

2022 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.

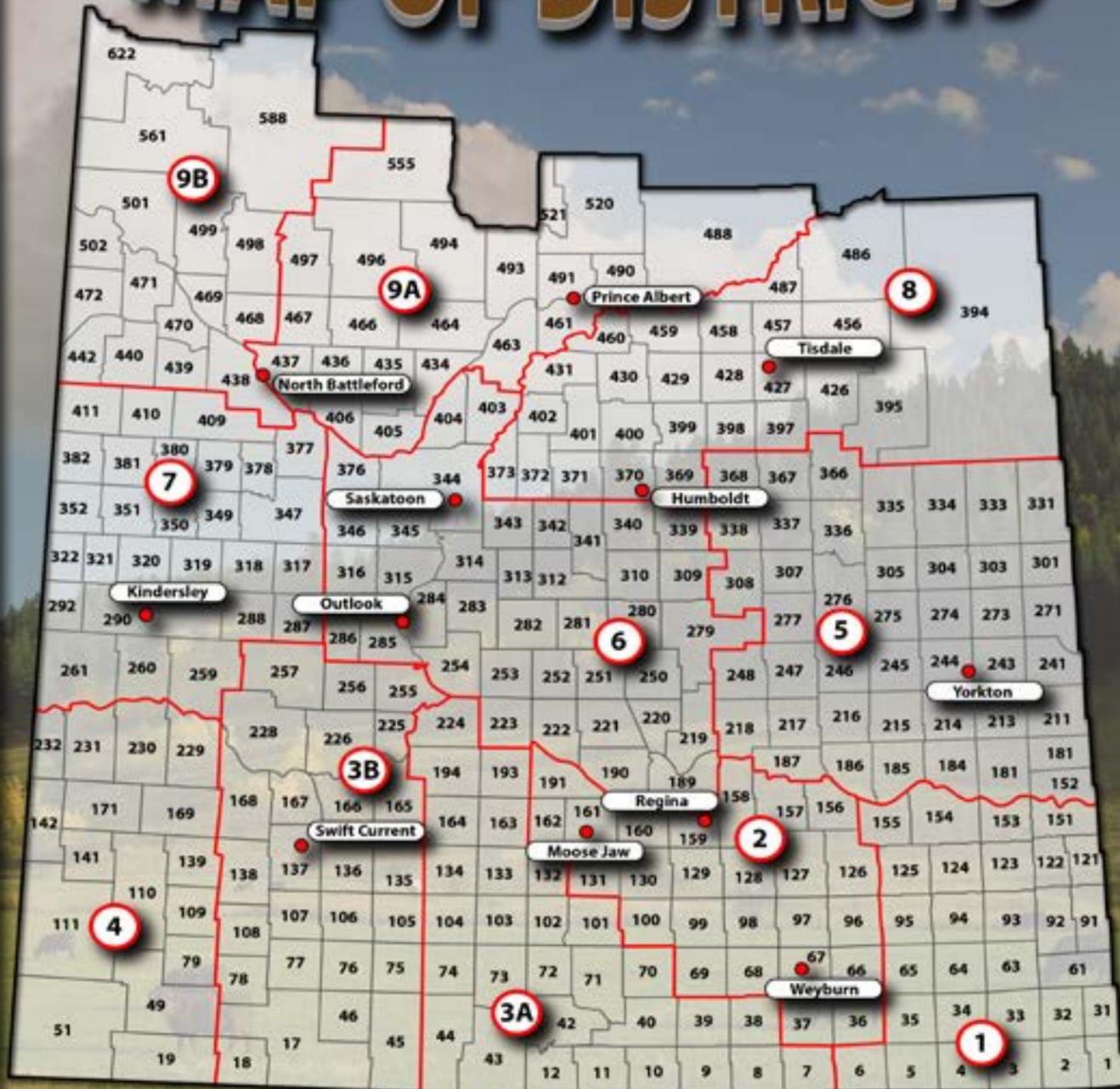
We will advocate and develop policies and programs that will improve producer resilience, profitability, skills, and other needs as they arise.

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 improve industry resilience.

We will run a professional and transparent organization

MAP OF DISTRICTS



SCA Board of Directors

- | | | |
|---|--|---------------------------------------|
| 1 Kyle Hebert, Wawota | 4 Randy Stokke, Consul | 8 Brian Cole, St Brieux |
| 2 Leigh Rosengren, Midale | 5 Levi Hull, Willowbrook | 9A Arnold Balicki, Shellbrook (Chair) |
| 3A Roger Meyers, Minton | 6 Brent Griffin, Elbow | 9B Dean Moore, Paradise Hill |
| 3B Keith Day, Kyle, (Vice Chair) | 7 Joleen Shea, Kindersley | ● Rick Toney (Past Chair), Gull Lake |
| ● SSGA: Garner Deobald, Hodgeville
Kelly Williamson, Pambrun | ● SCFA: Brad Welter, Viscount
Garret Poletz, Biggar | |

Committee Members & Representatives

Executive Arnold Balicki - Chair Keith Day - Vice Chair Dean Moore - Finance Chair Brad Welter - Member at Large Rick Toney - Past Chair	Research Brad Welter - Co-Chair Roger Meyers - Co-Chair Leigh Rosengren Levi Hull Brian Cole	Animal Health & Care Leigh Rosengren - Chair Roger Meyers Garner Deobald Brian Cole	
Audit & Finance Dean Moore - Chair Keith Day Joleen Shea Garret Poletz	Communications & Education Rick Toney - Chair Levi Hull Brent Griffin Garret Poletz Kelly Williamson	Government Policy & Programs Kyle Hebert - Chair Garner Deobald Keith Day Randy Stokke	Governance Keith Day - Chair Kyle Hebert Brent Griffin Randy Stokke
CCA Representatives Reg Schellenberg - VP - Beechy Pat Hayes - Val Marie Duane Thompson - Kelliher Ryan Beierbach - Whitewood Lynn Grant - Val Marie	Beef Cattle Research Council Ryan Beierbach Steve Pylot Michael Spratt	SODCAP Keith Day	National Cattle Feeders Association Will Lowe
Canadian Beef Check-Off Agency Chad Ross	Verified Beef Production + Arnold Balicki	Prairie Conservation Action Plan Brent Griffin	Agriculture in the Classroom Arnold Balicki
Farm & Food Care Saskatchewan Brian Cole	Livestock Services of Saskatchewan Brad Welter	Saskatchewan Forage Council Brent Griffin	Young Cattlemen's Council Holly Sparrow
		Saskatchewan Wildlife Advisory Keith Day	

