Curiosity in the Next Generation

BY CHANDRA GUSIKOSKI
COMMUNICATIONS MANAGER



"Most kids are shocked at how big yearlings are in comparison to how fast humans grow," said Amanda. "Birth weight and rate of gain are always interesting to the kids".

These interactions go beyond simply seeing the animals. Students learn about the nutritional value of beef, the role cattle play in Saskatchewan's food system, and the dedication required to raise livestock. They witness the bond between producer and animal, gaining an appreciation for the care that goes into every step of beef production.

AITC-SK's live animal stations make learning tangible. Rather than reading about farming in a book or online, students can see, touch, and engage, a learning experience that could not be replicated in a classroom.

These encounters spark curiosity, inspire questions, and encourage a deeper understanding of agriculture's importance in daily life. They also help students connect the food on their plate with the people and animals behind it — a connection many young people may never have experienced otherwise.

Live animals are included at many AITC-SK programs throughout the year. These stations would not be possible without the generosity of Saskatchewan cattle producers who volunteer their time, knowledge, and animals. By bringing cows, calves, and other livestock to events, they provide students with an experience that is both educational and memorable.

Thank you to the local producers who have helped bring these programs to life. Your contributions are cultivating the next generation of informed, appreciative consumers. For those interested in joining this growing community of volunteers, visit <https://aitc.sk.ca/volunteer>.

Through AITC-SK initiatives, Saskatchewan students gain more than knowledge—they gain a connection to the people and animals behind the food they eat, building a foundation of understanding and respect for agriculture. Help build these connections by making a charitable donation to AITC-SK. From now until December 31, your donation will go twice as far thanks to our matching partner, JGL. Donate at <https://aitc.sk.ca/acresforeducation>.

At the Lumsden Food Farm, the air is filled with excitement — and a few curious moos — as students gather around a pen holding a cow/calf pair. Amanda Leonard-Mack, a local cattle rancher, smiles as a group of students pepper her with questions: "Why do they have ear tags?" "Where does hamburger come from?"

For Amanda, who brings her animals to the event each year, these moments are what it's all about — helping young people make the connection between the food on their plates and the animals and people who raise it.

Agriculture in the Classroom Saskatchewan (AITC-SK) brings these experiences to life, giving students across the province the chance to see livestock, ask questions, and learn firsthand the care and effort that goes into raising healthy animals. For many, this moment is unforgettable — not just because it's fun, but because it's real.

"My students really enjoyed the station with the cow and calf and the horse," said Nicky Ruf, a teacher from Victoria School in Kamsack. "Most of the kids had never been that close to these animals before."

Students ask questions about what cows eat, where they stay in the winter, and the life of a cow on the farm. Behind each answer is a local producer sharing knowledge, expertise, and a genuine passion for agriculture.



Brand Renewal Season

A Good Time to Think Ahead



As we move through November and into December, producers across Saskatchewan will be receiving notices in the brand renewal cycle. For many, renewing a brand is a quick administrative task, something you complete between weaning, feeding, and watching the weather. But with the recent updates to Saskatchewan's Animal Production Regulations, and the realities of succession planning in today's cattle industry, this season is also an ideal time to give some thought to how your brand is registered and what that means for your operation.

Every year, Livestock Services of Saskatchewan (LSS) sends renewal notices to holders of both personal and corporate brands. With more than 1.5 million cattle inspected annually in the province, the brand remains the primary tool used by LSS to confirm ownership and direct payment. When ownership is unclear, funds must be held until proper documentation is provided — the brand is the anchor that keeps the system fair, transparent, and functional.

Under the Animal Production Regulations, a brand (or "identifier") that expires or is cancelled cannot be re-registered by a new party for five years. However, the original holder has a five-year grace period to re-register their brand after expiry, whether it was issued for a 4-year term (individuals) or a 20-year term (corporations).

