



SASKATCHEWAN
CATTLEMEN'S ASSOCIATION

2024

ANNUAL REPORT

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Mission Statement

To develop and promote the success of all production sectors of the Saskatchewan beef cattle industry through effective representation from all regions of the province.

Corporate Governance

The Saskatchewan Cattlemen's Association is an agency established under the Agri-Food Council, complies with the provisions of the Agri-Food Act 2004, and operates according to the regulations of the Cattle Development Plan.

Core Values

Accountable. Committed. Effective.

Core Strategies

We will fund research initiatives and use their results to improve our competitiveness and resilience of Saskatchewan cattle production.

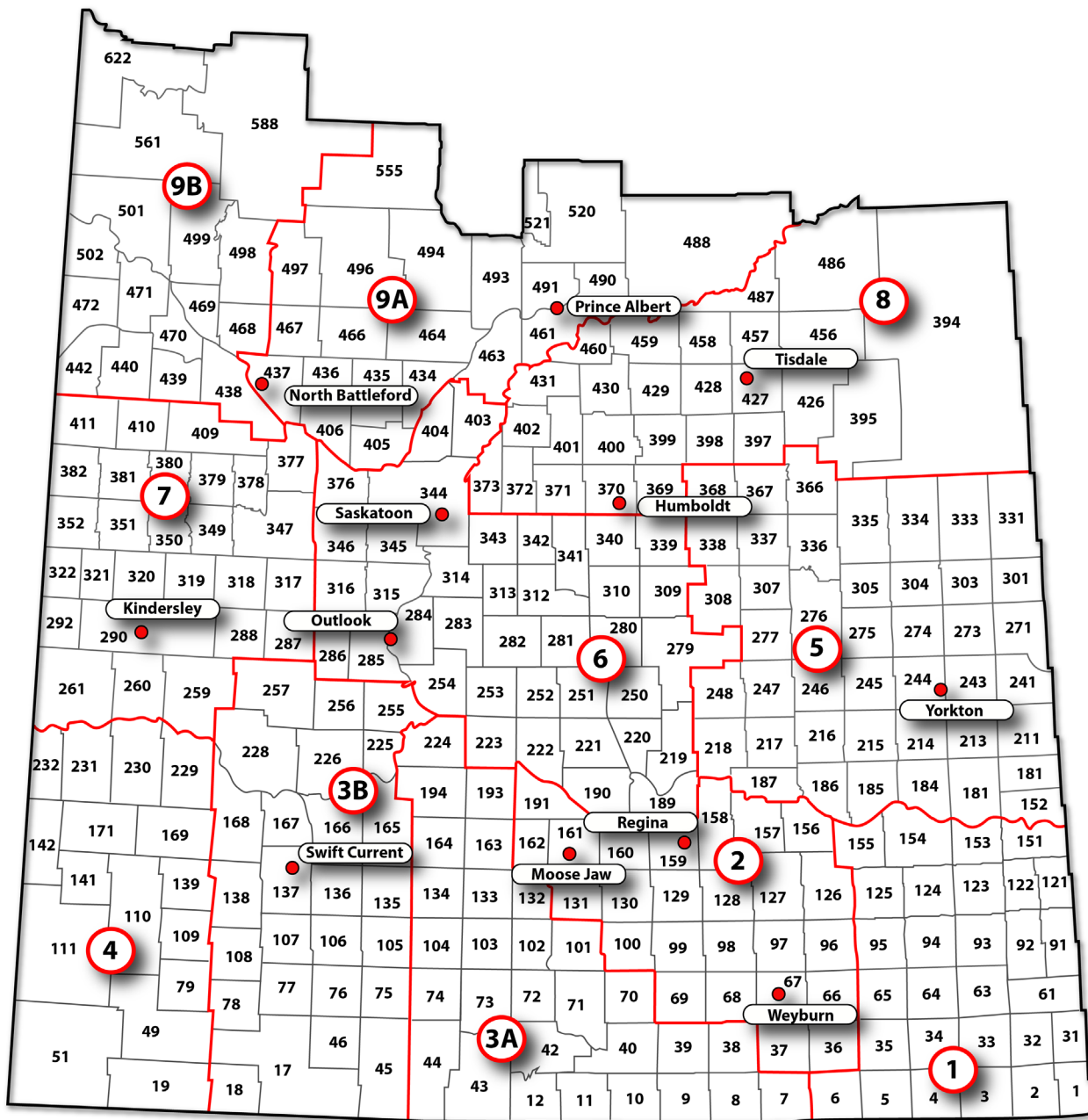
We will advocate and develop policies and programs that will improve producer resilience, profitability, skills, and other needs as they arise.

We will target communications to producers that will enhance their operations or the industry and target consumers and the public with messages that support beef consumption and production.

We will develop plans and programs that will improve industry resilience.

We will run a professional and transparent organization.

MAP OF DISTRICTS



2023 SCA Board of Directors

- | | | |
|-----------------------------|----------------------------|----------------------------------|
| ① Kyle Hebert - Wawota | ④ Randy Stokke - Consul | ⑧ Leon Lueke - Humboldt |
| ② Wade Beck - Milestone | ⑤ Levi Hull - Willowbrook | ⑨A Christine Strube - Shellbrook |
| ③A Roger Meyers - Minton | ⑥ Shelby Corey - Saskatoon | ⑨B Dean Moore - Paradise Hill |
| ③B Keith Day - Kyle (Chair) | ⑦ Joleen Shea - Kindersley | ● Arnold Balicki - Past Chair |

● **SCFA Directors:**
 Chad Ross - Vice Chair, Estevan
 Garret Poletz, Biggar

● **SSGA Directors:**
 Jeff Yorga - Flinftoft
 Kelly Williamson - Pambrun

2023 SCA Committees

Executive

Keith Day (Chair)
 Chad Ross (Vice Chair)
 Arnold Balicki (Past Chair)
 Kyle Hebert (Finance Chair)
 Garret Poletz (Member at Large)

Audit & Finance

Kyle Hebert (Chair)
 Jeff Yorga
 Leon Lueke
 Dean Moore
 Levi Hull

Communications & Education

Levi Hull (Chair)
 Shelby Corey
 Garret Poletz
 Dean Moore
 Christine Strube

Government Policy

& Programs
 Kyle Hebert (Chair)
 Chad Ross
 Randy Stokke
 Jeff Yorga

Research

Roger Meyers (Chair)
 Kyle Hebert
 Leigh Rosengren
 Leon Lueke
 Kelly Williamson

Animal Health & Care

Joleen Shea (Chair)
 Roger Meyers
 Garret Poletz
 Wade Beck
 Kelly Williamson

Governance

Shelby Corey (Chair)
 Chad Ross
 Wade Beck
 Randy Stokke
 Joleen Shea

Representatives

CCA Representatives

Philip Lynn - Marquis
 Duane Thompson - Kelliher
 Ryan Beierbach - Whitewood
 Lynn Grant - Val Marie

CRSB

Ryan Beierbach - Chair
 Kyle Hebert

Canadian Beef

Check-Off Agency
 Chad Ross

BCRC

Ryan Beierbach
 Roger Meyers
 Michael Spratt

Agriculture Hall of Fame

Rick Toney

SODCAP

Keith Day

CCIA

Pat Hayes - Val Marie

Verified Beef Production Plus

Joleen Shea

Prairie Conservation Action Plan

Wade Beck

Agriculture in the Classroom Sask

Glenn LaPointe

Saskatchewan Forage Council

Christine Strube

Farm & Food Care Saskatchewan

Shelby Corey

Livestock Services of Saskatchewan

Rick Toney

Saskatchewan Wildlife Advisory

Randy Stokke

Canadian Cattle Youth Council

Scott Gerbrandt

SCA Staff

CEO

Grant McLellan

Executive Administrator

Leann Clifford

Policy Manager

Christina Betker

Communications & Marketing

Glenn LaPointe

Beef Production Specialist

Marianne Possberg

SCA 2023 Chair Report - Keith Day

Hello everyone, I would like to welcome you all to the 2024 Saskatchewan Cattlemen's Association's AGM.

Over the last year the weather took up a lot of conversation had by producers. The big snow in early November followed by extremely cold temperatures and more snow in some areas made for a very long winter. By early March, mostly because of the snow conditions, wildlife became a real problem. Deer and elk were gathering in large herds and causing lots of damage to feed supplies and stockpiled forage. Predators were also a problem when calving started. This prompted SCA to meet with the Minister of the Environment and others to start the process of improving wildlife management and hopefully reducing compensation claims.



Keith Day - SCA Chair

With the good snow cover, lots of the driest areas got some much needed runoff that replenished water supplies. Early summer looked pretty good in most areas of the province. Grass and hay crops got off to a better start. As summer progressed the drought returned and resulted in lots of cattle being sold earlier than normal. Check-off revenue for June was almost 30% higher than June of 2022. Grant and the SCA staff worked on a press release to raise concerns of the drought. There seemed to be a real lack of awareness of just how dry it was in some areas of the province. A letter was sent to the Ag Minister explaining the effect that drought and grasshoppers were having on farmers and ranchers. SCA asked for, among other things, that insured crops be designated for alternative use in a timely manner. The drought affected areas continued to expand which led to SCA hosting four town hall meetings in the Southwest and West Central areas of the province. There were nearly one hundred producers at each meeting. The Ag Ministry as well as SCIC were also well represented at each meeting.

One common message from producers was that the livestock industry needs a better production type of insurance that will reduce the need for Agri-Recovery type programs. SCA would like to thank the provincial government, Minister Marit, and the Ministry staff for their support at these town hall meetings as well as their ongoing support for the livestock industry in the province. Work on an improved production insurance program continues.

On a positive note, as we are heading into the fall calf run, the demand for beef remains strong and prices look to be at record highs. When the drought finally ends and inflation is under control, I believe the beef industry is heading for some exciting times. SCA continues to work with CCA on federal policies that affect the cattle industry. We also work regularly with provincial government officials and have unprecedented access to the Ag Minister and all provincial decision makers. We are very thankful for that.

I would like to thank all of the SCA board members for what they do. There are lots of meetings to go to, committees to be members of, and lots of important decisions to be made. I would also like to thank Grant McLellan and our SCA staff for all they do. They are always busy working for our industry. Just a reminder that SCA is working on behalf of our producers. If there is anything we can do to help, please contact myself, Grant or any of our district reps.

I hope everyone has a fantastic 2024.

Thank you
Keith Day

Year in Review - Grant McLellan

Another year in the books provides ample time for reflection, at this time of year when many are committing to resolutions and changes, we would like to make (if only there was time to get around to them). Regardless of whether change is good or bad, the important thing is can we make progress on the things we set out to achieve? In 2023, the Saskatchewan Cattlemen's Association sought to make progress on several initiatives, namely raising the profile and influence of the organization on the agricultural landscape; to truly be the Voice of the Cattle Industry. This work requires time and effort, but mainly it requires partnerships.



Grant McLellan - CEO

We sought to build partnerships with other like-minded organizations, unify our voices on critical issues, and bring the influence of the cattle sector and our partners to those that have the power to make changes. Over the past year, we have established a working group with the Saskatchewan Association of Rural Municipalities and the Saskatchewan Stock Growers Association, meeting quarterly to align on issues such as: irrigation expansion (not just the big projects, but across the province), wildlife damage and predation, and support for producers experiencing drought. SCA also has had meetings with Agricultural Producers Association of Saskatchewan, including bringing insight to and participating in their Livestock Summit. These partnerships are essential in fostering change in the industry, and it works so much better when we are pulling the rope in the same direction.

One of the most substantial undertakings we worked through this year was the Town Hall meetings on drought we held across southwest and south-central Saskatchewan. It was through the support of our many partners, including SARM, APAS, and SSGA that we were able to get the word out to producers, and we saw nearly 500 people attend those 5 meetings. We also saw support from Saskatchewan Crop Insurance and the Ministry of Agriculture attending those meetings, and it was here they got to hear directly from producers – from you. Those meetings really moved the needle on the announcement of an Agri-Recovery program here in Saskatchewan, and why our provincial government was the first in the country to announce their support for that program.

SCA has also spent the year working with groups across the country to lobby for changes to the carbon tax, to trucking regulations, and new animal traceability regulations. This work was done in partnership with provincial cattle associations across the country, and organizations like the Canadian Cattle Association and the National Cattle Feeders Association. Again, it is only through these partnerships that we can have a loud, persistent voice in Ottawa and in provincial legislatures.

2023 was challenging for many across the prairies and for Saskatchewan's cattle industry. But as we look ahead to 2024, SCA's 15th anniversary, there is always room for optimism. We know that we have a strong voice, a dedicated support network, and a future that provides the opportunity for growth. The herd will shrink in Saskatchewan and Canada; however, that means that as demand for our product remains strong, prices will be strong.

The opportunity to continue to showcase the resilience and quality of our industry, the sustainable way we raise our animals, and to truly tell our story remains a priority for us. We need to keep telling our story, and we need to keep working together to do it. With partnerships, we can continue to be voice for our farmers and ranchers; we need to do it for the generations that come, and just like for the past 15 years, SCA will continue to fight for producers and see results that limit restrictions and expand opportunities for years to come. At SCA, we are proud of this industry, and we are truly proud to be your voice – the Voice of Saskatchewan's Cattle Industry.

DUDLEY & COMPANY LLP*Chartered Professional Accountants*

INDEPENDENT AUDITOR'S REPORT

To the Members of Saskatchewan Cattlemen's Association

Opinion

We have audited the financial statements of Saskatchewan Cattlemen's Association (the organization), which comprise the statement of financial position as at July 31, 2023, and the statements of revenues and expenses, 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 organization as at July 31, 2023, and the results of its operations and cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations (ASNPO).

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 organization in accordance with 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.

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 ASNPO, 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 organization'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 organization or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the organization's financial reporting process.

Independent Auditor's Report to the Members of Saskatchewan Cattlemen's Association (continued)

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 organization'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 organization'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 organization 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.