SCA Staff

CEO Ryder Lee	Executive Administrator Leann Clifford	Policy Manager Christina Betker
Beef Production Specialist Marianne Possberg	Communications & Marketing Lead Glenn LaPointe	

SCA Chair Report

By Arnold Balicki

Hello and welcome to all our beef producers and this year's SCA 2022 AGM participants. I encourage everyone to thoroughly review this year's report and if there are questions or concerns, please forward them to our CEO, Ryder Lee, for clarification.

It seems to me that every year brings its own set of challenges to our industry and 2020/21 was no exception! The first half of 2020 saw Covid 19 rear its ugly head causing packing plants to reduce harvest hours or completely shutting down for a couple of weeks. That in turn caused a "bottleneck" of harvestable cattle supplies backing up to feedlots, reducing pen space which in turn hurt prices paid to cow/calf producers & background operations.

The Saskatchewan beef industry was successful in our ask to both levels of government in having the set-aside program reinstated. We were also successful in our ask to the Ministry for help in reducing the WLPPI premiums. It should be noted that SCA, through a board motion, also provided funding to help reduce those exorbitantly high premiums.

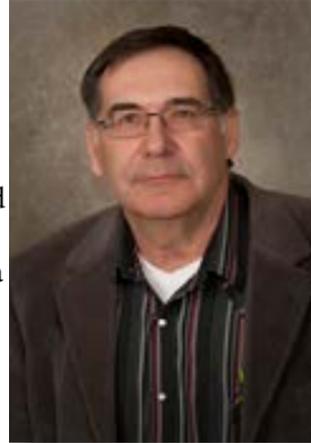
Minister Marit and his Ministry staff are to be commended for their support in these initiatives. 2021 came along bringing us one of the worst province-wide droughts in history. By early July, industry and government realized this drought was not going to let up anytime soon. Minister Marit and his Ministry staff convened meetings on a regular basis with all of the livestock commodity to gauge where things were at in regards to moisture and what may be needed to help producers through this crisis. With the increasing lack of precipitation, extreme daily high temps and constant winds, our provincial government decided to act in an effort to save the mama cow herd.

Changes were made through SCIC to increase the minimum yield threshold for grain producers to encourage them to work with livestock producers in an effort to salvage those deteriorating crops for the much needed livestock feed. Enhancements were made to FRIP to help producers with their dwindling water supplies. Fifty percent cost shared on the first \$50,000.00 remained in place with an additional seventy percent cost shared on the next \$100,000.00 up to 31st March 2022.

There were so many costly negative things happening at once. High feed costs, high freight costs and long distance hauling, water hauling, fencing off toxic water sources, and fencing salvageable feed sources had industry asking the government for more. We were successful in our ask for \$200/head through AgriRecovery to help out with these extraordinary costs in an effort to save our cow herd.

We are so fortunate in Saskatchewan to have an Ag Minister with a heart for the agriculture industry and an ear for our livestock sector. Thank you Minister Marit. It is truly a pleasure working with you! What 2022 is going to spring upon us is anyone's guess, but I'm confident there isn't anything that's insurmountable with industry and government collaboration!

I hope 2022 brings good health for all, renewed social interaction that's not virtual, and prosperity to the livestock sector.



CEO's Report

By Ryder Lee

Two years ago in this space I wrote about drought and how it finally rained and made for a difficult harvest and haying period. Oh 2019. How sweet that all sounds.

There are some similarities still between 2019 and now. 2019 had Saskatchewan Crop Insurance Corp's Forage Rainfall Insurance Program paying out. This has also been the case in 2021 to a much wider and mainly more valuable extent. I do hope anyone that is not in this program is doing so with full knowledge of the details. It has helped a lot of people buy feed with the insurance proceeds triggered by lack of rain. Reach out to me with any questions before the deadline to purchase on March 31.

Trade uncertainty was also a theme in 2019. That continues today and I suspect always will unless our exports become irrelevant. As long as we have a quality and competitive product our competitors will do all they can to get governments to keep our exports curtailed or stopped completely. Of your \$2 provincial levy over 50 cents goes to national and international advocacy through the Canadian Cattlemen's Association and National Cattle Feeders. SCA also is active on this file by sending directors to Ottawa and interacting with our Saskatchewan Members of Parliament. We also work with cattle groups and legislators in the United States through the Pacific Northwest Economic Region, meeting with state cattle group leadership regularly.

Ensuring the continued competitiveness of our production is an important part of my job in working for SCA's board. SCA's mandate is to promote and develop the Saskatchewan beef cattle industry. How we execute on that is by delivering on the Strategic Plan. Yet that plan cannot be a static piece. SCA's strategies and tactics are informed by current and future challenges, as well as potential opportunities. This is the outlook the board brings to the conversation. I put time into thinking about what can I bring to them for consideration. As a result, this has developed into thinking about our industry's competitiveness using several "P" words as a guide.

Firstly, we must be a competitive "Place" to raise and sell cattle. This reaches into many areas including access to markets, access to inputs including labour, transactions costs, taxation, regulation, government programs, and education programs for students (at minimum). What is Saskatchewan doing to take advantage of what we have, or to improve what we have relative to other places? Irrigation expansion will help in this area. Trade advocacy is important to be sure we can sell all products to the highest willing bidder. Infrastructure, immigration, training policy and programs are also very important.