This preserves the continuity of family brands that may temporarily lapse while still protecting producers from losing a long-used mark. That said however, it is an offence to apply an unregistered mark to an animal and therefore if the brand is in suspense (five-year

grace period) it cannot be applied to an animal, and our inspection team will withhold funds for clearance if animals sell with that brand. The grace period is not meant to be used as an additional five years of using the brand. Simply put, if your brand expires and you want to continue using it, renew it.

Another important element is the treatment of jointly held brands, considered Tenants in Common under Saskatchewan law. This means each registrant owns an equal share. When one registrant passes away, their interest does not automatically transfer to the surviving partner(s). Instead, it becomes property of the Estate.

LSS must follow strict protocols to ensure legal accuracy, which may include: updating the producer profile to "estate of" the deceased registrant; obtaining a copy of the will naming the executor(s); obtaining the death certificate; and completing a legal applica-

reflects the reality of your operation tomorrow. Joint registrations, complex family structures, blended operations, and corporate setups can all lead to unintended challenges when relationships change or someone unexpectedly passes away.

A reminder that corporate brands can now be registered for 20 years for \$250, providing stability for structured operations, family corporations, and long-term succession plans.

And for those so inclined, the entire renewal process can be completed online through mylivestock.ca. Signing up is free, and the platform allows producers to renew brands, complete non-inspected manifests, and manage documentation from a phone or computer. If you need to transfer, change or do anything other than renew a brand, our Brand Registrar can be reached at 306-546-5086.



tion for transfer, signed by all executors and properly witnessed.

If no will exists, LSS will request Letters of Administration, and in rare cases may need guidance from legal counsel. These requirements are not just red tape, they protect families, prevent misdirected payments, and uphold the integrity of the brand registry.

Renewal time is the perfect opportunity to consider how your brand is registered today, and whether it

Your brand is more than a mark on an animal, it is a piece of your heritage, your business, and your family's future. Taking a few moments this renewal season to ensure it is registered the way you truly need can prevent future stress, protect your operation, and support your succession plans.

From all of us at LSS, we wish you a safe winter, a successful calving season, and a joyful Christmas shared with family and friends.

Producer Fly-Ins

BY TYLER FULTON

CCA PRESIDENT



At time of writing the situation with US trade is very volatile. Rather than dive into that and have it be out of date by the time of reading, I wanted to touch on some more durable subjects. Rest assured we are doing all we can on the US market access front.

The Canadian Cattle Association hosts annual “producer fly-ins” in Ottawa to connect beef producers with government representatives to discuss Canadian beef industry priorities. Each meeting is an opportunity to discuss topics of national and regional importance as well as for education, relationship building and advocacy.

With support from FCC, Canada Beef and the National Cattle Feeders’ Association, we also held a re-

ception for parliamentarians, policy makers and stakeholders to mingle with CCA directors, producers and staff in a relaxed and informal setting. It was a tremendous opportunity to get to know each other and share some delicious nutritious Canadian beef.

We appreciate the producers who make time to travel to Ottawa and present their regional concerns and reinforce the national concerns and challenges that CCA shares. Among the topics discussed were business risk management programs, tariffs and non-tariff trade barriers, trade and market access, regulatory burdens, the need for regulatory alignment with the USA and other international trade partners, and the importance of enhanced preparedness for foreign animal diseases. None of these topics were new issues. Most changes we see are a result of several meetings stretching over weeks, months or years. It takes time to build momentum and change rarely occurs quickly.

On October 21, legislation was tabled to welcome the United Kingdom into the Comprehensive and Progressive Agreement for Trans-Pacific Partnership

(CPTPP). CCA held a rare press conference on October 23 and called for the Canadian Government to terminate the Continuity Agreement for failing to meet commitments. As the UK previously walked away from bilateral negotiations, we called on the Government of Canada to terminate the trade continuity agreement and ensure bilateral negotiations can begin again, where our barriers can be properly addressed.