Regina, Saskatchewan

Dudley & Company LLP
Chartered Professional Accountants

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Statement of Financial Position
July 31, 2023

	2023	<i>2022 Revised</i>
ASSETS		
CURRENT		
Cash and cash equivalents (Note 3)	\$ 596,886	\$ 689,951
Current investments (Note 4)	5,224,411	5,243,676
Accounts receivable	269,452	165,669
Goods and services tax recoverable	16,731	20,566
Prepaid expenses	57,345	110,344
	6,164,825	6,230,206
CAPITAL ASSETS (Note 6)	51,468	63,509
LONG TERM INVESTMENTS (Note 4)	721,998	382,156
	6,938,291	\$ 6,675,871
LIABILITIES AND NET ASSETS		
CURRENT		
Accounts payable and accrued liabilities	\$ 547,787	\$ 247,087
Payroll deductions payable	17,403	16,482
Refunds payable (Note 8)	35,887	31,880
	601,077	295,449
NET ASSETS	6,337,214	6,380,422
TOTAL LIABILITIES AND NET ASSETS	\$ 6,938,291	\$ 6,675,871

ON BEHALF OF THE BOARD

_____ *Chair*

_____ *Director*

See notes to financial statements

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Statement of Revenues and Expenses
Year Ended July 31, 2023

	2023	2022 <i>Revised</i>
REVENUES		
Check-off revenue	\$ 5,724,637	\$ 5,932,017
Cost share revenue	24,185	60,963
Interest and investment income	309,765	293,841
Gains/losses on investments	116,992	(588,941)
Gain/losses on disposal of assets	(488)	-
Federal projects	30,000	17,075
	<u>6,205,091</u>	<u>5,714,955</u>
EXPENSES		
Administration (Schedule 1)	164,268	167,783
Board (Schedule 1)	221,440	150,325
CEO expenses (Schedule 1)	10,883	8,666
Committee expenses (Schedule 1)	132	110
Communications (Schedule 1)	308,483	252,399
Industry Development Fund (Schedule 1)	1,158,556	2,347,355
National Policy and Trade Advocacy (Schedule 2)	3,808,334	4,076,852
Staff expenses (Schedule 2)	41,701	14,175
Salaries and benefits	534,502	536,197
	<u>6,248,299</u>	<u>7,553,862</u>
DEFICIENCY OF REVENUES OVER EXPENSES	<u>\$ (43,208)</u>	<u>\$ (1,838,907)</u>

See notes to financial statements

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Statement of Changes in Net Assets
Year Ended July 31, 2023

	2023	2022 <i>Revised</i>
NET ASSETS - BEGINNING OF YEAR	\$ 6,380,422	\$ 8,219,329
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES	<u>(43,208)</u>	<u>(1,838,907)</u>
NET ASSETS - END OF YEAR	<u>\$ 6,337,214</u>	<u>\$ 6,380,422</u>

Draft for discussion purposes only

See notes to financial statements

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Statement of Cash Flows
Year Ended July 31, 2023

	2023	2022 <i>Revised</i>
CASH FLOWS FROM (FOR) OPERATING ACTIVITIES		
Cash receipts from customers	\$ 5,675,039	\$ 5,954,577
Cash paid to suppliers and employees	(5,870,585)	(7,858,257)
Interest and investment income	309,765	293,841
Goods and services tax	3,835	(23,533)
Cash Flows From (For) Operating Activities	<u>118,054</u>	<u>(1,633,372)</u>
CASH FLOWS FROM (FOR) INVESTING ACTIVITIES		
Purchase of capital assets	(7,535)	-
Purchase of investments	(1,749,793)	(831,286)
Proceeds from sales of investments	1,546,208	1,359,913
Cash Flows From (For) Investing Activities	<u>(211,120)</u>	<u>528,627</u>
DECREASE IN CASH FLOWS	(93,066)	(1,104,745)
Cash - beginning of year	<u>689,952</u>	<u>1,794,697</u>
CASH - END OF YEAR (Note 3)	\$ 596,886	\$ 689,952

See notes to financial statements

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SASKATCHEWAN CATTLEMEN'S ASSOCIATION

Notes to Financial Statements

Year Ended July 31, 2023

1. NATURE OF OPERATIONS

Saskatchewan Cattlemen's Association was established under the authority of *The Agri-Food Act, 2004* and operates according to The Cattle Development Plan Regulations. The purpose of SCA is to promote the well being of all production sectors of the Saskatchewan beef cattle industry through effective representation from all regions of the province. SCA is exempt from income taxes as a non-profit entity under section 149(1) of the *Income Tax Act*.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Basis of presentation

The financial statements were prepared in accordance with Canadian accounting standards for not-for-profit organizations (ASNFPPO).

Revenue recognition

Saskatchewan Cattlemen's Association follows the deferral method of accounting for contributions.

Revenue from check-off fees is recognized when received or receivable. Investment income includes interest, realized and unrealized gains and losses on investments. Revenue from investments and other income is recognized on an accrual basis as it is earned.

Capital assets

Capital assets are stated at cost or deemed cost less accumulated amortization and are amortized over their estimated useful lives on a straight-line basis at the following rates:

Furniture and equipment	5 years
Computer equipment	3 years
Leasehold improvements	term of the lease
Educational video	5 years

Capital assets acquired during the year, but not placed into use, are not amortized until they are placed into use.

Capital assets are tested for impairment whenever events or changes in circumstances indicate that its carrying amount may not be recoverable. An impairment loss is recognized in the statement of operations when the carrying amount of the capital asset exceeds its fair value.

Management estimates

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations require management to make estimates and assumptions that affect the reported amount of assets and liabilities, disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the period. Significant estimates include those used when accounting for amortization and the impairment of financial assets, as well as the estimate of accounts receivable. Such estimates are periodically reviewed and any adjustments necessary are reported in earnings in the period in which they become known. Actual results could differ from these estimates.

(continues)

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Notes to Financial Statements
Year Ended July 31, 2023

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (*continued*)

Financial instruments

- a) Measurement of financial instruments - The organization initially measures its financial assets and financial liabilities at fair value. The organization subsequently measures all its financial assets and financial liabilities at amortized cost, except for investments in equity instruments that are quoted in an active market, which are measured at fair value. Changes in fair value are recognized in the statements of operations in the period incurred. Financial assets measured at amortized cost include cash, accounts receivable and fixed income investments. Financial liabilities measured at amortized cost include accounts payable and accrued liabilities. Financial assets measured at fair value include investments in equity and other securities. The fair values of investments in equity and other securities are determined by reference to the latest closing transactional net asset value of each respective security.
- b) Impairment - At the end of each reporting period, the organization assesses whether there are any indications that a financial asset measured at amortized cost may be impaired. Objective evidence of impairment includes observable data that comes to the attention of the organization, including but not limited to the following events: significant financial difficulty of the issuer; delinquency in payments; or bankruptcy. When there is an indication of impairment, the organization determines whether a significant adverse change has occurred during the period in the expected timing or amount of future cash flows from the financial asset. If identified, the organization reduces the carrying amount of the asset to the present value of cash flows expected to be received. The carrying amount of the asset is reduced directly or through the use of an allowance account. The amount of the reduction is recognized as a bad debt in the statement of operations. When the extent of impairment of a previously written-down asset decreases and the decrease can be related to an event occurring after the impairment was recognized, the previously recognized impairment loss is reversed to the extent of the improvement, directly or by adjusting the allowance account. The amount of the reversal is recognized in the statement of operations in the period the reversal occurs.
- c) Transaction costs - Investment management fees are expensed as incurred.

Cash equivalents

Highly liquid investments with maturities of six months or less at year end are classified as cash equivalents.

Check-off revenue

On August 4, 2010 the Saskatchewan Cattlemen's Association became responsible for the administration of the cattle levy of Saskatchewan. As of April 1, 2018, a \$4.50 levy on all cattle marketed in Saskatchewan is collected and consists of a \$2 refundable provincial levy and a \$2.50 non-refundable national levy.

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Notes to Financial Statements
Year Ended July 31, 2023

3. CASH AND CASH EQUIVALENTS

	<u>2023</u>	<u>2022</u>
Chequing Account Scotia	\$ (316,028)	\$ (136,079)
Chequing Account Affinity	69,110	59,544
Restricted Account Affinity	5,150	5,150
Restricted Account Scotia	835,569	753,287
Investment cash account	3,080	8,045
Credit Union Membership Share	5	5
	<u>\$ 596,886</u>	<u>\$ 689,952</u>

4. INVESTMENTS

	<u>2023</u>	<u>2022</u>
<u>Current Investments</u>		
Fixed income securities	\$ 1,482,010	\$ 1,736,122
Equities	250,044	216,764
Other assets	2,313,337	1,910,444
Equity funds	1,901,018	1,762,502
Investments	(721,998)	(382,156)
	<u>\$ 5,224,411</u>	<u>\$ 5,243,676</u>

- Cash equivalents shown under investments are GIC's with a maturity date of greater than 6 months from year end.

Long term investments

Investments	<u>\$ 721,998</u>	<u>\$ 382,156</u>
-------------	-------------------	-------------------

Investments maturing within 6 months from year end, as well as equities and other investments held for trade are classified as current.

SASKATCHEWAN CATTLEMEN'S ASSOCIATION**Notes to Financial Statements****Year Ended July 31, 2023****5. FINANCIAL INSTRUMENTS**

The organization is exposed to various risks through its financial instruments and has a comprehensive risk management framework to monitor, evaluate and manage these risks. The following analysis provides information about the organization's risk exposure and concentration as of July 31, 2023.

Credit risk

Credit risk arises from the possibility that parties may default on their financial obligations, or if there is a concentration of transactions carried out with the same party, or if there is a concentration of financial obligations which have similar economic characteristics that could be similarly affected by changes in economic conditions, such that the association could incur a financial loss. The organization is exposed to credit risk from its producers. An allowance for doubtful accounts is established based upon factors surrounding the credit risk of specific accounts, historical trends and other information. The organization has a significant number of producers which minimizes concentration of credit risk.

Liquidity risk

Liquidity risk is the risk that an entity will encounter difficulty in meeting obligations associated with financial liabilities. The organization is exposed to this risk mainly in its accounts payable and accrued liabilities. The organization mitigates its risk by monitoring cash flows from operations and holding assets that can be readily converted into cash.

Market risk

Market risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market prices. Market risk comprises three types of risk: currency rate risk, interest rate risk and other price risk. The association is mainly exposed to this risk through its investments and is able to mitigate the risk through a diversified investment portfolio.

Interest rate risk

Interest rate risk is the risk that the value of a financial instrument might be adversely affected by a change in the interest rates. In seeking to minimize the risks from interest rate fluctuations, the organization manages exposure through its normal operating and financing activities. The organization is exposed to interest rate risk primarily through its investments. The organization manages the interest rate risk exposure of its fixed income investments by using a laddered portfolio with varying terms to maturity. The laddered structure of maturities helps to enhance the average portfolio yield while reducing the sensitivity of the portfolio to the impact of interest rate fluctuations.

Unless otherwise noted, it is management's opinion that the organization is not exposed to significant other price risks arising from these financial instruments.

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Notes to Financial Statements
Year Ended July 31, 2023

6. CAPITAL ASSETS

	Cost	Accumulated amortization	2023 Net book value	2022 Net book value
Computer equipment	\$ 9,538	\$ 5,198	\$ 4,340	\$ 1,552
Educational video	30,000	12,000	18,000	24,000
Furniture and equipment	38,536	16,220	22,316	27,739
Leasehold improvements	17,030	10,218	6,812	10,218
	<u>\$ 95,104</u>	<u>\$ 43,636</u>	<u>\$ 51,468</u>	<u>\$ 63,509</u>

7. BOARD LEVIES

	2023	2022
Check-off Revenue	\$ 5,784,627	\$ 5,990,208
Dealer Rebate	(59,990)	(58,191)
Subtotal of check-off revenue	5,724,637	5,932,017
National Check-off Agency	(3,055,737)	(3,334,041)
Levy Refund	(41,098)	(40,906)
	<u>\$ 2,627,802</u>	<u>\$ 2,557,070</u>

A \$4.50 levy on all cattle marketed in Saskatchewan is collected and consists of a \$2 refundable provincial levy and a \$2.50 non-refundable national levy.

8. REFUNDS PAYABLE

	2023	2022
SBIDF Accrued Payouts	\$ 35,887	\$ 31,880

The SBIDF levy refunds are made up of the \$2/head refundable portion of provincial levy, which is repaid when applied for by members.

9. LEASE COMMITMENTS

The organization has a long-term lease with respect to its premises. The association is required to pay a portion of common area cost which is adjusted each year for actual operating costs and property taxes. Future minimum lease payments as at July 31, 2023, are as follows:

2024	\$ 30,742
2025	30,742
	<u>\$ 61,484</u>

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Notes to Financial Statements
Year Ended July 31, 2023

10. COMPARATIVE FIGURES

Some of the comparative figures have been reclassified to conform to the current year's presentation.

Subsequent to the year ended July 31, 2022, the organization identified that a quarterly assessment from Canadian Cattlemen's Association was not included in accounts payable. The correction of this has impacted the organizations financial statements as follows:

- Accounts payable at July 31, 2022 has been increased by \$170,872.
- Net income for the prior year decreased by \$170,872

Draft for discussion purposes only

SASKATCHEWAN CATTLEMEN'S ASSOCIATION

Expenses by Fund
(Schedule 1)

Year Ended July 31, 2023

	2023	2022 <i>Revised</i>
Administration		
Audit	\$ 12,720	\$ 10,176
Amortization	19,090	19,032
Bank Charges & Interest	156	270
IT Support	11,444	16,306
Insurance	2,904	1,912
Investment advisory fees	46,412	54,503
Office Rent	54,696	53,152
Office Supplies	4,207	1,448
Photocopying	1,378	730
Postage & Courier	1,366	1,859
Professional Development	-	440
Telephone	9,895	7,383
Staff Expenses	-	572
Administration Total	\$ 164,268	\$ 167,783
Board		
Accommodations	\$ 44,164	\$ 17,142
Facility Rental	2,300	12,078
Meals	16,278	8,328
Per Diems	88,494	67,356
Registration Fees	4,823	6,891
Travel	65,381	38,530
Board Total	\$ 221,440	\$ 150,325
CEO Expenses		
Accommodations	\$ 5,011	\$ 1,719
Industry Meeting Meals	361	347
Meals	386	315
Registrations etc	2,318	1,736
Travel	2,807	4,549
CEO Expenses Total	\$ 10,883	\$ 8,666
Committee		
Research	\$ 132	\$ 110

(continues)

SASKATCHEWAN CATTLEMEN'S ASSOCIATION

Expenses by Fund (continued)
(Schedule 1)

Year Ended July 31, 2023

Communications		
AGM Expenses	\$ 7,183	\$ 20,614
Advertising	132,601	136,019
Education	-	13,224
Memberships and Subscriptions	9,341	3,524
Fall District Meeting Expenses	18,990	24,053
other miscellaneous	231	-
Promotion and Marketing	1,696	6,895
Promotional Events	29,867	22,030
Publication	27,309	10,345
SBIC	70,412	13,335
Trade Show	10,853	2,360
Communications Total	\$ 308,483	\$ 252,399
Industry Development Fund		
External Memberships	\$ 123,630	\$ 70,562
Investment projects	-	1,150,000
Levy Refund	41,098	40,906
SCAIDF research funding (Schedule 3)	679,028	648,875
Athletic Program Sponsorship	5,500	5,812
Sponsorships and funding	234,300	356,200
Verified Beef Production Funding	75,000	75,000
Industry Development Fund Total	\$ 1,158,556	\$ 2,347,355

SASKATCHEWAN CATTLEMEN'S ASSOCIATION

Expenses by Fund (Continued)
(Schedule 2)

Year Ended July 31, 2023

	2023	2022
National Policy and Trade Advocacy		
Programs		
Canadian Cattlemen's Association - assessment	\$ 711,911	\$ 704,970
Legal Assessments	40,686	37,841
National Check-off Agency	<u>3,055,737</u>	<u>3,334,041</u>
National Policy and Trade Advocacy Programs Total	\$ 3,808,334	\$ 4,076,852
Staff Expenses		
Accommodations	\$ 8,873	\$ 1,751
Meals	5,158	1,188
Registrations	6,966	4,902
Travel	<u>20,704</u>	<u>6,334</u>
Staff Expenses Total	\$ 41,701	\$ 14,175

Draft for discussion purposes only

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Schedule of Industry Development Research Funding (SCAIDF)
(Schedule 3)
Year Ended July 31, 2023