Competitiveness in "Productivity" is essential. Land use choices are real and globally tend toward annual crops as much as possible. Even where grazing is a given, beef cattle are not the only choice. This is where a lot of research activity is aimed. Cattle production efficiency and quality needs to be improving or other land uses or livestock production will win over producers. Again, market access is important here. "Profitability" is the "p" word over all of them.



There is also the “Product” itself. Beef vs other proteins. There is a great amount of energy and wringing of hands about new entries into the protein space. Processed plant particles made into anything you can imagine are seen as a way to make annual crops more profitable, at least for the processors. But nevertheless, beef has to compete. I worry more about chicken and pork and their competitiveness as single ingredient meat competitors. This is where communications, promotions and advocacy activity come into play. Genetics and research also play a part in moving Canadian beef forward. The national levy portion that goes toward Canada Beef and Public and Stakeholder engagement cannot be left out of this conversation.

The last area that I like to examine with this exercise is competing with our “Past.” Everything needs to get better, or it is often getting worse, competitively speaking. Again, this is an area that funding of research plays a big role. The technology transfer or the turning of research results into practice changes on farms and ranches is an important and necessary follow up to the research. As highlighted in our financial report, SCA funds a lot of research. Producers also fund the Beef Cattle Research Council with their levy funds. SCA works to complement the national activity and work with provincial Ministry staff to ensure the biggest impact of funding flowing from several places. Anyone who has not spent some time at beefresearch.ca is missing out on a wealth of information on cattle production.

The year ahead is worrisome for reasons rain related. We continue to reach out to the public, decision makers and consumers about our industry, communicating why they should enjoy beef on their plate and feel good about cattle on the land. SCA will continue to fund research and look for ways to help producers realize the value of the outcomes of successful research findings. We will continue to respond to the challenges that come our way, working with governments and other partners to address these challenges in a way that will benefit Saskatchewan beef cattle producers.

I have said “we” a few times here. I work for a great and always evolving board of directors that you can be assured represents the diversity of production and geography in Saskatchewan cattle production. I am also happy to work with a dedicated and enthusiastic staff team looking to make the board’s decisions come to life.

Remember to stay safe out there. Listen to the inner voice of doubt when you are reaching too far or otherwise gambling with your health. And don’t forget the non-physical safety side of things, that mental health part of safety. Inner voices can be jerks. If yours is, maybe seek out someone to talk to about it. I hope to see you all in person next year at this meeting.



Financials

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 Association), which comprise the statement of financial position as at July 31, 2021, 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 Association as at July 31, 2021, 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 Association 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 Association's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Association or to cease operations, or has no realistic alternative but to do so.

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

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

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

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Association's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Association to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

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

Regina, Saskatchewan
January 9, 2022


Dudley & Company LLP
Chartered Professional Accountants

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Statement of Financial Position
July 31, 2021

	2021	2020
ASSETS		
CURRENT		
Cash and cash equivalents (Note 3)	\$ 1,794,697	\$ 1,542,622
Current investments (Note 4)	6,677,121	5,638,936
Accounts receivable	110,191	81,416
Prepaid expenses	57,205	53,333
	<u>8,639,214</u>	<u>7,316,307</u>
CAPITAL ASSETS (Note 6)	82,541	56,554
LONG TERM INVESTMENTS (Note 4)	66,281	160,117
TOTAL ASSETS	\$ 8,788,036	\$ 7,532,978
LIABILITIES AND NET ASSETS		
CURRENT		
Accounts payable and accrued liabilities	\$ 499,390	\$ 170,434
Goods and services tax payable	2,967	4,560
Payroll deductions payable	18,659	12,077
Refunds payable (Note 8)	47,691	172,403
	<u>568,707</u>	<u>359,474</u>
NET ASSETS	8,219,329	7,173,504
TOTAL LIABILITIES AND NET ASSETS	\$ 8,788,036	\$ 7,532,978

See notes to financial statements

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Statement of Revenues and Expenses
Year Ended July 31, 2021

	2021	2020
REVENUES		
Check-off revenue	\$ 5,766,481	\$ 5,312,760
Communications revenue	5,618	16,150
Interest and investment income	325,399	196,707
Gains/losses on investments	672,165	13,776
Federal projects	55,275	-
	<u>6,824,938</u>	<u>5,539,393</u>
EXPENSES		
Administration (Schedule 1)	137,798	132,416
Board (Schedule 1)	96,860	190,290
CEO expenses (Schedule 1)	2,096	11,889
Committee expenses (Schedule 1)	439	171
Communications (Schedule 1)	248,656	176,269
Industry Development Fund (Schedule 1)	1,069,396	1,250,940
National Policy and Trade Advocacy (Schedule 2)	3,747,995	3,715,822
Staff expenses (Schedule 2)	7,083	30,995
Salaries and benefits	468,790	494,026
	<u>5,779,113</u>	<u>6,002,818</u>
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES	\$ 1,045,825	\$ (463,425)

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Statement of Changes in Net Assets
Year Ended July 31, 2021

	2021	2020
NET ASSETS - BEGINNING OF YEAR	\$ 7,173,504	\$ 7,636,929
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES	<u>1,045,825</u>	<u>(463,425)</u>
NET ASSETS - END OF YEAR	\$ 8,219,329	\$ 7,173,504

See notes to financial statements

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Statement of Cash Flows
Year Ended July 31, 2021

	2021	2020
CASH FLOWS FROM (FOR) OPERATING ACTIVITIES		
Cash receipts from customers	\$ 5,798,599	\$ 5,853,485
Cash paid to suppliers and employees	(5,565,232)	(6,203,175)
Interest and investment income	325,399	196,707
Goods and services tax	(1,593)	(22,583)
	<u>557,173</u>	<u>(175,566)</u>
CASH FLOWS FROM (FOR) INVESTING ACTIVITIES		
Purchase of capital assets	(32,916)	(56,328)
Change in investment cash equivalents	-	(523,075)
Purchase of investments	(515,818)	(746,853)
Proceeds from sales of investments	243,636	625,952
	<u>(305,098)</u>	<u>(700,304)</u>
INCREASE (DECREASE) IN CASH FLOWS	252,075	(875,870)
Cash - beginning of year	<u>1,542,622</u>	<u>2,418,492</u>
CASH - END OF YEAR (Note 3)	\$ 1,794,697	\$ 1,542,622

See notes to financial statements

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Notes to Financial Statements
Year Ended July 31, 2021

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, 2021

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.