Due to non-tariff trade barriers, the UK market is inaccessible to Canadian beef while imports of UK beef into Canada are welcomed. The value of UK beef imports into Canada rose from \$16.6 million in 2023 to \$42.5 million in 2024, a 156% year-over-year increase. From January to August 2025, imports totalled \$32.2 million, up 19% from the same period in 2024.

This is an extremely disappointing position to be in, especially in a year that has been fraught with trade uncertainties and geopolitical challenges. Fortunately there have been positive developments that we can reflect on as well. This year we welcomed the Indonesia-Canada Comprehensive Economic Partnership Agreement (CEPA), the Australian market opened for Canadian beef, improvements to AgriStability and Livestock Tax Deferral for regions impacted by extreme weather were announced, and compensation for producers who lose animals to disease outbreaks was increased. CCA is continuing to meet with Parliamentarians to advocate on behalf of producers, maintain momentum and working towards more positive changes.

If you have questions about CCA’s advocacy efforts or specific challenges, we encourage you to reach out to us at contact@cattle.ca or (403) 275-8558. We welcome your questions and feedback.

On behalf of all of the elected member representatives and staff of the Canadian Cattle Association, we wish you a merry Christmas and a healthy, prosperous and happy new year.



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Leaning into AI

Why Agriculture Can't Afford to Sit on the Sidelines



BY DOROTHY LONG
MANAGING DIRECTOR

**CANADIAN
FOOD
FOCUS.org**

Canadian Food Focus is very pleased to partner with Saskatchewan Cattle Association to share information with consumers about cattle production, beef nutrition and recipes. It's working – consumers are reading and engaging with our content. But the way people are finding information online is changing.

Generative AI is reshaping how Canadians discover, trust, and engage with information about food and farming. Search is no longer about scrolling through pages of links — it's about AI systems curating the answers for consumers. Whether someone asks ChatGPT, Google's AI Overview, or another platform a question, the tools now decide who speaks for Canadian agriculture.

This shift means visibility and influence depend on being recognized as a credible, trusted source by AI. For agricultural organizations and brands, leaning into this transformation is no longer optional — it's essential to staying part of the conversation.

Traditional SEO (Search Engine Optimization) was built around keywords and rankings. But today's generative AI tools rely on content that demonstrates authority, credibility, and relevance. That's where GEO (Generative Engine Optimization) and AEO (Answer Engine Optimization) come in — ensuring your content is not just found, but featured in AI-generated responses.

AI prioritizes sources with strong engagement, trustworthy backlinks, and consistent credibility signals. In other words, it rewards organizations that are validated by others and connected across the wider food sector. This is where collective action becomes a powerful advantage.

According to Generative AI analysis using SEMRush, Canadian Food Focus (CFF) has emerged as one of the top agricultural platforms recognized by Generative AI. In fact, CFF ranks second only to Canda.ca for AI citations in Canada's food and farming category and holds one of the highest authority and sentiment scores in the agri-food space.

That's not by chance—it's the result of six years of building credible, consumer-focused, scientifically grounded content that represents all of Canadian agriculture. Through collaboration and third-party validation, CFF has created a unified digital footprint strong enough to be consistently recognized by both consumers and AI systems.

Even the best individual brands can't match the digital clout of a collective platform. When organizations compete instead of collaborate, it fragments the digital presence of Canadian agriculture — making it harder for consumers (and AI) to find consistent, trustworthy information.

By working together — sharing resources, aligning content strategies, and validating each other's expertise — we can strengthen the accuracy and reach of

agriculture's story. This unified approach ensures that when AI answers questions about Canadian farming, it pulls from credible, sector-wide perspectives instead of misinformation or fragmented voices. Measuring What Matters: Trust and Authority

This new landscape requires updating our metrics. Traditional KPIs — traffic, engagement, and impressions — are now complemented by generative measures such as Authority Score, AI Share of Voice (SOV), and Favourable Sentiment. These scores quantify how often your brand is cited, trusted, or featured by AI tools — and the results are clear: collective visibility outperforms individual outreach every time.