	2023
EXPENSES	
Agriculture & Agri-Food Canada	
Evaluation of polycrop mixtures for swath grazing, soil health and economics	\$ 50,000
Exploring the potential of including chicory in pasture for beef cattle	58,435
Identification of genetic factors contributing to abiotic stress tolerance in intermediate wheatgrass	10,000
Whole genome sequencing of sainfoin: an invaluable resource for a future of sustainable beef and dairy production systems	13,043
	<u>131,478</u>
University of Saskatchewan	
Alternative trace mineral supplementation strategies for improved cow performance	10,000
Assessing the Impacts of Forages on GHG Sequestration in Saskatchewan crop rotations	10,000
Benchmarking imaging and sensor technologies for capturing novel phenotypes to improve sustainability of the Beef Industry	19,500
Clinical investigation of treatment options for joint infections in Western Canadian feedlot cattle	23,350
Combined Herbicide and Fertilizer Application for Absinth Control	20,000
Development of meadow brome and cicer milkvetch varieties for stockpiles grazing in western Canada	12,500
Development of salt tolerant alfalfa cultivar adapted in Western Canada	5,000
Effect of Annual and Perennial Forage systems on plant, water, soil, and economic parameters, grazing animal performance and preference dynamics	13,200
Enhancing diagnostic methods for rapid and accurate detection of macrolide resistance in mannheimia haemolytica	5,000
Genomic analysis of alfalfa for the development of drought and salt tolerant germplasm for breeding programs	75,000
Genomic characterization of the Prairie forage crop hybrid wheatgrass (<i>Elymus hoffmanni</i>) and its parental ancestors	70,000
Genomic variations associated with gestation length in beef cattle	38,000
Identifying mycorrhizal fungi to enhance field crop and forage salinity tolerance	5,000
Identifying new diversity and developing genomic resources for bromegrass (<i>Bromus</i> spp) forage crop breeding	10,000
Including native forages in mixture to enhance late season forage quality and carbon sequestration	10,000
Investigation of AMR transmission via horizontal gene transfer in <i>Mycoplasma bovis</i>	18,000
Level of canola source fat in pregnant cow diets - effects on cow and calf performance	25,000
Role of Serotonin in Acute Interstitial Pneumonia in Feedlot Cattle	10,000
Smart farming to optimize productivity – How to put your data to use	36,000
Straw Harvesting strategies to provide feedstock while maintaining soil and environmental quality	10,000
Towards 1-step trusting-Rapid Identification of Bovine Respiratory Disease (BRD) viruses to inform vaccine to inform vaccine use & development	-

(continues)

See notes to financial statements

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Schedule of Industry Development Research Funding (SCAIDF) (continued)
(Schedule 3)
Year Ended July 31, 2023

	2023
Use of high-moisture corn products for finishing cattle and the corn stover for extensive grazing	78,500
Using watering bowls to monitor the respiratory bacterial resistome in cattle by location and time within the feedlot	-
	<u>504,050</u>
Other organizations	
Irrigation Crop Diversification - Developing target yield nitrogen fertilizer recommendations for irrigated silage and grain corn	10,000
Government of Canada - Barley Lodging - getting to the root of the problem	3,500
Southwest Saskatchewan Forage Cooperative Association Ltd. - Demonstrating the advantages of feeding supplemental protein in fall pasture	10,000
University of Regina - Genomic epidemiology & rapid detection of Mycobacterium paratuberculosis infections (Johne's disease) in Sask Cattle	20,000
	<u>\$ 679,028</u>

Draft for discussion purposes only

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Industry Development Activities Committed for Future Years
(Schedule 4)
Year Ended July 31, 2023

	2024	2025	2026	2027	2027	Total
University of Saskatchewan						
A decade on - how have the 35 ranchers under 35 fared?	\$ 12,000	\$ -	\$ -	\$ -	\$ -	\$ 12,000
Addressing high sulfate water for cattle and sheep	50,000	-	50,000	3,000	-	103,000
Analysis of Antibody Concentration in Beef Calves born to Dams administered Inactivated or Modified	9,500	-	-	-	-	9,500
Benchmarking imaging and sensor technologies for capturing novel phenotypes to improve sustainability of the Beef Industry	10,000	10,000	4,500	-	-	24,500
Bovine reproductive syndromic sequencing panel	28,000	10,000	10,000	-	-	48,000
Characterization of Behaviour and Physiology Traits related to Chronicity and Recovery of Beef Cattle with Respiratory Disease	23,200	20,000	-	-	-	43,200
Combined Herbicide and Fertilizer Application for Absinth Control	10,000	5,500	-	-	-	15,500
						<i>(continues)</i>

See notes to financial statements
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SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Industry Development Activities Committed for Future Years (continued)
(Schedule 4)
Year Ended July 31, 2023

	2024	2025	2026	2027	2027	Total
University of Saskatchewan (continued)						
Development of salt tolerant alfalfa cultivar adapted in Western Canada	5,000	-	-	-	-	5,000
Evaluation of animal variability in fibre digestion and strategies to improve forage use in beef cattle	5,000	5,000	-	-	-	10,000
Genetic, Genomic and Agronomic approaches to improve a Non-Bloat Legume	25,000	20,000	15,000	14,500	-	74,500
Genomic analysis of alfalfa for the development of drought and salt tolerant germplasm for breeding programs	20,000	10,000	10,000	-	-	40,000
Genomic association analysis of forage efficiency in beef cows	16,000	-	5,000	5,000	-	26,000
Genomic characterization of the Prairie forage crop hybrid wheatgrass (<i>Elymus hoffmanni</i>) and its parental ancestors	10,000	10,000	-	-	-	20,000
Genomic variations associated with gestation length in beef cattle	12,500	-	-	-	-	12,500
						<i>(continues)</i>

See notes to financial statements

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SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Industry Development Activities Committed for Future Years (continued)
(Schedule 4)
Year Ended July 31, 2023

	2024	2025	2026	2027	2027	Total
University of Saskatchewan (continued)						
Identification of Bacterial Enzymes associated Beef Production Efficiency and Carcass quality	13,500	6,750	6,750	-	-	27,000
Identifying seeding rates for mixed species forages and sod seeded pasture rejuvenation to improve livestock production	10,000	-	6,800	-	-	16,800
Identifying new diversity and developing genomic resources for bromegrass forage crop breeding	10,000	-	-	-	-	10,000
Impact of woody plant encroachment on pasture productivity	31,454	10,000	-	-	-	41,454
Including native forages in mixture to enhance late season forage quality and carbon sequestration	10,000	10,000	10,000	-	-	30,000
Livestock Re-Integration in Cropping Systems for Soil Health Improvement	25,000	20,000	15,000	15,000	-	75,000
Role of Serotonin in Acute Interstitial Pneumonia in Feedlot Cattle	5,000	4,000	-	-	-	9,000
Smart farming to optimize productivity – How to put your data to use	16,000	-	-	-	-	16,000

(continues)

See notes to financial statements

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Industry Development Activities Committed for Future Years (continued)
(Schedule 4)
Year Ended July 31, 2023

	2024	2025	2026	2027	2027	Total
University of Saskatchewan (continued)						
Strategic Research Initiative on soil carbon mapping	40,000	20,000	20,000	20,000	-	100,000
Straw Harvesting strategies to provide feedstock while maintaining soil and environmental quality	6,000	5,000	-	-	-	11,000
Succession Planning and Business Model Innovation in Sask. Agriculture	14,250	-	-	-	-	14,250
Towards 1-step trusting-Rapid Identification of Bovine Respiratory Disease (BRD) viruses to inform vaccine to inform vaccine use & development	5,000	-	-	-	-	5,000
University of Saskatchewan Total	422,404	166,250	153,050	57,500	-	799,204

Agriculture & Agri-Food

Development of a bacterial community to enhance respiratory health of cattle	14,000	-	20,000	-	-	34,000
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See notes to financial statements
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SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Industry Development Activities Committed for Future Years (continued)
(Schedule 4)
Year Ended July 31, 2023

	2024	2025	2026	2027	2027	Total
Agriculture & Agri-Food (continued)						
Exploring the potential of including chicory in pasture for beef cattle	-	5,000	5,000	-	-	10,000
Growing Fodder as an alternative feed source	3,000	-	-	-	-	3,000
Identification of a novel, highly sensitive and specific biomarker for early and accurate pregnancy detection in cattle	16,000	-	10,000	10,000	-	36,000
Intergrated breeding approaches to enhance grain and forage yield and quality of the tricale cop for western canada	13,750	-	10,000	10,000	-	33,750
Pelleting tanni-rich legumes for dual benefits	10,250	-	-	-	10,000	20,250
Agriculture & Agri-Food Total	57,000	5,000	45,000	20,000	10,000	137,000
University of Regina						
Early Detection of toxin production by algae in agriultreual reservoirss	35,000	-	15,000	-	-	50,000

(continues)

See notes to financial statements

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SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Industry Development Activities Committed for Future Years (continued)
(Schedule 4)
Year Ended July 31, 2023

	2024	2025	2026	2027	2027	Total
University of Regina (continued)						
Exploring Value added Material and Products from Agricultural Waste Streams for Circular Economies	5,400	-	-	-	-	5,400
Genomic epidemiology and rapid detection of Mycobaterium paratuberculosis infections (Johne's disease) in Saskatchewan cattle	20,000	-	-	-	-	20,000
Sensitive detetion, source traking and typing of viruses, bacteria and antibiotic resistance through progression of BRD	20,000	-	16,000	-	-	36,000
Sulfate removal from Agricultural ponds for improved cattle health: Evaluating regional and local controls	7,500	7,500	-	-	-	15,000
University of Regina Total	\$ 87,900	\$ 7,500	\$ 31,000	\$ -	\$ -	\$ 126,400

Other Organizations

(continues)

See notes to financial statements
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SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Industry Development Activities Committed for Future Years (continued)
(Schedule 4)
Year Ended July 31, 2023

	2024	2025	2026	2027	2027	Total
Irrigation Crop Diversification - Developing target yield nitrogen fertilizer recommendations for irrigated silage and grain corn	5,000	-	-	-	-	5,000
Pro Ag Marketing Ltd. - Evaluation and Validation of field degradation if nature's net wrap	32,500	17,500	-	-	-	50,000
Saskatchewan 4-H Council - Beef Industry Promotion & Education	20,500	20,500	20,500	-	-	61,500
Saskatchewan Cattle Feeders Association - Western Feedlot School sponsorsip	30,000	-	-	-	-	30,000
Saskatchewan Forage Council - Funding	-	-	-	-	-	-
SaskBarley - Can Winter Barley be grown in Central Saskatchewan	5,000	-	-	-	-	5,000
South of Divide Conservation Action Plan - Agricultural Nature-based Solutions for the Prairie Ecoregions	50,000	50,000	50,000	50,000	50,000	250,000
South of Divide Conservation Action Plan - Funding	25,000	-	-	-	-	25,000

(continues)

See notes to financial statements

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Industry Development Activities Committed for Future Years (continued)
(Schedule 4)
Year Ended July 31, 2023

	2024	2025	2026	2027	2027	Total
Other Organizations (continued)						
Species at Risk Partnership on Agricultural Lands - Supporting the Saskatchewan Livestock Industry to Conserve Species at Risk - Business Risk Management Livestock Literatue Review	25,500	-	-	-	-	25,500
STARS - Funding	5,000	-	-	-	-	5,000
Vaccine and Infectious Disease Organization - Development of an efficacious Histophilus somni subunit vaccine for beef cattle	20,000	10,000	7,000	-	-	37,000
Yorkton Agricultural Incorporated - Perennial Forage Species Demonstration	5,000	-	-	-	-	5,000
Other Organizations Total	223,500	98,000	77,500	50,000	50,000	499,000
Grand Total	\$ 790,804	\$ 276,750	\$ 306,550	\$ 127,500	\$ 60,000	\$ 1,561,604

Many of the research projects funded by the SCAIDF fund take more than one year to complete. Funds for the subsequent years of a multi-period project are not advanced unless satisfactory progress is demonstrated in the prior year. If there is satisfactory progress in all of the projects currently in progress, the SCAIDF is committed to the above future expenditures.

See notes to financial statements
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Payee Report

Director	Expenses	Per Diem	Total
Arnold Balicki	\$12,986	\$19,060	\$32,046
Chad Ross	\$10,807	\$2,329	\$13,136
Dean Moore	\$5,650	\$2,635	\$8,285
Duane Thompson	\$0	\$2,715	\$2,715
Garret Poletz	\$5,171	\$450	\$5,621
Jeff Yorga	\$2,042	\$450	\$2,492
Joleen Shea	\$9,395	\$3,511	\$12,906
Julie Mortenson	\$0	\$225	\$225
Keith Day	\$24,791	\$19,575	\$44,366
Kelly Williamson	\$1,302	\$1,319	\$2,621
Kyle Hebert	\$9,525	\$2,430	\$11,955
Leigh Rosengren	\$1,954	\$1,739	\$3,693
Leon Lueke	\$6,147	\$2,147	\$8,294
Levi Hull	\$6,746	\$1,430	\$8,176
Lynn Grant	\$0	\$2,300	\$2,300
Michael Spratt	\$0	\$1,847	\$1,847
Randy Stokke	\$9,029	\$2,184	\$11,213
Rick Toney	\$4,763	\$6,094	\$10,857
Roger Meyers	\$6,471	\$7,287	\$13,758
Ryan Beierbach	\$0	\$7,388	\$7,388
Scott Gerbrandt	\$0	\$333	\$333
Shelby Corey	\$1,609	\$1,100	\$2,709
Wade Beck	\$1,200	\$557	\$1,757
Total	\$119,588	\$89,105	\$208,693

External Memberships (Threshold \$10,000)

Farm & Food Care	\$20,000
National Cattle Feeders	\$50,000
Ag in the Classroom	\$50,000

Total **\$120,000**

National Activities (Threshold \$10,000)

CCA – Operations	\$882,782
CCA – Legal	\$40,686
National Check Off	\$3,055,737

Total **\$3,979,205**

Payee Report (Cont'd)**Industry Development (Threshold \$10,000)**

AAFC – 2021-099	\$30,000
AAFC – 2021-093	\$48,435
AAFC – 2021-099	\$20,000
AAFC – 2021-093	\$10,000
AAFC – 2021-089	\$13,043
Farm & Food Care	\$35,000
Irrigation Crop Diversification – 19-117	\$10,000
PCAP	\$24,000
SCFA – Feedlot school	\$20,000
SFCA – Forage	\$60,000
SVMA – Preceptorship	\$21,000
U of Regina – 2019-007	\$20,000
U of Saskatchewan – 2018-097	\$78,500
U of Saskatchewan – 2021-098	\$25,500
U of Saskatchewan – 2020-114	\$15,000
U of Saskatchewan – 2021-092	\$19,500
U of Saskatchewan – 2021-097	\$50,000
U of Saskatchewan – 2021-094	\$55,000
U of Saskatchewan – 2021-088	\$18,350
U of Saskatchewan – 2019-126	\$12,500
U of Saskatchewan – 2021-095	\$13,000
U of Saskatchewan – 2021-091	\$20,000
U of Saskatchewan – 2017-145	\$10,000
U of Saskatchewan – 2022-100	\$20,000
U of Saskatchewan – 2022-099	\$10,000
U of Saskatchewan – 2021-100	\$10,000
U of Saskatchewan – 2021-098	\$12,500
U of Saskatchewan – 2021-097	\$20,000
U of Saskatchewan – 2021-094	\$20,000
U of Saskatchewan - 2022-101	\$10,000
U of Saskatchewan – 2020-103	\$10,000
U of Saskatchewan – 2019-126	\$12,500
U of Saskatchewan – 2019-122	\$12,500
VBP+	\$75,000

Total	\$811,346
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Vendors Payments (Threshold \$10,000)

102092655 Sask. Ltd	\$50,435
National Bank – Invest Fees	\$42,429
Dudley & Co- Auditor	\$12,270

Total	\$105,134
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2023-2024 BUDGET

Saskatchewan Cattlemen's Association

Profit & Loss

August 2022 - July 2023

	Budget 22/23	Aug'22-Jul'23	Budget 23/24
Income			
Dealer Rebate	(51,000)	(59,334)	(55,000)
Gain/Loss - sale of investments	370,000	292,037	370,000
Check-off Revenue	5,350,000	5,976,643	5,450,000
Federal Projects		33,827	50,000
Cost Share Revenue	10,000	26,374	10,000
Interest Revenue - Restricted	10,000	45,640	30,000
Interest Revenue - Chequing	5,000	19,218	15,000
National Bank inv distributions	15,000	16,066	15,000
Total Income	5,709,000	6,350,468	5,885,000
Expense			
Adminstration Expenses	136,300	135,945	128,800
Board Expenses	182,000	121,887	160,000
CEO Expenses	10,000	10,883	12,700
Committee Expenses	500	132	500
Communication Expenses	260,000	306,590	327,500
Industry Development Fund	893,000	1,110,206	850,000
Natl Policy & Trade Advoc.Prog	3,719,352	3,979,206	3,733,222
Staff Expenses	25,500	41,700	35,000
Salaries, Benefits, Per diems	480,000	632,547	640,000
Total Expenses	5,706,652	6,340,402	5,887,722
Net Income	2,348	10,066	(2,722)