Comparative figures

Certain comparative amounts have been reclassified to conform to the current year's presentation.

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Notes to Financial Statements
Year Ended July 31, 2021

3. CASH AND CASH EQUIVALENTS

	2021	2020
Chequing - Scotiabank	\$ (35,502)	\$ (100,167)
Chequing - Affinity	8,835	207,030
Restricted - Affinity	5,014	5,000
Restricted - Scotiabank	1,813,666	1,417,275
Investment cash account	2,679	13,479
Credit union membership share	5	5
	<u>\$ 1,794,697</u>	<u>\$ 1,542,622</u>

Investment cash equivalents are made up of highly liquid investments and GIC's which are due in the next 6 months.

4. INVESTMENTS

	2021	2020
<u>Current Investments</u>		
Cash equivalents	\$ 8,458	\$ -
Fixed income securities	2,144,627	2,022,872
Equities	316,750	249,325
Other assets	2,176,237	1,860,128
Equity funds	2,097,330	1,666,728
Long term investments	(66,281)	(160,117)
	<u>\$ 6,677,121</u>	<u>\$ 5,638,936</u>

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

Long term investments

Long term investments	<u>\$ 66,281</u>	<u>\$ 160,117</u>
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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, 2021

5. FINANCIAL INSTRUMENTS

The association 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 association's risk exposure and concentration as of July 31, 2021.

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 association 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 association manages exposure through its normal operating and financing activities. The association 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 association 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, 2021

6. CAPITAL ASSETS

	Cost	Accumulated amortization	2021 Net book value	2020 Net book value
Computer equipment	\$ 24,854	\$ 20,733	\$ 4,121	\$ 4,771
Educational video	30,000	-	30,000	-
Furniture and equipment	47,613	12,817	34,796	34,753
Leasehold improvements	17,030	3,406	13,624	17,030
	<u>\$ 119,497</u>	<u>\$ 36,956</u>	<u>\$ 82,541</u>	<u>\$ 56,554</u>

7. BOARD LEVIES

	2021	2020
Check-off revenue	\$ 5,766,481	\$ 5,312,760
National check-off agency	(3,051,837)	(2,969,549)
Levy refund	(51,060)	(52,384)
	<u>\$ 2,663,584</u>	<u>\$ 2,290,827</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

	2021	2020
SBIDF levy refunds	\$ 47,691	\$ 50,823
SCIC refunds	-	121,580
	<u>\$ 47,691</u>	<u>\$ 172,403</u>

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

The SCIC refund was a motion made in conjunction with SCIC in 2020. SCIC paid a refund of 40% of each farmers insurance premium increase due to COVID-19 as a form of economic benefit to help during the COVID-19 pandemic. The association contributed an additional 20% of this rebate (8% of original premium) to the farmers.

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Notes to Financial Statements
Year Ended July 31, 2021

9. LEASE COMMITMENTS

The association 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, 2021, are as follows:

2022	\$ 29,744
2023	29,744
2024	30,742
2025	30,742
	<u>\$ 120,972</u>

10. COVID-19 PANDEMIC

In March 2020, the World Health Organization declared a global pandemic due to the coronavirus (COVID-19). The situation is constantly evolving, and the measures put in place are having multiple impacts on local, provincial, national and global economies. To this point, there has been minimal impact on the association.

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Expenses by Fund *(Schedule 1)*
Year Ended July 31, 2021

	2021	2020
Administration		
Accounting services	\$ 9,646	\$ 9,434
Amortization	6,929	2,775
Bank charges and interest	1,139	523
IT support	5,206	4,982
Insurance	2,106	1,999
Investment advisory fees	50,403	44,965
Office rent	47,989	50,064
Office supplies	2,715	3,416
Photocopying	2,591	4,086
Postage and courier	1,400	2,590
Telephone	7,674	7,582
Administration Total	\$ 137,798	\$ 132,416
Board		
Accommodations	\$ 7,093	\$ 24,180
Board expenses	-	354
Business cards	2,434	1,463
Facility rental	10,576	926
Meals	3,692	7,303
Per diems	58,532	108,775
Registration fees	288	5,221
Travel	14,245	42,068
Board Total	\$ 96,860	\$ 190,290
CEO Expenses		
Accommodations	\$ 937	\$ 4,410
Industry meeting meals	-	265
Meals	89	757
Registrations	125	1,153
Travel	945	5,304
CEO Expenses Total	\$ 2,096	\$ 11,889
Committee		
Research	\$ 439	\$ 171

(continues)

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Expenses by Fund *(Schedule 1)*
Year Ended July 31, 2021

Communications		
AGM facilities	\$ 22,273	\$ 11,419
Advertising	177,829	74,079
Education	237	-
Fees, memberships, and subscriptions	900	753
Producer meetings	12,962	32,071
Promotion and marketing	3,873	19,728
Promotional events	2,841	22,523
Publication	13,633	12,693
SBIC	14,089	-
Trade show	19	3,003
Communications Total	\$ 248,656	\$ 176,269
Industry Development Fund		
External memberships	\$ 130,078	\$ 128,121
Federal projects	-	83,887
Industry development fund	5,618	-
Levy refund	51,060	52,384
SCAIDF funding (Schedule 3)	802,890	678,514
Projects	-	17,460
SCIC rebates	-	121,580
Sponsorships	4,750	18,994
Verified beef production funding	75,000	150,000
Industry Development Fund Total	\$ 1,069,396	\$ 1,250,940