Generative AI is rewriting the rules of how Canadians see our industry. The only way to ensure they see an accurate, trusted, and authentic picture of Canadian agriculture is through collaboration. Canadian Food Focus already leads in this space — and by joining forces, other organizations can strengthen both their individual brands and the public trust we all depend on.

Now is the time to lean in — because in an AI-driven search world, those who work together will be the ones who are seen, trusted, and heard.



Managing Risk in a High-Priced Cattle Market This Fall



In 2025, Saskatchewan producers experienced record-breaking cattle prices for cow-calf, backgrounding and finishing operations. Cattle are selling for more, but until the cheque is in hand, it is important for livestock producers to manage risk. Unpredictable factors like disease outbreaks, tariffs and global trade disruptions can create uncertainty and a volatile market.

Fall calf purchases often coincide with uncertain market conditions heading into winter. The Feeder policy is specifically designed for producers buying calves. Producers buying calves in the fall typically plan to sell them months later. Livestock Price Insurance (LPI) helps manage the risk of price fluctuations during that holding period, offering peace of mind and financial stability. This makes LPI a relevant and responsive resource for producers entering the market in the fall.

LPI offers livestock price protection against unexpected market declines. With LPI, producers set a floor price. If the market price falls below the coverage level

during the final four weeks of the policy, LPI pays the difference. Purchasing LPI is a proactive business decision to reduce market risk. It is the only risk management tool available to livestock producers that protects against price, currency and basis risk.

SCIC Offers LPI Feeder, Fed, Calf and Hog Policies

Feeder policies – directly reflect the feeder cattle futures and the Canadian dollar on the publishing day of the insured index. The current cash-to-futures basis is compared to the three-year historical basis. These calculations result in a forecasted price provided for an 850-pound steer.

Fed policies – directly reflect live cattle futures and the Canadian dollar on the publishing day of the insured index. The basis is calculated by comparing the five-year average fed settlement index to the five-year average Canadianized Chicago Mercantile Exchange (CME) live cattle nearby futures for the policy's expiry week.

Calf policies – coverage is driven by the daily feeder forecast (including currency and basis). It is also influenced by the current and historical calf to feeder price spread and the current and historical price of barley.

Hog policies – the forward price is calculated using the CME lean hog future with a cash-to-futures basis

forward-price coverage.

LPI Coverage Checklist

Producers can use this step-by-step checklist as an LPI guide:

1. Enrol in LPI
2. Register for weekly premium and settlement emails
3. Purchase an LPI policy
4. Enter the claim window (final four weeks of the policy)
5. Review your policy, settle if in a claim position
6. Finalize claim (in the last week of the policy) – any remaining indemnities are automatically calculated and settled against the remaining hundredweight

Claim Window Details

Producers must take action to claim in the first three weeks of the claim window. This can be done online using the LPI.ca portal or by calling SCIC. During the last week of the claim window, the LPI system will automatically settle against that week's price. If the settlement index for that week is lower than the insured price, a claim will calculate any remaining insured weight.

Settlement indices are published every Monday for producers to settle against. Selling livestock outside of the claim window does not affect a producer's contract.

Eligibility Requirements

- Feeder policies require 60 continuous days of ownership.
- Fed policies require ownership for at least four weeks prior to the claim window.
- Producers must file farm income and expenses in Saskatchewan.

SCIC offers resources to help make the most informed decisions:

- The LPI Buyer's Resource Guide offers information on how to use the program.
- The LPI Settlement Resource Guide helps to navigate the claim process.
- The LPI Work Pad allows producers to compare policy options side-by-side before making a purchasing decision.
- LPI Market Information shares key indicators influencing livestock prices.

All these resources are available at LPI.ca.