SCA RESEARCH COMMITTEE REPORT

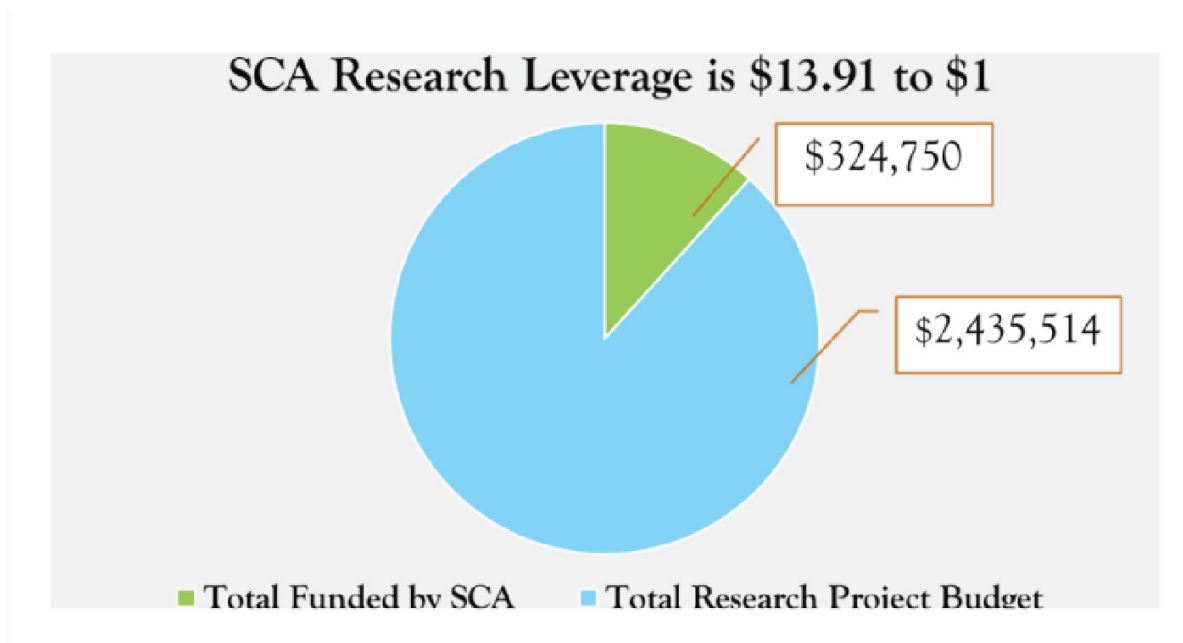
The Research Committee is comprised of Board members who represent different aspects of beef production, different areas of the province, and different areas of expertise. Roger Meyers chairs the committee, and is joined by Leon Lueke, Kelly Williamson, Kyle Hebert. Leigh Rosengren participates as an ex-officio member. This variety is important while reviewing research proposals, as proposals target specific parts of the beef industry. The variety on our Research Committee allows them to note whether proposals hold importance to similar producers, and whether the results will be helpful. This committee reviewed over 80 projects in 2023, first meeting in May to narrow down the list in order to request full proposals, and then meeting several times again to decide on which projects they recommended to the Board to fund.

In the spring of 2023, the SCA held its own call for research proposals, focusing on innovative technologies for the beef industry, and projects outside the scope of the normal research proposal intake process through the Saskatchewan Agricultural Development Fund. Groups and organizations that would normally provide a funding proposal for technology related projects are companies, rather than university researchers. However, they are still in need of financial support to make their project succeed. Companies usually find it difficult to receive support from the Saskatchewan Ministry of Agriculture, as they focus on earlier “discovery” stage research and prefer not to invest public funds into companies. Additionally, as labour and the cost of beef production becomes more expensive, technologies are needed to reduce labour, improve feed quality, and prevent animal illness, among other areas of concern. Opening funding is meant to encourage more ideas in this area, whether from entrepreneurs in our own backyard, researchers from colleges, or small companies with related technology that could be repurposed. This fund is meant to open up more conversation about the needs of the beef and forage industry. While this funding call will not return in 2024 due to a temporary staff absence, the Research Committee will review its need again in the spring of 2025.

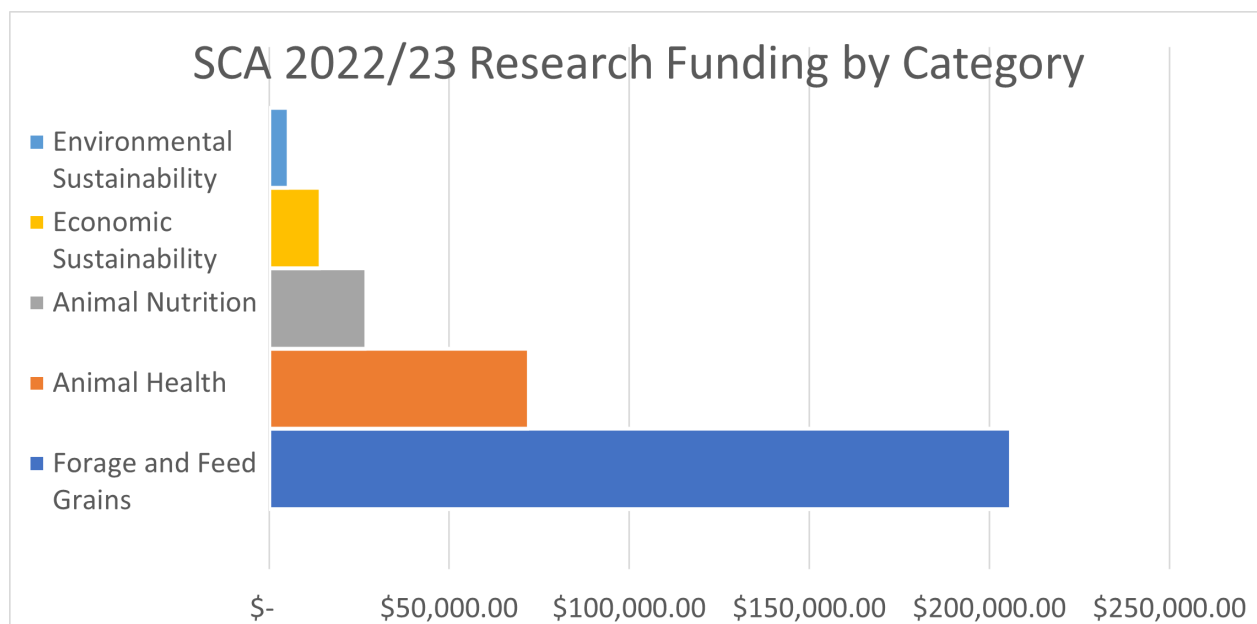
Requests for more tech proposals stemmed from the first Beef Innovator’s Breakfast in 2022. The SCA works with AgWest Bio and the National Research Council of Canada to deliver this event during Agribition. Its success in connecting producers with innovators continued in 2023. This year’s event gave companies the opportunity to present their trials directly to producers, in the hope that it can improve their products, while also creating greater awareness. The SCA looks forward to hearing from both producers and companies who participated at next year’s event.

The SCA also works with the University of Saskatchewan’s College of Agriculture, the Western College of Veterinary Medicine, and the Saskatchewan Ministry of Agriculture to deliver the Beef and Forage Research Forum early each spring, to connect producers, researchers, and funders. This annual event has increasingly created chances for more productive research to be proposed and refined. While some researchers are able to work directly with producers on a regular basis, this is not always the case. The Beef and Forage Research Forum, therefore, has allowed for a better understanding of our industry with researchers from various backgrounds and institutions attending.

Ten projects were funded in the first half of the 2022/23 fiscal year, totalling \$324,750 of funding from the SCA. This support, as well as the considered comments from the SCA, signals the importance of these research projects so that other research funders also contribute. As a result, a total of \$2,435,514 was spent on ten projects. That means for every one dollar spent by the SCA, another \$13.91 was spent by another organization such as the Saskatchewan Ministry of Agriculture.



Similar to previous years, the majority of research funding was devoted to forage and feed grains. As most producers also spend their funds on feed for their animals, the Research Committee has been interested in methods to increasing the quality of feed, and/or reducing the cost of producing it. More information on these projects can be found in the following pages.



PROJECTS FUNDED IN THE 2022/23 FISCAL YEAR

2023-001 - Straw Harvesting Strategies to Provide Feedstock While Maintaining Soil and Environmental Quality

Researcher: Jeff Schoenau, University of Saskatchewan (U of S)

Funded by SCA: \$21,000

Summary of Proposal:

During times of drought, beef and other livestock producers depend on various sources of feed such as straw to fill out their rations. However, it has been difficult to place a value on straw, as is also a source of nutrients for the soil. In addition, a large accumulation of straw in some cooler or lower-lying areas could inhibit the seedling emergence. This research project will note how straw removal effects crop yield, nutrient update and removal, soil carbon, microbial biomass, water infiltration and storage, soil temperature among other measurements to determine the most effective practices and their associated costs moving forward.

2023-002- Combined herbicide and fertilizer application for absinth control

Researcher: Jonathan Bennett, University of Saskatchewan (U of S)

Funded by SCA: \$35,500

Summary of Proposal:

Absinth is a difficult invasive species, as its toxins cannot be detected in feed tests, and it is spreading rapidly throughout the prairies through non-agricultural routes. The available herbicides for absinth are expensive, and often result in losses of legume in the stand. Instead, the use of 2,4-D combined with other management practices could reduce absinth, as these practices have helped to control pasture sage and spotted knapweed. To complete this work, Dr. Jon Bennett will determine if fertilizer can work with herbicides in a cost effective manner, and improve legume regrowth. He will also determine if a short rest from grazing following herbicides can increase legume recovery.

2023-003 Role of Serotonin in Acute Interstitial Pneumonia in Feedlot Cattle

Researcher: Emily Snyder, Western College of Veterinary Medicine (WCVM)

Funded by SCA: \$19,400

Summary of Proposal:

Acute Interstitial Pneumonia causes 5.3% of mortalities in the feedlot, usually at the end of the feeding period - when a great deal of resources and costs have been spent. Despite a great deal of research in this area, conclusive answers have been elusive. Therefore, this researcher, Emily Snyder, is reviewing methods used in human health to help better understand this disease and how it can be diagnosed. Normal serotonin levels, which is associated with gut health in humans, will be measured in finishing calves. They will then be compared to calves that are diagnosed with pneumonia. Further research can then study why this difference might occur, which could result in treatments to improve gut health.

2023-004 - Succession Planning and Business Model Innovation in Saskatchewan Agriculture

Researcher: Eric Micheels, University of Saskatchewan (U of S)

Funded by SCA: \$14,250

Summary of Proposal:

Farms and ranches, like other businesses, have expanded and innovated over the decades in Saskatchewan. Business management innovations which expand beyond crop varieties but also added processing, direct marketing, and cooperative arrangements have led some businesses to expand despite a stagnant land base. However, there are a number of risks involved in creating new business opportunities, including time, needed skills, and other factors. Dr. Eric Micheels will examine and analyze perceived barriers to business model innovations by communicating with successful farms and ranches, then developing a series of case studies to guide other producers to similar strategies.

2023-005 - Livestock Re-Integration in Cropping Systems for Soil Health Improvement

Researcher: Maryse Bourgault, University of Saskatchewan (U of S)

Funded by SCA: \$75,000

Summary of Proposal:

A key tenant of holistic management is the building of soil organic matter, as it has benefits which include soil moisture retention, improved nutrient cycling, and crop productivity. Integrating livestock is a key recommendation to make this improvement, though the previous recommendations to do this are based on semi-arid landscapes, which do not have adequate information on type of grazing plan needed. Short grazing durations of 7-14 days, as shown in a Northern Montana study, might be adequate, though more information is needed to identify the range and magnitude of potential trade-offs in yield, soil health, water use, and profitability over time. Dr. Maryse Bourgault will also study intercropping, cover crops, winter broadleaves, and other alternative systems while working with a multidisciplinary team.

2023-006 - Characterization of behavior and physiology traits related to chronicity and recovery of beef cattle with respiratory disease

Researcher: Diego Moya, University of Saskatchewan (U of S)

Funded by SCA: \$43,200

Summary of Proposal:

Despite a great deal of effort, Bovine Respiratory Disease is still the most common and costly disease in the North American beef cattle industry. Recognizing the disease early in its infection can allow for custom antibiotic treatments, which in turn reduces costs for producers. Dr. Diego Moya from the University of Saskatchewan will use computer-assisted electronic stethoscopes, accelerometers or automatic behavior monitoring systems to monitor, recognize, and manage 200 calves.

2023-007 - Genetic, Genomic, and Agronomic Approaches to Improve a Non-Bloat Legume – Cicer Milkvetch Productivity and Adoption in Western

Researcher: Bill Biliget, University of Saskatchewan (U of S)

Funded by SCA: \$74,500

Summary of Proposal:

Cicer milkvetch is a useful grazing legume to include in pasture stands, as it does not cause frothy bloat, can tolerate intensive grazing, regrows rapidly, tolerates frost, and has higher digestibility than alfalfa. However, the plant traditionally has poor stand establishment due to hard seeds and weak seedling growth. It will normally take several years before cicer milkvetch becomes prevalent. To better understand the problem of establishing cicer milkvetch, Dr. Bill Biliget will develop a high-quality genome so that locally adapted populations can be bred. They will find the genetic relatedness of the germplasm, note which molecular markers are associated with seed germination and seedling vigour, and test their growth with other legumes.

2023-008 - Analysis of antibody concentration in beef calves born to dams administered inactivated or modified-live viral vaccines

Researcher: Philip Griebel, VIDO-Intervac (VIDO)

Funded by SCA: \$9,500

Summary of Proposal:

Vaccine protocols are an essential method to ensure your herd is healthy and productive. Part of that protocol involves vaccinating your cows, though the transfer of maternal antibodies to calves, and interaction which helps or hinders the effectiveness of BVDV and BHV-1 vaccines for calves. Dr. Phillip Griebel and his team of researchers will collect blood samples from pregnant cows at preg testing in the fall. These cows will have used either the modified live vaccine protocol in the previous 3 years, or a killed virus vaccine protocol. They will then collect blood samples of their calves at spring turnout and analyze it for any neutralizing antibodies. They will then note whether there are any increased risks of early or late term abortion with each vaccine regime.

2023-009 - Identification of Bacterial Enzymes Associated Beef Production Efficiency and Carcass Quality

Researcher: Antonio Ruzzini, Western College of Veterinary Medicine (WCVM)

Funded by SCA: \$27,000

Summary of Proposal:

Research in the past decade has highlighted bacterial modification of bile acids in an animals' body, and how it affects the composition of its gastrointestinal microbiome and/or stimulating its immune system. As there are more methods to report on animal health, production efficiency and carcass quality using non-invasive methods, bile acid status is most often reported on. It could also be a potential biomarker. This study, which has previous success on bison, will note how bacteria modifies steroid products to determine how bacteria associated with beef feedlot cattle can modify acids. Those that correlate with average daily weight gain will be of particular interest.