See notes to financial statements

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Expenses by Fund (Continued) (Schedule 2)
Year Ended July 31, 2021

	2021	2020
National Policy and Trade Advocacy Programs		
Canadian Cattlemen's Association - assessment	\$ 658,878	\$ 702,082
Legal assessments	37,280	44,191
National check-off agency	3,051,837	2,969,549
National Policy and Trade Advocacy Programs Total	\$ 3,747,995	\$ 3,715,822
Staff Expenses		
Accommodations	\$ 1,201	\$ 9,572
Meals	430	1,481
Registrations	2,336	8,815
Travel	3,116	11,127
Staff Expenses Total	\$ 7,083	\$ 30,995

See notes to financial statements

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Schedule of Industry Development Fund (SCAIDF) (Schedule 3)
Year Ended July 31, 2021

	2021
EXPENSES	
Agriculture & Agri-Food Canada	
Development of best management practices for residue and fertility management of annual polycultures	\$ 15,000
Barley forage coop at Melfort	8,625
Investigating the role of copper fertility in ergot infestation of forage crops	8,000
Identification of genetic factors contributing to abiotic stress tolerance in intermediate wheatgrass	10,000
	<u>41,625</u>
Saskatchewan Cattle Feeders Association	
Western Feedlot Management school 2021 sponsorship	20,000
Sponsorship	20,000
	<u>40,000</u>
Saskatchewan Forage Council	
4R Nitrogen use in mixed forage stands Part 2	5,000
Assessing the viability of winter-feeding chopped corn swath compared to standing corn in terms of utilization	4,000
2021 Sponsorship	60,000
	<u>69,000</u>
University of Saskatchewan	
Barley Lodging - getting to the root of the problem	17,500
Performance, Environment and Economic benefit of BioChar supplementation in Beef Cattle grazing systems	72,000
Strategies to address mineral nutrition in the face of poor water quality	30,000
Development of meadow brome and cicer milkvetch varieties for stockpiles grazing in western Canada	12,500
Identifying new diversity and developing genomic resources for brome grass (Bromus spp) forage crop breeding	100,000
Level of canola source fat in pregnant cow diets - effects on cow and calf performance	35,000
Improved manure utilization methods for feedlots in Saskatchewan	5,347
Optimization of a novel catalytic seed treatment inducing higher germination rates and nodulation in Cicer milkvetch cultivars	50,000
The forage - efficient beef cow - investigation into the underlying physiology	30,000
Comparison of immune response and respiratory disease sparing effect of homologous and heterologous vaccine programs in neonatal calves	17,250
Evaluating premiums for weaned calves marketed with value-added management characteristics	5,000
A screen for drugs that reveal Mycoplasma bovis to the bovine immune system	8,000
Enhancing diagnostic methods for rapid and accurate detection of macrolide resistance in manheimia haemolytica	10,000
Using watering bowls to monitor the respiratory bacterial resistome in cattle by location and time within the feedlot	12,500
Monitoring of forage recovery following the October 2017 Burstall fire	6,210
Proof of concept study for the delivery of a respiratory probiotic to feedlot cattle via the feed	33,100

(continues)

See notes to financial statements

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Schedule of Industry Development Fund (SCAIDF) (continued) (Schedule 3)
Year Ended July 31, 2021

	2021
Developing hybrid bromegrass with improved neutral detergent fibre digestibility	10,000
Towards 1-step trusting-Rapid Identification of Bovine Respiratory Disease (BRD) viruses to inform vaccine to inform vaccine use and development	10,000
Development of meadow brome and cicer milkvetch varieties for stockpiles grazing in western Canada	25,000
Development of forage wheat lines with high biomass yield and high quality	7,500
	<u>496,907</u>
Other organizations	
Coaldale Veterinary Clinic	4,960
Prairie Conservation Action Plan - Sponsorship	22,000
Farm & Food Care - Sponsorship	20,000
Irrigation Crop Diversification - Irrigated and dryland fababean/corn intercrop silage	1,398
Saskatchewan 4-H Council - Sponsorship	20,000
Saskatchewan Stock Growers Association - Using record keeping software as a production and economic indicator for decision making	5,500
Saskatchewan Vet Medical Association - Sponsorship	21,000
STARS	5,000
University of Alberta - Accelerated and targeted discovery of cellulases using high resolution meta-omes of multiple ruminant species	15,000
University of Waterloo - SAR Proposal	25,500
University of Regina - Development of forage wheat lines with high biomass yield and high quality	15,000
	<u>\$ 802,890</u>

See notes to financial statements

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Industry Development Activities Committed for Future Years
(Schedule 4)
Year Ended July 31, 2021

	2022	2023	2024	2025	Total
University of Saskatchewan					
Improved manure utilization methods for feedlots in Saskatchewan	\$ -	\$ 14,220	\$ -	\$ -	\$ 14,220
Alternative trace mineral supplementation strategies for improved cow performance	10,000	10,000	10,000	-	30,000
Use of high-moisture corn products for finishing cattle and the corn stover for extensive grazing	53,500	25,000	25,000	-	103,500
Enhancing seed and biomass production and drought tolerance of plains fescue using novel seed treatments	11,500	-	-	-	11,500
A screen for drugs that reveal Mycoplasma bovis to the bovine immune system	8,000	8,200	-	-	16,200
Stocking density and feed bunk space as a risk factor for liver abscesses	5,000	5,000	-	-	10,000
Developing hybrid bromegrass with improved neutral detergent fibre digestibility	7,500	7,500	-	-	15,000
Strategies to address mineral nutrition in the face of poor water quality	10,000	-	-	-	10,000
Development of meadow brome and cicer milkvetch varieties for stockpiles grazing in western Canada	-	-	12,500	-	12,500
Barley Lodging - getting to the root of the problem	-	7,500	-	-	7,500
Level of canola source fat in pregnant cow diets - effects on cow and calf performance	12,500	12,500	-	-	25,000
Assessing the Impacts of Forages on GHG Sequestration in Saskatchewan crop rotations	15,000	-	10,000	-	25,000
Investigating the role of GDF11 in muscle and fat deposition in beef cattle	18,500	-	-	-	18,500