For more information or to speak with a representative, contact SCIC at 1.888.935.0000 or customer service@scic.ca.



adjustment. This price is then converted to a western Canadian equivalent price by a forward exchange rate and a western Canadian factor. Livestock producers can manage their risk with confidence by considering

A Celebration of Prairie Agriculture

Canadian Western Agribition Through the Lens



Each November, Regina transforms into the heart of Canada's beef and livestock industry, as the gates of Canadian Western Agribition (CWA) swing open, welcoming producers, buyers, families, and curious onlookers from across the Prairies and around the world. In just six days, this event showcases tradition, competition, commerce, and community.

For more than five decades, CWA has been celebrated as Canada's largest livestock show and one of the premier beef showcases in North America. What started as a small gathering of Saskatchewan ranchers seeking a local venue to exhibit their cattle has grown into an internationally-renowned event. CWA has become known as a place where global buyers and breeders come together to consider top-tier genetics, negotiate sales, and celebrate the ranching way of life.

Beef cattle of many breeds, prize bison, sheep, alpacas and equine exhibitors all find their moment in the spotlight. It's also a full-blown agricultural showcase including a trade show and marketplace featuring farm gear, fencing supplies, financial services, home and ranch living goods, and much more.

CWA also showcases education and experiences as well as Indigenous culture, youth involvement, and public engagement. The famed Maple Leaf Finals Pro Rodeo provides nights of bucking broncos, bull riding, and high-stakes competition.

What makes CWA truly special is its community. Long-time producers introduce kids to calves and chutes; local ranchers chat with international buyers about genetics; and city residents have their first experiences with different livestock breeds. This year a new attendance record was set with 151,037 visitors.



Belton Johnson's Beef Manicotti

PREPARATION

Heat a heavy medium-sized skillet over medium heat. Add 1 teaspoon of olive oil, onion and ground beef. Season with salt and pepper. Sauté until the meat browns and the onion is translucent, about 5 minutes. Remove from heat and cool. Brush 1 teaspoon of oil over a large baking sheet. Cook the manicotti in a large pot of boiling salted water until slightly softened, but still very firm to the bite, about 4 to 6 minutes. Using a slotted spoon, transfer the manicotti to the oiled baking sheet and cool. Meanwhile, combine the ricotta, 1 1/2 to 2 cups mozzarella cheese, 1/2 cup Parmesan, and parsley. Add the garlic, salt, and pepper to taste, and mix. Stir the cooled meat mixture into the cheese mixture. Preheat the oven to 350°F. Brush the remaining 2 teaspoons of oil over a 13 x 9 x 2-inch glass baking dish. Spoon 1 1/2 cups of marinara sauce over the bottom of the prepared dish. Fill the manicotti with the cheese/meat mixture. Arrange the stuffed pasta in a single layer in the prepared dish and spoon the remaining sauce over. Sprinkle the remaining 1 1/2 cups of mozzarella cheese, then the remaining 1/2 cup of Parmesan over the stuffed pasta. Dot entire dish with the butter pieces. Bake the manicotti uncovered until heated through and the sauce bubbles on the sides of the dish, about 30 to 35 minutes. Let the manicotti stand 5 minutes and serve.

INGREDIENTS

- 4 tsp olive oil
- 1 medium onion, coarsely chopped
- 1 lb ground beef Salt and freshly ground black pepper
- 14 (8 oz pkg) manicotti
- 1 (15 oz) container whole milk ricotta
- 3 cups shredded mozzarella
- 1 cup grated Parmesan
- 2 tbsp Italian parsley leaves, chopped
- 2 cloves garlic, minced
- 3 cups marinara sauce
- 2 tbsp butter, cut into pieces



Belton Johnson Speaking at SBIC January 21, 2026

We're excited to welcome former Saskatchewan Roughrider Belton Johnson as an inspirational speaker at the 2026 Saskatchewan Beef Industry Conference on January 21, 2026.

for more information, please visit
www.saskbeefconference.com or
www.saskbeef.com

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