2023-010 - Exploring Value Added Material and Products from Agricultural Waste Streams for Circular Economies

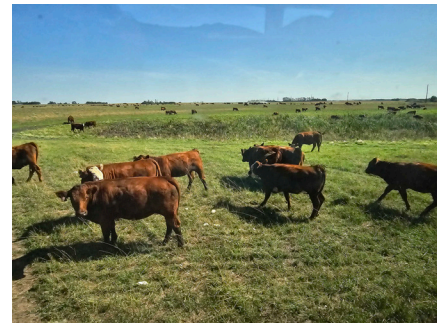
Researcher: Denise Stilling, University of Regina (U of R)

Funded by SCA: \$5,400

Summary of Proposal:

Plastic waste is often contaminated by rotting grain and other organics, rendering them difficult or impossible to recycle. This has resulted in a 2256 tonnes of grain bags entering the waste system - a 44% increase from 2018. Landfill fees could put pressure on producers who have slim economic margins. Denise Stilling from the U of R will investigate methods to recycle contaminated agriculture plastic waste by considering processes that will use these contaminants to increase the strength of the recycled materials.

Year in Review: SCA MLA/MP Farm Tour



The 2023 SCA Farm Tour was held in September at the Lazy T Ranch south of Indian Head. Joining us was Warren Steinley, MP for Regina Lewvan, Jeremy Patzer, MP for Cypress Hills Grasslands and newly elected MLA for Lumsden-Morse, Blaine McLeod.

AGM AGENDA - 1:30 PM JANUARY 24th, 2024

- Call to order
- Approve agenda and officials
- Board introductions
- Last meeting's minutes
- 1st call for nominations & resolutions (CCA reps & NCFA)
- Finance report & appointment of an auditor
- Chair's report on year past
- CEO's look ahead
- 2nd call for nominations & resolutions
- CCA update
- Final call for nominations & resolutions
- Policy Session
- Elections
- Other discussions
- Adjourn

To promote a respectful, healthy, and helpful discussion, the meeting will be fairly informal. If at any time the discussion becomes unprofessional, or at the discretion of the moderator or parliamentarian, the meeting will revert to more formal procedures.

Resolutions will be discussed and voted on.

Resolutions from the floor will also be accepted. Producers who have not requested a refund on their check-off are eligible to vote, run for election, and make resolutions.



Adapted from Roberts Rules of Order

- To move a resolution or speak to a motion, go to a microphone; state your name and district.
- Debate will be limited to two minutes per speaker.
- The mover of a resolution has the right to speak first and may speak again to close the debate.
- Amendments or substitute motions must be moved and seconded before being spoken to.
- Some resolutions are combined into one main resolution. In that case the main resolution will be read, moved and seconded. If the movers of the combined resolutions feel strongly that their specific need will not be debated by the main motion, they may ask to deal with it separately before debate on the main motion begins, or they may amend specifics into the main motion.

The vote will be called when:

1. All who wish to speak have done so.
2. When the 'previous question' to close debate has been moved, seconded and passed by a majority.
3. When several speakers have spoken on the same side of an issue and no one is wanting to speak in opposition.
4. Voting will be limited to registrants with voting privileges.
5. Independent scrutineers have been arranged for the meeting. They will count the votes and report the result.
6. Anyone in attendance may speak to a resolution, but only official voters may move or second resolutions, amendments etc.

Resolutions & Nominations

- Main motion - Must be moved and seconded.
- Amendments - Cannot change the subject but can add to, delete from, or reword.
- Motion to table - Mover, seconder, non-debatable, majority vote.
- Motion to refer or defer - Mover, seconder, debatable only to where referred or how long deferred; majority but where deferral is changing the agenda, then needs a two-thirds majority.
- Previous question to close debate - Mover, seconder, non-debatable, majority; if passed, then vote on amendment or main motion (not necessarily both) is taken immediately without further debate. If lost, debate continues.

Other Considerations

- A motion to reconsider a resolution may be made by one who voted on the prevailing side. Needs majority vote to reconsider. If passed, opens the main question for additional debate.
- A motion to suspend or change the rules of debate that have been accepted by the assembly, needs a majority vote.

Resolutions from 2023 District Meetings

The following resolutions were passed at the SCA district meetings held October 2023. The district meetings provide a chance for producers to hear from SCA and provide input. The resolutions below have been reviewed by the Governance Committee and resolutions brought to the floor at the Annual General Meeting on January 24th at the Delta Inn and Conference Centre in Regina, SK. As was stated at the district meetings, motion supporters are encouraged to be at the annual meeting to speak to their resolutions. At the AGM, resolutions can also be brought forward from the floor and from the Board for the consideration of the attendees.

DISTRICT 1 – Kenosee Lake

Resolution 1

Whereas the costs of doing SCA business has increased, and the number of cattle to market is reducing.

Whereas the last Provincial increase was 1987 to \$1.00 and 2012 to \$2.00 and to date remain with Alberta as having the lowest provincial checkoff levy.

Whereas in order to continue to bring Saskatchewan's share in helping its counterparts in opening new markets, research and technologies, continuing to bring knowledge to consumers on the value of beef and to provide services the industry requires.

Be it resolved that SCA increase the provincial portion of the checkoff by \$1.50 per head starting April 1, 2025.

DISTRICT 4 – Eastend

Resolution 2

Whereas virtual fencing will revolutionize grazing and enhance environmental sustainability.

Be it resolved that the SCA investigate opportunities to fund research into virtual fencing, including the possibility of having a stake in the developer.

Year in Review - MLA Reception



In March, SCA hosted the annual "Beef on a Bun" MLA reception at the Legislative Building. It was a great evening full of great conversations with our MLA's.

**Saskatchewan Cattlemen's Association
AGM
Thursday, January 26, 2023
Saskatoon Inn, Saskatoon – 1:30 to 4pm**

1.0 Call to Order

The meeting was called to order at 1:40 p.m. by Arnold Balicki – SCA Chair.
Introduction of Guests

2.0 Approval of the Agenda

MOTION AGM 2023-01: Ryan Beierbach / Levi Hull
"To approve the agenda."

Motion Carried

Appointment of Officers:

Jodie Griffin as Resolution Chair
Kim McLean as Election Chair
Colby Elford as Scrutineer
Karen Schmidt as Scrutineer
Ryan Beierbach as Parliamentarian
Sean MacKenzie as Returning Officer

Introductions:

The board in attendance was introduced to the assembly.
The SCA Staff.

New Board Members:

District 2 -Wade Beck for out going Leigh Rosengren

Presentation of the buckle

Leigh Rosengren
Rick Toney (Past Chair)

1 st call for CCA nominations
1 st call for Resolutions

CCA

Lynn Grant nominates Ryan Beierbach
Duane Thompson nominates Lynn Grant

NCFA

Keith Day nominates Will Lowe

3.0 Review of 2022 AGM Minutes

Review of the January 28, 2022 AGM minutes.
No errors or omissions were brought forward.
There was no business arising from the minutes.

MOTION – AGM 2023- 02: Pat Hayes / Leon Lueke
“That the 2022 AGM minutes be approved as circulated.”

Motion Carried

4.0 Finance Report

Dean Moore- Finance Chair presented the financial report.
Tabled the vote on the financials until after the nominations to allow for arising questions.

5.0 Appointment of Auditor

MOTION – AGM 2023-03: Shelby Corey / Duane Thompson
“To appoint Dudley & Company as auditor for the upcoming year.”

Motion Carried

Sean MacKenzie came forward to talk about the investment portfolio.

6.0 Chair Report – A Year in Review

Arnold Balicki, SCA Chair, presented his report.

MOTION – AGM 2023-04: Levi Hull / Brad Welter
“To accept the Chair Report as presented.”

Motion Carried

7.0 CEO’s Look Ahead

Grant McLellan, SCA CEO, presented his report.
Question and Answer period.

MOTION - AGM 2023-05: Lynn Grant / Shelby Corey
“To accept the CEO Report as presented.”

Motion Carried

2nd Call for CCA nominations
2nd Call for Resolutions

CCA Update with Ryder Lee

Final Call for CCA Nominations
Final Call for Resolutions

MOTION 2023-06: Leigh Rosengren/ Brent Griffin

“That all Nominations cease.”

Motion Carried

MOTION 2023-07: Leon Lueke / Greg Brkich

“That all resolutions cease.”

Motion Carried

MOTION – AGM 2023-08: Keith Day / Kyle Hebert

“That the 2022 Financial Report be accepted as presented.”

Motion Carried

Moment of Silence for Reg Schellenberg and Harold Martens

8.0 Resolution Session

Jodie Griffin, Policy Session Chair, discussed the process that would be employed to deal with the resolutions. Eleven resolutions from the 2022 Fall District Meetings listed in the annual report and no resolutions from the AGM floor, were debated and voted on.

2023 SCA AGM – Resolution 1

SCA District 1

Be it resolved that SCA explore an option of \$ value increase to the provincial portion of the checkoff to a min of \$2.00 to a max of \$5.00.

MOTION 2023-09: Kyle Hebert / Darren Ippolito

“That SCA explore an option of \$ value increase to the provincial portion of the check off to a min of \$2.00 to a max of \$5.00.”

Motion Defeated

2023 SCA AGM – Resolution 2

SCA District 2

Be it resolved that SCA work with other organizations to develop and promote education towards rancher profitability.

MOTION 2023-010: Leigh Rosengren / Keith Day

“That the SCA work with other organizations to develop and promote education towards rancher profitability.”

Motion Carried

2023 SCA AGM - Resolution 3**SCA District 3A**

Be it resolved that SCA lobby the provincial government to include student lines of credit from banks and federal loans in their veterinarian and vet tech student loan forgiveness program.

MOTION 2023-011: Roger Meyers / Mindy Hockley

"That SCA lobby the provincial government to include student lines of credit from banks and federal loans in their veterinarian and vet tech student loan forgiveness program."

Motion Carried

2023 SCA AGM - Resolution 4**SCA District 3A**

Be it resolved that SCA continue to lobby the federal government to cost share the premiums for the Livestock Price Insurance Program.

MOTION 2023-012: Roger Meyers / Chay Anderson

"That SCA continue to lobby the federal government to cost share the premiums for the Livestock Price Insurance Program."

Motion Carried

2023 SCA AGM – Resolution 5**SCA District 3B**

Be it resolved that SCA fund the changes needed to our livestock manifest so it will fulfill the requirements needed to make it meet the qualifications needed for a transfer of care document.

MOTION 2023-013: Pat Hayes / Erika Stewart

"That SCA fund the changes needed to our livestock manifest so it will fulfill the requirements needed to make it meet the qualifications needed for a transfer of care document."

Motion Defeated

2023 SCA AGM – Resolution 6**SCA District 7**

Be it resolved that SCA lobby SCIC to have a heifer price option in the LPIP program.

SCA District 9A

Be it resolved that SCA lobby LPI to analyse heifer data in order to be able to publish a heifer table and offer a heifer program alongside the current steer program.

MOTION 2023-014: Joleen Shea / Ashley Ritchie

"That SCA lobby SCIC to have a heifer price option in the LPIP program."

Motion Carried

**2023 SCA AGM – Resolution 7
SCA District 7**

Be it resolved that SCA work with the Saskatchewan Government to lobby the PMRA to reverse their decision on strychnine.

MOTION 2023-015: Joleen Shea / Ashley Ritchie

“That SCA work with the Saskatchewan Government to lobby the PMRA to reverse their decision on strychnine.”

Motion Carried

**2023 SCA AGM – Resolution 8
SCA District 7**

Be it resolved that the SCA lobby the Saskatchewan Government to create a policy on blocking the sale of marginal lands to be turned up for grain production.

MOTION 2023-016: Joleen Shea / Ashley Ritchie

“That the SCA lobby the Saskatchewan Government to create a policy on blocking the sale of marginal lands to be turned up for grain production.”

Motion Carried

**2023 SCA AGM – Resolution 9
SCA District 8**

Whereas the \$50,000 min. on farm income is too robust for an emerging young producer, this creates a disadvantage to qualify for any CAP programs.

Be it resolved that the SCA lobby the Federal Government / CAP programs to have a different margin for Young Producers in order to qualify for the programs.

MOTION 2023-017: Leon Lueke / Shane Klepak

“That SCA lobby the Federal Government / CAP programs to have a different margin for Young Producers in order to qualify for the programs.”

Motion Carried

**2023 SCA AGM – Resolution 10
SCA District 9A**

Be it resolved that SCA lobby the provincial government to upgrade highway to a primary highway from Shellbrook to Turtleford for 12 months for 12 months out of the year.

MOTION 2023-018: Arnold Balicki / Cliff Quist

“That SCA lobby the Provincial Government to upgrade highway to a primary highway from Shellbrook to Turtleford for 12 months of the year.”

Motion Carried

9.0 Results from the Elections
All Acclaimed:

CCA

Ryan Beierbach
Lynn Grant

NCFA

Will Lowe

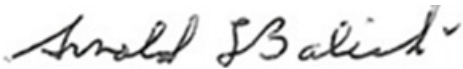
10.0 Adjournment

MOTION AGM 2023-019: Kyle Hebert

"To adjourn the meeting."

Motion Carried

Meeting adjourned at 4:00 pm



Board Chair – Arnold Balicki

Leann Clifford
Recording Secretary – Leann Clifford

_____ Date approved



CANADIAN BEEF CHECK-OFF AGENCY

Annual Report for Saskatchewan Cattlemen's Association

Last year the Canadian Beef Cattle Check-Off revenue totalled \$18,299,587 on cattle marketed, net of the provincial portion of the federal levy. These funds were remitted from across the country and invested into national programs that benefit Canadian beef producers and the Canadian beef industry. A small percentage also stays with the Canadian Beef Check-Off Agency to administer the check-off dollars on behalf of the industry.

The import levy on beef cattle, beef and beef products imported into Canada was collected at a rate of \$1 per head equivalent, for a total of \$1,185,219. These funds, net administration, are allocated to unbranded, generic beef and veal marketing such as nutrition marketing, recipe development and culinary skills education.

A total of \$812,178 was spent on the administration of the Agency and the Board, which was under budget by \$104,822.

Administration

The Agency's budget supported the operations and Board, as well as the Agency's four strategic objectives:

- Sound Governance and Administration
- Structured Reporting and Compliance
- Educated and Engaged Stakeholders
- Strategic Communications and Collaboration

Sound Governance and Administration

This year, the Agency finalized a five year review of the governance and operational structure of the marketing committee, with most of the work completed in 2022/23. The review was focused on ensuring that the agency and marketing committee were able to function efficiently in both governance and operation, and to deliver the high quality service that stakeholders expect. The review did not identify any major challenges to the governance or operational structure but did identify opportunities to better support the marketing committee members in their role. The committee has developed a plan to address challenges in onboarding, orientation, and ensuring clarity on the roles and responsibilities of the committee members.

The Agency continues to focus on strengthening the skills of agency members to prepare for future leadership roles. A set of recruitment resources were developed to ensure that potential and new Members can understand the role, requirements, and responsibilities early on. The tools, along with the commitment from the agency members, continue to attract and retain engaged members.

A full year of administering the pork import levy has proven to be a beneficial partnership for both the pork and beef promotion and research agencies, piggybacking on existing infrastructure and processes that the agency employs for the beef import levy. Strong connections built through collection management have given way to an increasing compliance rate for both the pork and beef levies.