See notes to financial statements

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Industry Development Activities Committed for Future Years (continued) (Schedule 4)
Year Ended July 31, 2021

	2022	2023	2024	2025	Total
University of Saskatchewan (continued)					
Towards 1-step frusting-Rapid Identification of Bovine Respiratory Disease (BRD) viruses to inform vaccine to inform vaccine use & development	10,000	5,000	-	-	15,000
Identifying mycorrhizal fungi to enhance field crop and forage salinity tolerance	15,000	5,000	-	-	20,000
Using watering bowls to monitor the respiratory bacterial resistome in cattle by location and time within the feedlot	10,000	-	-	-	10,000
Enhancing diagnostic methods for rapid and accurate detection of macrolide resistance in manheimia haemolytica	15,000	5,000	-	-	20,000
Development of salt tolerant alfalfa cultivar adapted in Western Canada	25,000	5,000	5,000	-	35,000
Evaluation of animal variability in fibre digestion and strategies to improve forage use in beef cattle	20,000	5,000	5,000	-	30,000
Identifying new diversity and developing genomic resources for bromegrass (Bromus spp) forage crop breeding	30,000	10,000	-	-	40,000
Beef Industry - Integrated Forage Management and Utilization Chair	1,000,000	-	-	-	1,000,000
	-	-	-	-	-
	-	-	-	-	-
University of Saskatchewan Total	1,276,500	124,920	67,500	-	1,468,920

(continues)

See notes to financial statements

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Industry Development Activities Committed for Future Years (continued) (Schedule 4)
Year Ended July 31, 2021

	2022	2023	2024	2025	Total
Agriculture & Agri-Food					
Investigating the role of copper fertility in ergot infestation of forage crops	4,500	-	-	-	4,500
Identification of genetic factors contributing to abiotic stress tolerance in intermediate wheatgrass	-	5,000	5,000	-	10,000
Agriculture & Agri-Food Total	4,500	5,000	5,000	-	14,500

University of Regina					
Sulfate removal from Agricultural ponds for improved cattle health: Evaluating regional and local controls	15,000	7,500	7,500	-	30,000
Development of forage wheat lines with high biomass yield and high quality	-	7,500	-	-	7,500
University of Regina Total	\$ 15,000	\$ 15,000	\$ 7,500	\$ -	\$ 37,500

Other Organizations					
Irrigation Crop Diversification - Developing target yield nitrogen fertilizer recommendations for irrigated silage and grain corn	15,000	10,000	10,000	-	35,000
Olds College Field Crop Development Centre - Collaborative testing and development of forage barley varieties for Western Canada	35,000	-	-	-	35,000
South of Divide Conservation Action Plan	25,000	25,000	25,000	-	75,000
University of Alberta - Accelerated and targeted discovery of cellulases using high resolution meta-omes of multiple ruminant species	10,000	10,000	-	-	20,000

(continues)

See notes to financial statements

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Industry Development Activities Committed for Future Years (continued) (Schedule 4)
Year Ended July 31, 2021

	2022	2023	2024	2025	Total
Other Organizations (continued)					
University of Lethbridge - Simple strategies to reduce impacts of ergot alkaloids on beef cattle	12,823	-	-	-	12,823
VIDO - Development of a novel vaccine for protection against Mycoplasma bovis infections in feedlot cattle	49,968	49,968	-	-	99,936
Other Organizations Total	147,791	94,968	35,000	-	277,759
Grand Total	\$ 1,443,791	\$ 239,888	\$ 115,000	\$ -	\$ 1,798,679

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

Notes

Payee Report

Personal Service	Per Diem	Expenses	Total
Arnold Balicki	20,400.00	7,017.32	27,417.32
Brad Welter	2,875.00	1,687.61	4,562.61
Brent Griffin	1,265.00	1,042.60	2,307.60
Brian Cole	690.00	783.22	1,473.22
Dean Moore	230.00	256.30	486.30
Garret Poletz	1,150.00	1,768.90	2,918.90
Harold Martens	3,641.64	307.00	3,948.64
Holly Sparrow	230.00	609.75	839.75
Joleen Shea	1,265.00	1,096.30	2,361.30
Kelcy Elford	690.00	0.00	690.00
Kelly Williamson	920.00	0.00	920.00
Kyle Hebert	1,380.00	1,124.10	2,504.10
Keith Day	3,335.00	2,948.40	6,283.40
Leigh Rosengren	2,645.00	884.10	3,529.00
Levi Hull	345.00	911.70	1,256.70
Michael Spratt	1,265.00	0.00	1,265.00
Rick Toney	5,050.00	2,681.50	7,731.50
Ryan Beierbach	6,555.00	0.00	6,555.00
Randy Stokke	1,035.00	1,079.20	2,114.20
Roger Meyers	3,565.00	1,371.37	4,936.37
Total	58,531.64	25,569.37	84,101.01

External Memberships (Threshold \$10,000)

Ag in the Classroom	50,000.00
Farm & Food Care	20,000.00
National Cattle Feeders	50,000.00
Total	120,000.00

National Activities (Threshold \$10,000)

CCA - Legal	37,279.55
CCA - Operations	658,878.50
National Check Off	3,177,357.02
Total	3,873,515.07

Vendor Payments (Threshold \$10,000)

102092655 Saskatchewan - Office rent	52,248.03
National Bank Investment Fees	49,742.74

Payee Report (continued)

Industry Development (Threshold \$10,000)

PCAP 21/22	22,000.00
Canadian Western Agribition	50,000.00
Farm & Food Care	20,000.00
SODCAP	25,000.00
Saskatchewan Cattle Feeders	40,000.00
Verified Beef Production Plus	75,000.00
Agriculture & AgriFood Canada (17-144)	24,990.00
University of Alberta (2019-115)	15,000.00
University of Lethbridge (2018-134)	10,823.00
University of Waterloo (J. Pittman)	25,500.00
U of Saskatchewan CDC Breeding Facility	100,000.00
U of Saskatchewan (17-149)	30,000.00
U of Saskatchewan (18-101)	36,783.00
U of Saskatchewan (18-135)	17,250.00
U of Saskatchewan (19-006)	72,000.00
U of Saskatchewan (19-121)	20,000.00
U of Saskatchewan (19-122)	37,500.00
U of Saskatchewan (19-123)	22,500.00
U of Saskatchewan (19-126)	20,000.00
U of Saskatchewan (20-043)	50,000.00
U of Saskatchewan (20-109)	12,500.00
U of Saskatchewan (20-115)	21,000.00
U of Saskatchewan (20-118)	20,000.00
U of Saskatchewan (20-122)	60,000.00

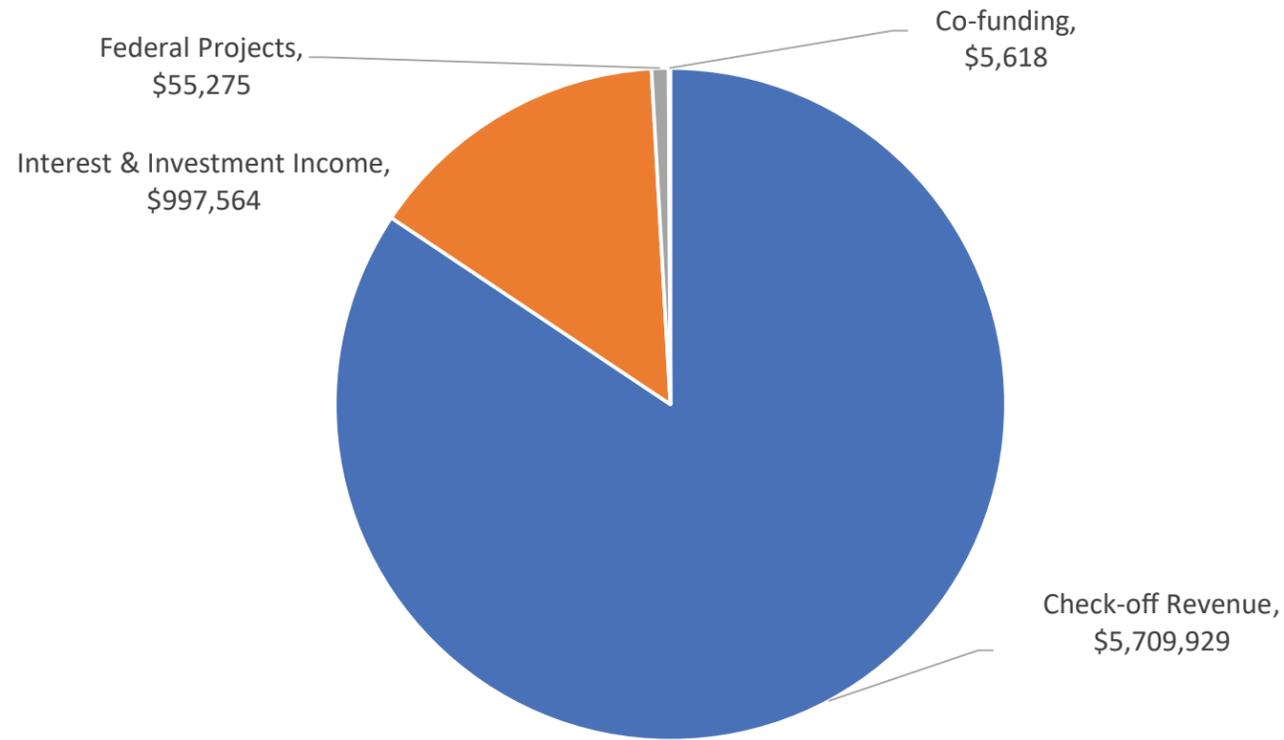
2021-2022 Budget

Comparing SCA Budget vs Actuals for Past Fiscal with Budget for Current Fiscal (2021-2022)