The Agency's administrative costs were higher last year when compared to the past few years operating during the COVID-19 pandemic closures and travel restrictions. To reconnect with stakeholders across the country, Agency representatives began travelling to AGMs, meetings and met in person as a full board at the AGM in August for the first time since the beginning of the pandemic. The Agency is still focusing on efficient administration and will continue to employ remote meeting and work opportunities when it makes sense to do so. The Agency also chose to hold a fall board meeting in Ottawa in conjunction with the 50th anniversary celebrations of the Farm Products Council of Canada (FPCC), building on the robust relationship between the two organizations

Structured Reporting and Compliance

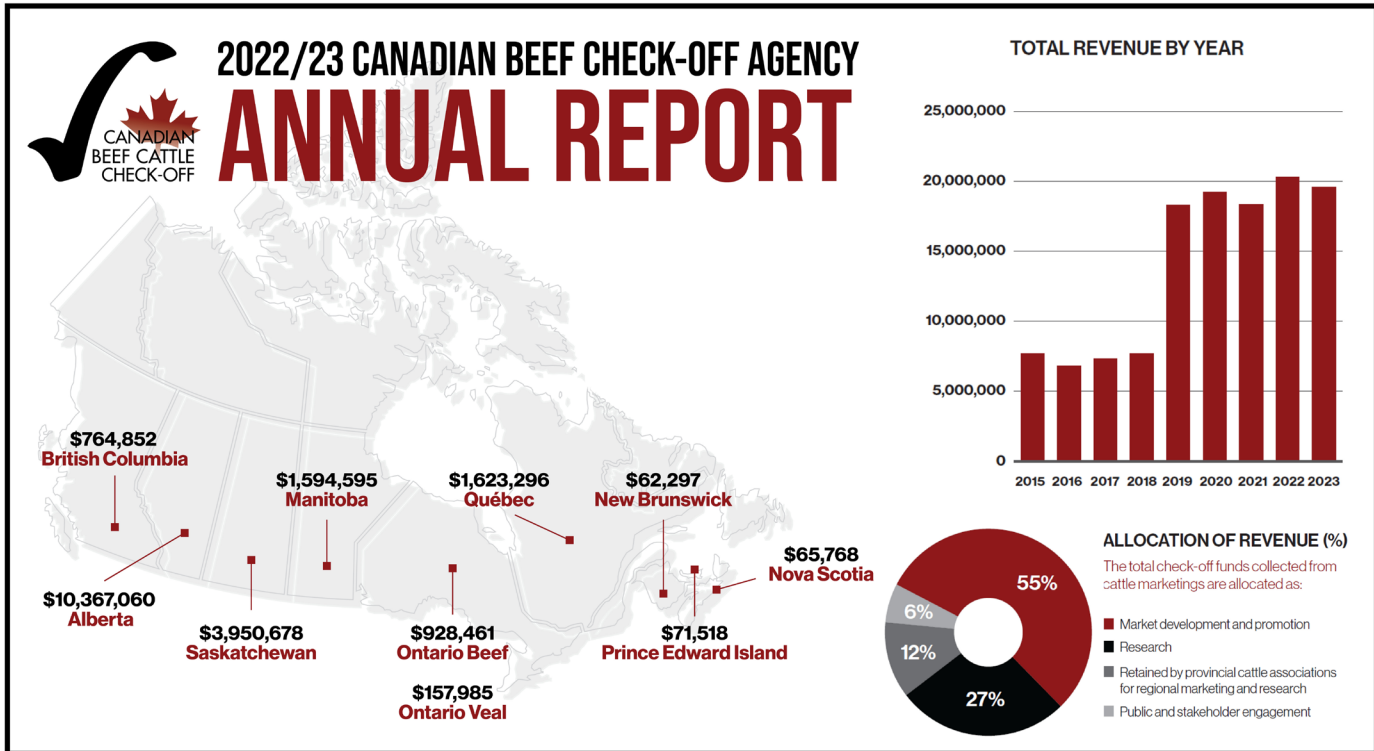
The Agency's appointed inspectors conducted multiple field and provincial association audits last year. A contract inspection program with Veal Farmers of Ontario (VFO) showed value to both the VFO and the Agency, with an "education first" strategy. Field inspections in Manitoba, British Columbia, Ontario, and Saskatchewan resulted in identifying over \$360,000 in unremitted check-off. In addition, three provincial cattle association audits have been completed, where both efficiencies and error corrections were implemented. New staff support and training also took place in both Alberta and Prince Edward Island to help new hires familiarize themselves with processes and requirements of check-off collection and remittance.

Reporting requirements for service providers, especially for provinces who allocate to provincial investment, continue to be a focus for increased efficiencies and reporting content. Stakeholders continue to seek transparent reports from the Agency in these areas, to showcase the results that check-off dollars are generating through innovative projects, programs, and strategies.

Engaged and Educated Stakeholders

The Agency continued to develop annual report cards for ten provincial associations and I.E. Canada, which focus on year over year revenue comparisons, the allocation of check-off and import levy investments, and a distilled picture of how marketings and imports change throughout the year and across the country. These report cards provide valuable information for associations to assist with budgeting and identifying slippage or collection errors.

Last year was a tremendous year of growth for the agency's youth engagement strategy. The Agency worked directly with the Canadian Cattle Youth Council to receive a youth member nomination and welcomed Julie Mortenson to the board in August. Julie continues to



be an active and engaged member of the Agency, working closely with her agency mentor Chad Ross, to develop a stronger understanding for the governance of the agency, regulatory framework, and making informed decisions on behalf of Canada’s beef industry. The Agency’s first scholarship program was also developed as a part of the youth strategy, with the first-ever winner to be announced at the agency’s upcoming AGM in August 2023.

Strategic Communication and Collaboration

The Agency continues to be a go-to source for cattle marketing data in Canada. With one of the most accurate sets of data for number of marketings in the country, the Agency has found opportunities to work with stakeholder groups and larger industry organizations to help create more accurate data sets. This could add value to producers and producer groups who rely on accurate data from these organizations to make business or program decisions.

The Agency’s online communication channels were busy this year, with a 27% increase in website traffic (about half generated through social media) and a 10% increase in readership (open rate) on the Agency’s newsletter and email blasts. Most of the increase can be attributed to the interest in the Agency’s recent ROI study showcasing the 33:1 return on investment for producers, and the launch of the Agency’s first scholarship program.

The first winner of the Agency’s scholarship was announced at the AGM in August. Congratulations to Hannah Nikkel of Pickardville, AB, who submitted a video focusing on her future in the beef industry.

Our service providers at Canada Beef, the Beef Cattle Research Council (BCRC) and Public and Stakeholder Engagement (PSE) continue to do great work on behalf of the industry. Canada Beef renovated the Canadian Beef Centre of Excellence (CBCE) to meet the changing needs of consumer and partner outreach since the pandemic. BCRC invested into industry-leading research on the relationship between transport rest stops and bovine respiratory disease (BRD). The PSE team continued to show strong value in public engagement, with a rallying call to Canadians to “Get Both Sides”, a campaign focused on the environmental benefits of beef production aimed at millennial women.

My first year as chair was a pleasure working on behalf of our stakeholders, and I’m looking forward to continuing the work we’ve begun. I am confident you will continue to see lots of great things from the Agency, and we will continue to do what is right for the beef and veal industry in Canada.

Until next time,

Jeff Smith, Chair
Canadian Beef Check-Off Agency

Year In Review - Presentations, Conferences, & Meetings



Levi Hull presents former Saskatchewan Agriculture Minister Lyle Stewart with a belt buckle.



Jessica Davey, the 2023 SBIC Scholarship recipient



David Marit, Minister of Agriculture, with SCA directors Joleen Shea, Leon Leuke, and SCA Chair Keith Day at SBIC 2023.



SCA held town hall meetings in Perdue, Cabri, Cadillac, Kindersley, and Central Butte to hear from producers facing drought about the types of programs and changes they needed to help them get through the drought. These meetings were instrumental in moving forward programs that provided much needed help.



2023 REPORT

National Cattle Feeders' Association (NCFA)

In the last year, Canadian cattle feeders encountered significant hurdles, including drought, transportation difficulties, and demands to cut down greenhouse gas emissions. All of these have had substantial economic impacts on producers. NCFA works with the government and other stakeholders to deliver pragmatic and timely solutions.

NCFA's committed directors, members and staff have exerted significant efforts this year. Collaboratively, they have successfully tackled numerous challenges facing the fed cattle industry. Their combined endeavors have not only positioned NCFA as a strong force, but also garnered substantial support from industry stakeholders, fostering a positive impact on the agriculture sector nationwide.

NCFA is governed by an eight-member board that includes seven directors appointed by our provincial member organizations, plus another director representing the Canadian Cattle Association (CCA). Each province also appoints a staff representative to work with the NCFA team to execute our collective decisions and priorities. This year NCFA hired a full-time Vice President of Policy and Government Relations, based in Ottawa. This has given NCFA an effective and ongoing presence in Ottawa.

KEY RESULTS

This year the cattle industry faced a number of challenges, but also enjoyed successes. With our industry partners, NCFA has provided impactful solutions to Canadian cattle feeders. Our concerted efforts have reduced barriers and leveraged opportunities for growth and competitiveness among Canadian fed cattle producers. NCFA action on key issues in 2023 include:

- Working tirelessly to get the federal government to establish a Foot & Mouth Disease (FMD) vaccine bank and preparedness strategy. Budget 2023 provided \$57.5 million over five years with \$5.6 million ongoing, to the Canadian Food Inspection Agency (CFIA) to establish a FMD vaccine bank for Canada, and to develop FMD response plans. The government is seeking a cost-sharing arrangement with provinces and territories. NCFA is working closely with CFIA to build an effective response plan.
- Continuing to lead the work with the National Working Group on Animal Transport as it relates to electronic logging devices (hours of service) for commercial vehicle drivers. NCFA advocacy efforts triggered a study by the House of Commons Agriculture Committee on the issue. Advocacy efforts will continue in 2024 in partnership with multiple political champions we have secured on this issue.



Will Lowe,
NCFA Chair

- Receiving CRSB recognition for NCFA's Feedlot Animal Care Assessment tool for our beef quality and food safety indicators (in addition to the previous CRSB recognition for our animal health and welfare indicators).
- Securing ongoing improvements to the temporary foreign workers program and permanent residency pathways while advocating for a long-term agriculture labour strategy.
- Successfully advocating the government to commit to legislative changes to exempt Canadian farmers from reporting obligations within the Underused Housing Tax.
- Ongoing and proactive advocacy on numerous issues including traceability, re-evaluation of Lambda-cyhalothrin, pan-Canadian school food policy, methane-emission reduction technology, trade.
- Ongoing meetings with MPs, Senators, political staffers and senior government officials.
- Feedlot tours for MPs and government officials in member provinces.
- Appearances and/or written submissions to:
 - The House of Commons Agriculture Committee (carbon tax, C-275)
 - The Senate Agriculture Committee (C-234)
 - The House of Commons Health Committee (C-293)
 - The House of Commons Transport Committee (ELDs, labour shortages, supply chain)
 - The House of Commons Environment Committee (methane emission innovations)
 - The House of Commons Trade Committee (trade barriers, C-282)
 - The House of Commons Finance Committee (pre-budget consultations)
- Collaborations with industry organizations on advocacy campaigns including 'Say No to a Bad Deal' and 'Show Your Support for Bill C-234.'
- Numerous policy and regulatory submissions to the federal government on NCFA priorities including trade, transport, labour, traceability, country of origin labelling, climate, feed, antimicrobial resistance, replacement workers and school food policy.
- The annual NCFA Lobby Day in Ottawa meeting with over 35 MPs, Senators and political staff followed by a Board meeting with guests CFIA President Harpreet Kochar and Minister of Agriculture and Agri-Food Lawrence MacAulay.
- NCFA actively advocated on multiple pieces of legislation including Bill C-282 (protecting supply management at trade table) and Bill C-234 (removing carbon tax from propane and natural gas use on farm).
- Actively engaged through social media to influence government and public opinion, In the past year gained 136 new X followers and had 65,409 post impressions.

NCFA Report continued

INDUSTRY DEVELOPMENT AND COLLABORATION

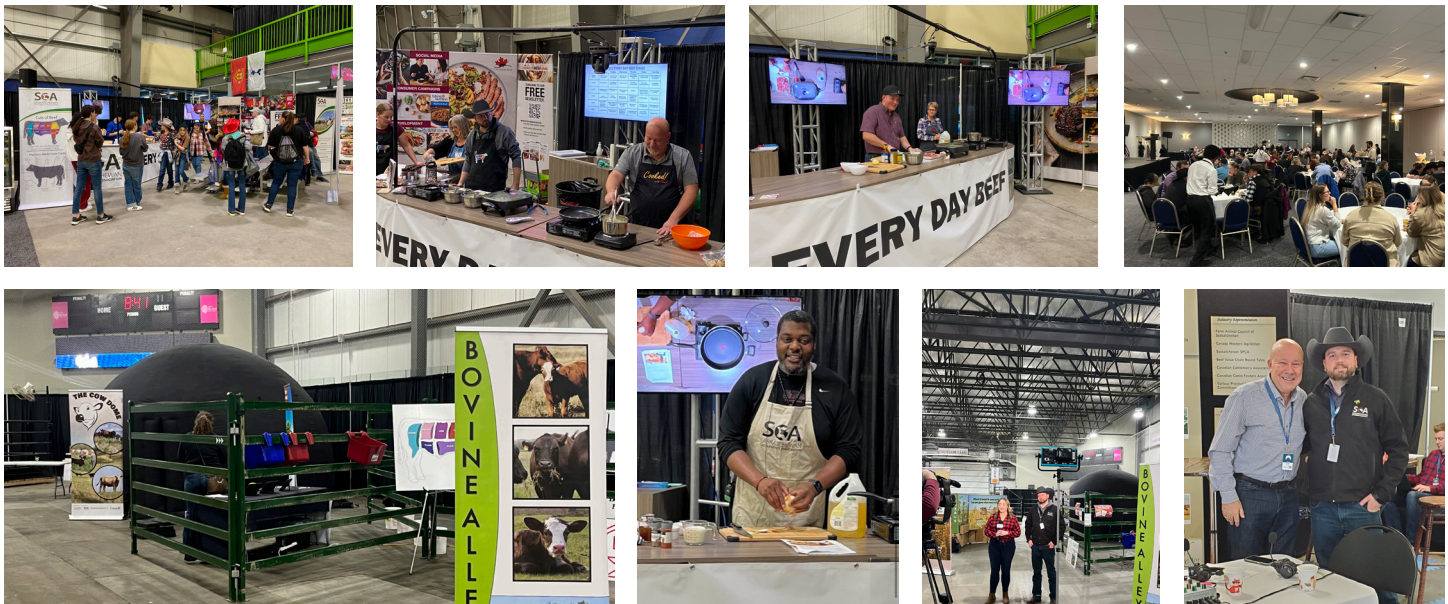
NCFA and its members identify the issues that are of greatest importance to fed cattle producers and ensure we are a lead voice in Ottawa on those priorities. We partner with other national organizations to provide a key perspective to government on issues that cut-across the beef value chain or across the entire agriculture sector. Collectively, NCFA provincial members strengthen our national voice through coordinated advocacy efforts in regions across Canada.

NCFA has always believed that industry collaboration, multiple voices speaking with consistent, coherent, and complimentary messaging, strengthens Canada's beef industry by collectively leveraging government action on our critical concerns and priorities. NCFA has worked with our industry partners on numerous working groups across a wide range of issues including Government-Industry Working Group on Animal Health Canada, Government/Industry Working Group on Animal Transport Regulations, Government-Industry Working Group on FMD Preparedness and Animal Protein Roundtable.



The National Cattle Feeders' Association (NCFA) serves as a unified voice for Canada's fed cattle producers. Our membership is comprised of provincial beef organizations from Canada's major cattle feeding regions, each of which contributes funding to NCFA.

Year In Review - SCA @ Agribition



SCA had a large presence at this year's Agribition. The Every Day Beef stage engaged the crowds with a best meatball competition, student cooking demos, and the amazing Belton Johnson. In the Family Ag Pavilion, Bovine Alley made its debut with more learning stations and The Cow Dome. Agribition is always a great opportunity to connect with producers, consumers and students.



CANADA BEEF REPORT

For the Saskatchewan Cattlemen's Association

Annual Report 2024

Canada Beef is pleased to provide the Saskatchewan Cattlemen's Association (SCA) with a year to date fiscal 2023-2024 overview of domestic and international market efforts to increase demand for Canadian beef while ensuring the maximum value for producer dollars.

Canadian Beef Information Gateway

Canada Beef has been building the capacity to enable Canadian consumers to scan existing bar codes on beef packages with a smartphone using the Canadian Beef Information Gateway (Gateway).

The Gateway currently supports barcodes from more than 30 retailers who, together, represent most of the beef sold in Canadian grocery stores. The ability to scan the existing barcode on beef packages represents a convenient solution for retailers and Canadian consumers.

Scanning barcodes will provide dedicated information about a specific product, including recipes, videos, storage, and preparation tips, as well as nutrition information. The Gateway also highlights content from provincial cattle organizations and provides an overview of why consumers should purchase Canadian beef.

Consumers will be introduced to this new scanning capability in FQ4 (January 2024) with a national contest supported by a multi-layered promotional campaign which includes signage in the meat department at more than 3,300 retail locations across the country.

The consumer aspect is part of a larger Gateway initiative that will target consumers and industry professionals in the domestic retail and foodservice sectors. This includes a pilot for the foodservice Gateway that will launch this spring. At least four restaurants in Alberta who serve Canadian beef will participate in this new initiative.

Digital Marketing

Canada Beef's social and digital spaces engage and connect with consumers and producers to build brand loyalty.

Canada Beef had a total of 78,441 followers across seven social networks, a gain of 3,874 new followers. Facebook was the top social network referral site to Canadabeef.ca followed by Pinterest and Instagram.

Contests and the Burger it Forward campaign helped to attract new followers and increase engagement on Facebook and Instagram.

Overall top post content: 1) Contests 2) Sustainability topics and 3) Nutrition posts.

Canada Beef made a concerted effort to post more content on LinkedIn this year in order to build a stronger network of members and to provide access to resources and global information.

Canada Beef Report continued

Consumer Marketing (Branded)

The consumer marketing campaign, My Canadian Beef was refreshed this year with a theme of 'Pick the beef with the maple leaf.' Monthly advertising outreach helped drive traffic to the Gateway primarily; the campaign partnered with grill master influencers Maddie & Kiki to gain audience outreach. Media events in Alberta during the Calgary Stampede and in Ontario with Taste Canada's national cookbook award, generated five TV broadcasts, three articles, influence with eight culinary education programs, and five unique content posts with Maddie & Kiki to their 65,000 Instagram followers.

Understanding consumer concerns about beef pricing at retail, a new resource, **Make the Most of Your Beef** was created with messaging about the value-proposition of Canadian beef, and tips and videos about how to cut steaks, roasts and more from beef primals. Partnering with Saskatchewan Cattlemen's Association (SCA), Alberta Beef Producers and Beef Farmers of Ontario, provincial specific versions were developed for regional distribution such as Agribition at the SCA booth along with Canada Beef cooking demonstrations.

Consumer marketing continues to provide content for Canada Beef's marketing efforts generating a total of 102 recipes with photos this year to date for the Gateway and Digital Marketing efforts.



The Burger It Forward campaign will launch in February 2024, partnering with provincial beef organizations to gain support for ground beef sales, support local restaurants under inflationary pressures and raise funds for food banks. Restaurant participation in Saskatchewan this year is up by nearly 75%.

Public Trust

Canada Beef's Public and Stakeholder Engagement (PSE) program placed advertorials in several Vancouver newspapers to highlight the cattle industry's commitment to sustainability. The advertorials focused on the 2023 B.C. Cattlemen's Association Ranch Sustainability Award recipients Werner and Jody Stump of the Crystal Lake Ranch.

The Stumps were featured as examples of the stewardship ethic common across the Canadian beef industry. A secondary message in the advertorial focused on the important role of cattle grazing in capturing carbon from the atmosphere to store in plants, roots, and Canadian soils managed by beef producers. The advertorial included a call to action to visit www.canadabeef.ca/whycanadianbeef/ to learn more about the beef industry's commitment to stewardship, as well as beef nutrition and culinary skills.

B.C. placements in the Vancouver Sun, Vancouver Province, and regional National Post and Globe and Mail editions ran between July 13-15 and reached more than 1.1 million readers.

Canada Beef PSE co-funded the development of the **Guardians of the Grasslands Game** along with Canadian Cattle Association (CCA) PSE. The grazing simulation game – which connects players with the ecological benefits of raising beef cattle on grass – won top honours in the Best Exhibit category at the 2023 Best of **Canadian Agri-food Marketers Alliance** (CAMA) awards. Canada Beef PSE also

partnered with CCA PSE on the **Raising Canadian Beef** influencer campaign, which received a Certificate of Merit in the category of Social Media Management.

Canada Beef partners with CCA to jointly-deliver the PSE program and works with other beef industry groups to address public and consumer concerns about beef production.

Generic Beef Marketing funded by the Import Levy

The Import Levy (collected on beef imports at the equivalent rate of \$1 per head) provides funding for positive beef messaging across Canada. The funding supports consumer campaigns that leverage loyalty and purchase of beef and resource development for ThinkBeef.ca.

In support of beef loyalty and purchase, the consumer campaign The One & Only Beef is scheduled for release in FQ4 and bridge to next fiscal for a six-month presence nationally. Under the theme **Unforgettable Beef**, Canada Beef has worked with six influencers to share their memorable beef stories and recipes. Targeted digital advertising, influencer outreach and contesting will gain audience engagement and campaign visibility.

Canada Beef launched the first Beef Week campaign in September at five post-secondary school campuses. As such, foodservice chefs featured beef recipes for the week with beef-positive promotion materials and student contesting to support. Beef Week will be featured again by the participating campuses January 2024.

New **ThinkBeef.ca** consumer resources included: a refreshed website, Baby at the Table (circulated via media partner Parents Canada), Healthy Bones Healthy Life (circulated via Osteoporosis Canada), Fuel Up For Fun (circulated via media partner Team Snap) and a refresh of seven other recipe resources.

Health and Nutrition

Canada Beef's Health and Nutrition team attended health professional conferences, sponsored webinars and created a variety of resources in various formats for use in education, health professional training sessions, and at conferences.

As a member of the International Meat Secretariat (IMS), Canada Beef was able to contribute to the United Nations Food and Agriculture Organization (FAO) report which concluded that "animal source foods contribute to healthy diets," among many other positive findings for meat.

A suite of videos was developed to capture key nutrition messages and topics that engage consumers about beef nutrition. The videos (zinc, vitamin B12 and iron) were used for several communication campaigns, and Consumer Marketing ads (Spotify, Media Planet, Instagram), online services for visitors to the Dietitians of Canada website, and in Consumer Marketing placement at Gym TV in 750+ fitness centres across Canada.

Osteoporosis Canada (OC) released new Clinical Practice Guidelines (CPGs). Notably, for the first time in Canada, these guidelines include a protein consumption recommendation (previous osteoporosis nutrition guidelines only pertained to consuming enough calcium and vitamin D). CPGs are used by

Canada Beef Report continued

health professionals in the prevention, diagnosis, and management of osteoporosis. Bone health is a significant focus for Canada Beef, reinforcing beef's role for bone health, a key factor in living healthfully.

The Brain Health Webinar about the importance of nutrition on brain and mental health generated a great deal of interest. The information was featured in a segment on Global News, with a reach of 145,000. McGill University requested a copy of the webinar and later made it part of their undergraduate nutrition program. OC asked permission to share the webinar with their network. To meet the demand for this information a second webinar was organized.

Channel Marketing

The Canadian Beef Wholesale Information Gateway, Retail Edition (Wholesale Gateway) was introduced in August. The Wholesale Gateway is a Canadian beef training solution designed to help address current skilled labour challenges in the meat department. The comprehensive digital training tool contains step-by-step videos featuring information on how to cut beef subprimals into retail cuts, allowing retailers to increase carcass utilization through creative merchandising. The Wholesale Gateway was showcased to retailers at the 2023 Grocery Innovations Canada (GIC) Show in Toronto in October.



Incoming President, Eric Bienvenue with Shelby VanSickle and Todd Van Eyk at the Grocery Innovations Show.

Canada Beef is developing a parallel **Wholesale Gateway** for foodservice stakeholders, illustrating how to utilize Canadian beef in a culinary setting most effectively. A pilot will be completed with a restaurant partner early next fiscal year. Foodservice operators can presently leverage three new video series, highlighting Trim Utilization, Opportunity Cuts, and Innovative Portions, designed to help keep Canadian beef a desirable and accessible menu option for stakeholders.

Export Market Development Programs and Services

The current Export Market Development (EMD) program is fully underway, with 30 program applications approved to date for the current fiscal year. This includes projects that involve three outgoing missions, nine incoming missions, attendance at eight trade shows and 10 promotion and marketing campaigns. During this time, 22 different companies have been approved for funding for initiatives in nine different export markets, with three projects that encompassed multiple markets.

Canada Beef received approval in October from Alberta Agriculture and Irrigation for a new grant of \$500,000 that provides top-up funding of an additional 25% for eligible Alberta beef exporters and importers for the next three years, up to March 31, 2026. Funding is retroactive to projects that began on or after April 1, 2023.

Canada Beef's EMD program provides cost-shared funding support to help facilitate export market growth for Canadian beef representative company-initiated projects and activities in five main strategic categories

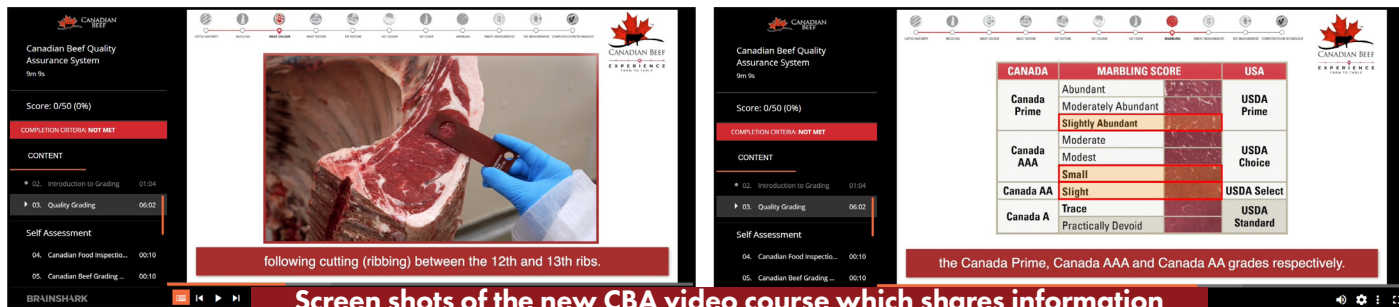
Canadian Beef Centre of Excellence

The Canadian Beef Centre of Excellence (CBCE) continues to play a pivotal role in communicating the Canadian Beef Advantage (CBA) across digital platforms to consumers, students and meat professionals worldwide. The CBA educational content produced has been widely utilized and is especially successful among trade partners who actively participated with hundreds of registered learners.

The CBCE recently introduced educational content related to the CBA via new online video courses. These courses enhance value for stakeholders by delivering efficient and effective training to industry professionals at no cost to the user.

The new CBA video course shares information related to the Canadian Beef Quality Assurance System. It provides an overview of the quality assurance system that places carcasses into uniform groups of similar quality, yield, and value in accordance with national standards. This grouping facilitates marketing and production decisions and provides consumers and professional users with a consistent product.

The beef category is complex, and it's important that representatives selling Canadian beef have the technical knowledge to help their customers make the right beef purchase decisions for their business.



Screen shots of the new CBA video course which shares information related to the Canadian Beef Quality Assurance System.

Conclusion

As we enter the final quarter of the current fiscal year, the work continues at Canada Beef to ensure the delivery of programs and services and resources that will position Canada's beef and veal industry for continued success and increase consumer satisfaction, preference and brand loyalty.

Canada Beef's 2024-2025 Investment Plan allows the team to be responsive to the changing needs of global trade clients and consumers. Canada Beef's programs and services will continue to optimize a competitive position for premium quality grain-fed Canadian beef on the world's table. These efforts will set Canadian beef apart from its competitors and provide the maximum benefit for Canada's cattle producers and stakeholder clients.

For the latest information on the activities of Canada Beef and its international offices, please subscribe to [Canada Beef Performs](#). For a detailed overview of the prior fiscal year, please see the [Canada Beef Annual Report 2022-2023](#).

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 and extension. The BCRC is directed by a committee of 16 beef producers from across the country including Saskatchewan representatives Ryan Beierbach, Roger Myers and Michael Spratt. It is funded primarily through the research allocation of the Canadian Beef Cattle Check-Off.

In 2022/23, the BCRC received on average \$0.67 (unaudited) of every \$2.50 of the Canadian Beef Cattle Check-Off collected by the provinces.

This funding was leveraged under the Beef Science Cluster program with Agriculture and Agri-Food Canada (AAFC) Canadian Agricultural Partnership funding, where industry contributed 28% (\$666,494) and AAFC contributed 72% (\$1.67 million) in 2022/23.

In addition, the BCRC leveraged the Canadian Beef Cattle Check-Off for an additional \$3.7 million in research funding and \$250,000 in-kind from government and industry partners through initiatives outside of the Beef Science Cluster.

Beef Science Cluster IV

Cluster III ended March 2023. Cluster IV was announced at the 2023 Calgary Stampede. Canada's Beef and Forage AgriScience Cluster under the Sustainable Canadian Agricultural Partnership – AgriScience Program, totals \$21.7 million, with \$12.1 million in federal investment and industry contributing \$9.6 million primarily through the Canadian Beef Cattle Check-Off. Funding will be allocated to 23 projects from April 1, 2023 to March 31, 2028. All projects are focused on three centralized themes: climate change and environment, economic growth and development, and sector resilience and societal challenge.

Cluster IV project objectives include:

- Improved diagnostics and vaccines to manage production-limiting diseases in cattle,
- Development of new forages that have the potential to thrive across Canada,
- Improvement of food safety technologies in beef processing facilities to reduce the use of water and energy, and
- Development of practical, science-based resources and economic decision-making tools to support the Canadian beef industry.

Project Spotlight

Surveillance is important to benchmark and set industry goals and track progress overtime which is a specific challenge for cow-calf herd where there is notoriously limited record keeping and a lot of regional and management diversity. The Western Canadian Cow-Calf Surveillance Network was created in 2013 by Dr. John Campbell and Dr. Cheryl Waldner from the Western College of Veterinary medicine which has since grown to the Canadian Cow-Calf Surveillance Network (C3SN). The C3SN works with veterinary schools, private veterinarians and 181 cow-calf producers across Canada. The network was funded from 2018 to 2023 through Cluster III and yielded insights regarding antibiotic use, animal health, mineral interactions and deficiencies among other metrics with the goal not of identifying a one-size-fits all management strategy but understand how various factors influence animal health and welfare indicators. Over the five-year span, the network found producers treat less than 5% with antibiotics, mostly for neonatal scours, BRC in calves and lameness in adults. Vaccination rate for the core vaccines (IBR, BVDV, PI3 and BRSV) has risen to 92% of the beef cow and heifer replacements and 72% of bulls. The survey and reference herds also showed that copper deficiency was most common in SE Saskatchewan but overall, 64% of cattle in the West and 60% of cattle are deficient in copper. It was also revealed that despite most producers offering free-choice mineral cow intake is variable and only 61% currently test their feed. C3SN has secured funding for another five years through Cluster IV and will study herds of varying sizes across Canada to understand the affect calving seasons and winter management have on pregnancy rates, calf survival, calving percentage, and weaning rates.

Priority Research Projects Underway

In addition to projects within the Science Cluster, the BCRC funds research projects aimed at achieving specific goals of high priority in the beef industry. Twelve research projects were awarded a total of \$2 million in funding through the 2022/2023 annual call. These projects are exploring:

- Improvements to calf health through early-life management of beef and crossbred dairy-beef calves,
- Understanding grazing management of native prairie to improve forage and animal productivity,
- Using prescribed fire as a tool for pasture rejuvenation, and
- The potential to use beef hides as snack food.

Summaries of all projects are available on BeefResearch.ca.

Project Spotlight

In light of new transport regulations, Dr. Trevor Alexander and team at the Agriculture and Agri-Food Canada Lethbridge Research and Development Centre investigated whether rest stops, and rest stop times impacted the respiratory health of calves. They found that calves given an eight-hour rest during long-haul transport had higher numbers of bovine respiratory disease (BRD)-causing bacteria in the respiratory tract compared to calves that had not rested during transport. This adds to the work done in a previous cluster project which suggests rest stops may not mean better welfare and does put young calves at greater risk of BRD infection.

BCRC Proof of Concept Informs Research Investment

The BCRC funds short-term projects to inform whether a novel idea has merit or to validate practices or technologies used in other sectors, industries or countries have potential to move the needle in Canadian beef herds. One POC project led by Dr. Jonathan Bennett at the University of Saskatchewan gained insight into selecting alfalfa varieties for pasture rejuvenation finding the soil microbial profiles in older compared to newer pasture stands are noticeably different. These soil microbes influence the performance of alfalfa, meaning some varieties are better suited to pasture rejuvenation than others.

Project Spotlight

In addition to projects within the Beef Science Cluster, the BCRC funds research projects aimed at achieving high-priority goals of the beef industry. A BCRC-funded research project led by Dr. Gabriel Ribeiro at the University of Saskatchewan in collaboration with Dr. Karen Schwartzkopf-Genswein at AAFC Lethbridge examined the effect of feeding ergot on ruminal metabolism, growth performance, health and welfare of beef cattle. This team found that even very low levels of ergot, below the current recommendation of minimum levels by CFIA, can impair intake, performance and carcass quality. Artificial rumen studies suggest that a mycotoxin binder could improve these symptoms, though further live-animal work is needed to confirm.

CowBytes

CowBytes ration-balancing software was developed by Alberta Agriculture and Forestry (AAF) and available for purchase from AAF until 2020. Because AAF no longer has the capacity to distribute or update CowBytes, the BCRC has assumed the CowBytes trademark and responsibility for the software in 2023. The Saskatchewan Ministry of Agriculture is an active partner, providing technical support for users and the beef nutrition expertise to lead future upgrades.

The software allows producers to formulate their own feed rations while considering various combinations of feed and by-products at different prices, and in doing so, can find a way to

reduce feed costs while still meeting production targets. Ensuring that cattle are being fed a balanced ration can also save producers on feed costs in the long run by preventing over or under-feeding.

It is available for purchase at www.cowbytes.ca

BCRC Funds Extension Activities Across Canada

New this year, the BCRC has pledged funding to support 14 regional extension events and initiatives across Canada. Some of these activities include:

- Feeding and Managing Cattle Through Drought – event date to be determined – hosted by Hooves & Paws Veterinary Clinic, Elrose, SK
- Peer Groups Pilot to facilitate producers learning from other producers – led by the University of Saskatchewan
- Ranchers University – December 1-2, 2023 in Moosomin, SK – hosted by the Saskatchewan Ministry of Agriculture
- Extensive wintering management including non-traditional feeds workshop – December 5, 2023 in Weyburn, SK – hosted by the Saskatchewan Ministry of Agriculture
- Who Darted? A Seminar on Remote Drug Delivery Best Practices – hosted by Veterinary Agri-Health Services, Airdrie, Alberta
- Training and education events for Atlantic beef producers including Beef Day @ Dal, Feedlot Club, and Beef School – hosted by the Maritime Beef Council

Cow-Calf Record Keeping Courses

The BCRC launched a suite of cow-calf record keeping courses in 2023 designed for beef producers that are working to strengthen their farm record-keeping and analysis skills for profitable decision making. The free courses deliver valuable information to producers' inbox in digestible bites every few days. Courses currently available include:

- Animal Health and Performance Records,
- Forage & Grasslands Records and
- Records for Tracking Genetic Improvements.

Learn more and sign up at BeefResearch.ca under the Posts & Multimedia tab.

Stay in the Know

Subscribe to the BCRC e-mail list and learn more about BCRC initiatives, resources and decision-making tools for beef producers at BeefResearch.ca.

Respectfully submitted,



Craig Lehr, Chair

Beef Cattle Research Council



**Canadian
Cattle
Association**

Canadian Cattle Association 2023 Report

It's a privilege to share this update on the key priorities, activities, and outcomes of the Canadian Cattle Association (CCA) for 2023 with beef producers from Saskatchewan.

This year has brought many challenges for beef producers across the country ranging from adverse weather conditions to potential impacts of government policies on our sector to disappointing trade negotiations. I am proud of the work that CCA has undertaken to face these challenges, while working in stride with our provincial associations every step of the way, like the Saskatchewan Cattlemen's Association (SCA).



Nathan Phinney
President, CCA

This year has been packed with advocacy initiatives and travel opportunities to represent the Canadian beef industry at key events across the country and internationally to share our story. While there has been no shortage of challenges across our key policy files, there are plenty of bright spots that are also important to mention.

Adverse Weather

Top of mind this past year has been uncertainty due to adverse weather conditions that plagued farmers and ranchers across Canada. CCA worked closely with provincial associations and governments as well as the federal government to advocate for timely AgriRecovery assessments, which would support producers in these troubling times.

The rollout of the AgriRecovery program targeting cattle producers in British Columbia, Alberta, and Saskatchewan, by both federal and provincial governments, was long overdue, but welcome news. It will provide much needed support for winter feeding costs, transportation costs relating to moving livestock to feed and water, and re-establishing forage crops damaged by wildfires. CCA, working in stride with our provincial associations, pushed hard for the timely completion of the AgriRecovery assessments and rollout of support.

Advocacy work is ongoing to strengthen business risk management (BRM) programming including improving forage insurance offerings across Canada. CCA chairs an Industry Government Forage Insurance Task Team, where work with governments over the years has improved forage insurance. These programs are timelier and more dependable compared to AgriRecovery.

Adverse weather events have demonstrated the need for more effective tools for producers managing weather-related risks. A key recommendation in our 2024 pre-budget submission

is amending the Livestock Tax Deferral provision under the Income Tax Act to give producers the ability to self-elect rather than rely on a geographic determination, as well as expanding it to include all classes of cattle.

Animal Health and Care

On the animal health and care front, we were also pleased to see Federal Budget Day 2023 bring good news for the Canadian beef industry with an investment of \$57.5 million over five years to establish a Foot and Mouth Disease (FMD) vaccine bank and develop emergency response plans. CCA advocated tirelessly over the last number of years for a federally funded FMD vaccine bank and was an urgent advocacy priority in 2022.

With the ongoing threat of FMD remaining high, the establishment of this vaccine bank will be critical and helps provide our industry with one of the tools needed to regain Canada's export markets if FMD finds its way here. We are actively working with the Canadian Food Inspection Agency on this important piece of the wide-ranging animal health file.

Foreign Trade

The trade file kept the CCA board and staff busy for most of the year with issues that can threaten our ability to export Canadian beef – even through the summer months. With exports bringing significant added value to cattle producers, we needed to up our engagement on key issues including Bill C-282: An Act to amend the Department of Foreign Affairs, Trade and Development Act (supply management), trade with the United Kingdom (UK), and Product of the USA.

Earlier this year, Bill C-282 gained momentum and received all party support. This Bill, which takes supply-managed sectors off the table during trade negotiations, could severely damage our trade relationships and highly constrain Canada's ability to launch, negotiate and renegotiate the best deals. The Bill is now in the Senate, and our advocacy efforts have ramped up, urging Senators to vote against this Bill.

Significant time was dedicated to defending the interests of Canadian beef producers in trade negotiations – particularly when it comes to the UK accession to the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP).

It is important that the staggering trade imbalance between Canada and the UK, resulting from non-tariff trade barriers, is addressed and resolved during bilateral negotiations. In 2022, we didn't export any beef to the UK while Canada imported \$C33 million in beef from the UK. Through the "Say No to a Bad Deal" campaign, we are urging the Government of Canada to push for the UK to remove its trade barriers before ratifying the CPTPP accession. We are also monitoring the progress of the proposed amendment



CCA Report continued

to the voluntary “Product of the USA” label. We worked closely with the Government of Canada and industry stakeholders to ensure our consultation submissions were complementary.

Our concern remains that the proposed rule states that any beef product labelled as “Product of the USA” must be derived from cattle that are born, raised, slaughtered, and processed in the United States (U.S.). If adopted, exports of Canadian beef and live cattle into the U.S. could be significantly impacted and the integrated nature of our North American supply chain would be threatened.

It has not been all negative news on the trade front. In recent months, we have seen markets such as Japan and Taiwan lift remaining BSE-era restrictions following Canada’s attainment of BSE-negligible risk status by the World Organization for Animal Health (WOAH) in 2021. The decision by Japan and Taiwan to grant full market access to Canadian beef may signal other countries in the Indo-Pacific region to follow suit.

Sharing our sustainability story

We are building momentum in sharing the environmental benefits of cattle production in Canada whether it’s CCA or our young leaders carrying this important message to policymakers here at home or on the international stage. We have a lot to be proud of when it comes to being stewards of our land and caring for our animals. It is critical that we participate in discussions about climate change and livestock systems to showcase our leadership in sustainable beef production and celebrate the innovative practices undertaken by Canadian cattle producers through the Environmental Stewardship Award (TESA). Voices pushing to take beef off the table and cattle off the land are very loud and active at these international meetings. Protectionist countries also have a big presence. If we are not there, vocal and determined, there will be negative impacts felt on our own operations.



This is a quick snapshot of what we’ve accomplished as an organization this past year. There’s important work ahead of us in 2024 and we are committed to making things happen for our industry.

Respectfully submitted,

Nathan Phinney,
President, Canadian Cattle Association

PUBLIC AND STAKEHOLDER ENGAGEMENT PROGRAM REPORT

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

The Public and Stakeholder Engagement (PSE) program, jointly delivered by the Canadian Cattle Association (CCA) and Canada Beef, coordinates national public trust issue management and proactive content on the societal benefits of raising beef cattle in Canada.

Issues Management

The PSE team worked with Beef Cattle Research Council (BCRC) and Dr. Philip Griebel from the Vaccine and Infectious Disease Organization (VIDO), to develop an article for the Canadian Cattlemen magazine about mRNA technology for livestock vaccines. In response to concerns about foot-and-mouth disease, biosecurity guidelines for international visitors were updated and provided to conference organizers planning on-farm events, including the Canadian Beef Industry Conference. PSE has been monitoring media coverage of E. coli and Salmonella outbreaks and has worked with other industry associations to develop proactive statements but has seen relatively few media requests in response. Several letters were also written for and on behalf of industry stakeholders in response to various concerns about misleading information on the climate impacts of beef cattle in media, podcasts, and educational content.

Beef Industry Advocacy

PSE coordinated Introduction to Media Training in the spring and fall for 20 industry stakeholders, including primary producers, veterinarians, researchers, and academics. Beef advocacy presentations were also provided for producers attending public facing events, like the Meet a Rancher series at Save-on Foods, as well as to college and university students. The Beef Advocacy Canada program, which equips industry stakeholders for public facing events and outreach, marked 100 graduations this year. A crisis communications tabletop exercise with over 35 participants from both provincial and national cattle associations was held in September. The exercise helped to build relationships among industry associations, fostering trust and systems for collaboration to ensure industry preparedness in the future.

A new initiative for this year is the Public Advocacy Guide. The calving style flipbook is a quick reference to key messages, statistics, and resources for any producer interacting with the public, preparing for interviews, or giving presentations. The guide is available both digitally and in a printed hard copy for easy carrying during events, tours, and conferences. Included in the guide are QR codes to access informational videos, short documentaries, and internal factsheets. Each factsheet focuses on a specific topic of public interest, such as animal care, climate change, or food waste, and compiles key messages for use by industry spokespeople.

Partnerships

PSE is a member in the Canadian Centre for Food Integrity, which grants access to the annual Public Trust Survey. This year was our third year of partnering with the Global Meat Alliance, which fosters collaboration and alignment on global issues management and events like the

United Nations' climate change conference, COP. Amie Peck, PSE Manager, continues to chair the Communications Council at the Global Roundtable for Sustainable Beef, which hosts a Communications Summit each fall.

Consumer Perception Research

PSE conducted consumer research in July 2023, as part of the three-year strategy cycle, which informs proactive consumer campaigns, identifying must-win audiences and ensuring key messages are resonating. Results included an increase in the percentage of Canadians that have excellent or very good opinions of beef farmers and ranchers, from 68% to 70%. Participants also ranked beef as the healthiest source of animal protein. Consumption levels remained steady from 2020 and notably, 28% of Generation Z respondents said they are looking to increase their meat consumption. Respondents from Saskatchewan reported the highest knowledge of how cattle are raised in Canada as well as the most support for beef farmers and ranchers being good stewards of the environment and treating cattle humanely.

Public Outreach

The Guardians of the Grasslands game, based on the award-winning short film, looks to connect students with the benefits of grazing cattle on grasslands, including wildlife habitat and carbon sequestration. The Saskatchewan version of the game was released in the fall with wildlife species specific to the region. It is curriculum linked for students in Grades 10 and 11 Science and available to teachers through the website and Agriculture in the Classroom Saskatchewan. A shorter version of the game, for public audiences, was exhibited at events across Canada, including Agribition's Agriculture Education Pavilion as part of the Saskatchewan Cattlemen's Association's and Agriculture in the Classroom's Bovine Alley.



Students play the Guardians of the Grasslands Game at Agribition in 2023.



Bovine Alley at Agribition 2023

In earned media, CTV News ran a story on the game across Canada, garnering an estimated reach of over 12.4 million. CBC News ran an extensive feature which included broadcast television and radio coverage, with a reach of 15 million, while the print and digital article reach was estimated at 16.2 million. The earned media coverage has helped to raise awareness of the game but also amplified the key messages on the benefits of raising beef cattle with the Canadian public.

On social media, a Canada-wide influencer campaign saw food, mom and lifestyle influencers visiting farms and ranches to discover the role of cattle in reducing food waste in Canada. The campaign highlights the trailer for PSE's third short documentary, *Reduce, Reuse, Ruminant*. The Saskatchewan leg of the campaign saw lifestyle influencer Courtney Gonda (@thegondagang) visit Pound-maker Agventures to learn how the byproducts of ethanol production are used in feeding cattle to produce a high-quality, human-edible protein. The campaign ran on Instagram from the beginning of October to the end of November, featuring five influencers. PSE's own Instagram and TikTok channel, Raising Canadian Beef, has seen audience growth in the past year with strong levels of engagement and positive sentiment about how cattle are raised in Canada



Social media influencer Courtney Gonda visited Pound-maker Agventures this summer to learn how cattle are vital to reducing waste and upcycling things humans can't - or won't eat - into beef.

PSE collaborated with Farm and Food Care Saskatchewan to join two tours focused on public trust in Canadian agriculture and represent the beef sector. In addition, PSE worked with Farm and Food Care to host a screening of *Reduce, Reuse, Ruminant* at the University of Saskatchewan with a panel discussion around the role of beef cattle in reducing food waste.



Students from the University of Saskatchewan were treated to an exclusive screening of the short documentary, *Reduce, Reuse, Ruminant*, which will be released in 2024.

We are pleased to also share that our projects have received several accolades this year. The *Guardians of the Grasslands* game received a Best of CAMA award in the Exhibits category, as well as a Certificate of Merit in the Website category for the classroom version. PSE's social media channel, Raising Canadian Beef, and an op-ed piece for the Future Economy written with CCA also received Best of CAMA Certificates of Merit. Our third short documentary, *Reduce, Reuse, Ruminant*, which will launch publicly in the spring of 2024, was selected for the Ceres Food Film Festival in New York City and awarded Best Documentary at the WildSOUND festival.

In 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 administered through CCA.

SCA

SASKATCHEWAN
CATTLEMEN'S ASSOCIATION