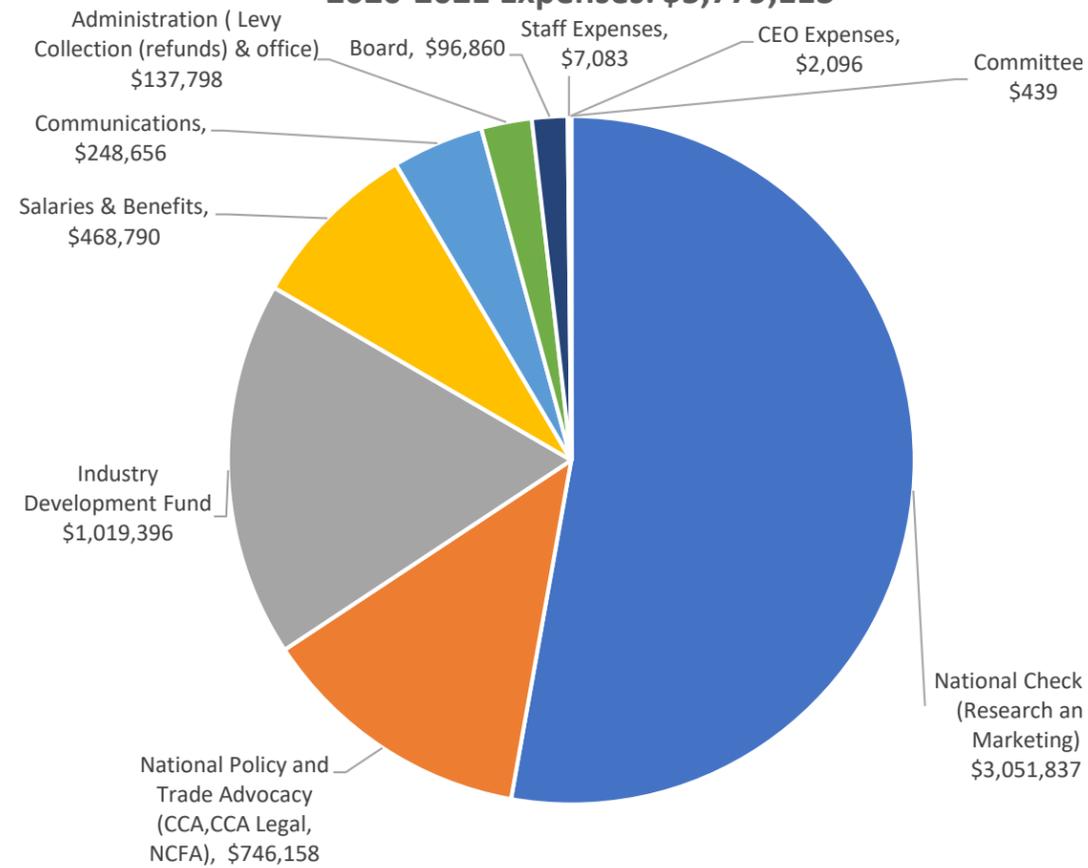
	Budget 20-21	Actual 20-21	Budget 21-22
Ordinary Income/Expense			
Income			
Check-off Revenue	\$5,400,000	\$5,766,481	\$5,400,000
Less Dealer Rebate	\$(55,000)	\$(56,552)	\$(55,000)
Communication Revenue	\$25,000	\$5,618	\$20,000
Federal Projects		\$55,275	
Interest & Investment Income	\$262,000	\$997,564	\$229,000
Total Income:	\$5,632,000	\$6,768,386	\$5,594,000
Expense			
Administration (Levy Collection (refunds) & office)			
Accounting Services	\$10,000	\$9,646	\$10,000
Amortization		\$6,929	
Bank Charges & Interest	\$500	\$1,139	\$500
IT support	\$4,500	\$5,206	\$5,000
Insurance	\$1,200	\$2,106	\$2,000
Investment Advisory Fees	\$45,000	\$50,403	\$45,000
Office Rent	\$55,000	\$47,989	\$55,000
Office Supplies	\$3,500	\$2,715	\$5,500
Photocopy	\$4,000	\$2,591	\$3,500
Postage & Courier	\$3,000	\$1,400	\$2,200
Telephone	\$7,600	\$7,674	\$7,500
Administration Total	\$134,300	\$137,798	\$136,200
Board			
Accommodations	\$28,000	\$7,093	\$25,000
Business cards/buckles	\$1,500	\$2,434	\$1,500
Facility Rentals	\$2,300	\$10,576	\$3,500
Meals	\$10,000	\$3,692	\$7,500
Per Diems	\$100,000	\$58,532	\$85,000
Registration Fees	\$7,000	\$288	\$6,000
Travel	\$50,000	\$14,245	\$40,000
Board Total	\$198,800	\$96,860	\$168,500
CEO Expenses			
Accommodations	\$3,800	\$937	\$3,500
Industry Meeting Meals			\$600
Meals	\$900	\$89	\$750
Registrations	\$2,000	\$125	\$1,200
Travel	\$7,500	\$945	\$6,500
CEO Expenses Total	\$14,200	\$2,096	\$12,550
Committees			
Research	\$2,000	\$439	\$1,000
Committee Totals	\$2,000	\$439	\$1,000

	Budget 20-21	Actual 20-21	Budget 21-22
Communications			
AGM Facilities	\$7,500	\$22,273	\$15,000
Advertising	\$75,000	\$177,829	\$120,000
Education	\$ -	\$237	\$15,000
Fees, memberships, and subscriptions	\$1,400	\$900	\$1,500
Producer Meetings	\$40,000	\$12,962	\$40,000
Promotion & Marketing	\$45,000	\$3,873	\$45,000
Promotional Events	\$30,000	\$2,841	\$30,000
Publication	\$30,000	\$13,633	\$30,000
SBIC	\$ -	\$14,089	\$ -
Trade Show	\$18,000	\$19	\$18,000
Communications Total	\$246,900	\$248,656	\$314,500
Industry Development Fund			
External Memberships	\$145,000	\$130,078	\$145,000
Industry Development Fund - Other IODP		\$5,618	
Industry Development Fund- Other			\$1,150,000
Levy Refund	\$50,000	\$51,060	\$50,000
Projects - Other			\$10,000
SCAIDF Funding	\$520,000	\$802,890	\$550,000
Sponsorships	\$20,000	\$4,750	\$30,000
Verified Beef Production Funding	\$75,000	\$75,000	\$75,000
Industry Development Fund Total	\$810,000	\$1,069,396	\$2,010,000
National Policy and Trade Advocacy			
Canadian Cattlemen's Assoc- assessment	\$641,129	\$658,878	\$635,416
Legal Assessment	\$50,000	\$37,280	\$50,000
National Check-off Agency	\$3,000,000	\$3,051,837	\$3,000,000
National Policy & Trade Advocacy Total	\$3,691,129	\$3,747,995	\$3,685,416
Staff Expenses			
Accommodations	\$10,000	\$1,201	\$9,000
Meals	\$3,000	\$430	\$2,000
Registration	\$6,000	\$2,336	\$5,000
Travel	\$12,000	\$3,116	\$10,000
Staff Expenses Total	\$31,000	\$7,083	\$26,000
Salaries & Benefits			
Salaries & Benefits Total	\$479,000	\$468,790	\$526,700
Total Expenses	\$5,607,329	\$5,779,113	\$6,880,866
Total Revenues	\$5,632,000	\$6,768,386	\$5,594,000
Net Cash Flow for Year	\$24,671	\$989,273	\$(1,286,866)

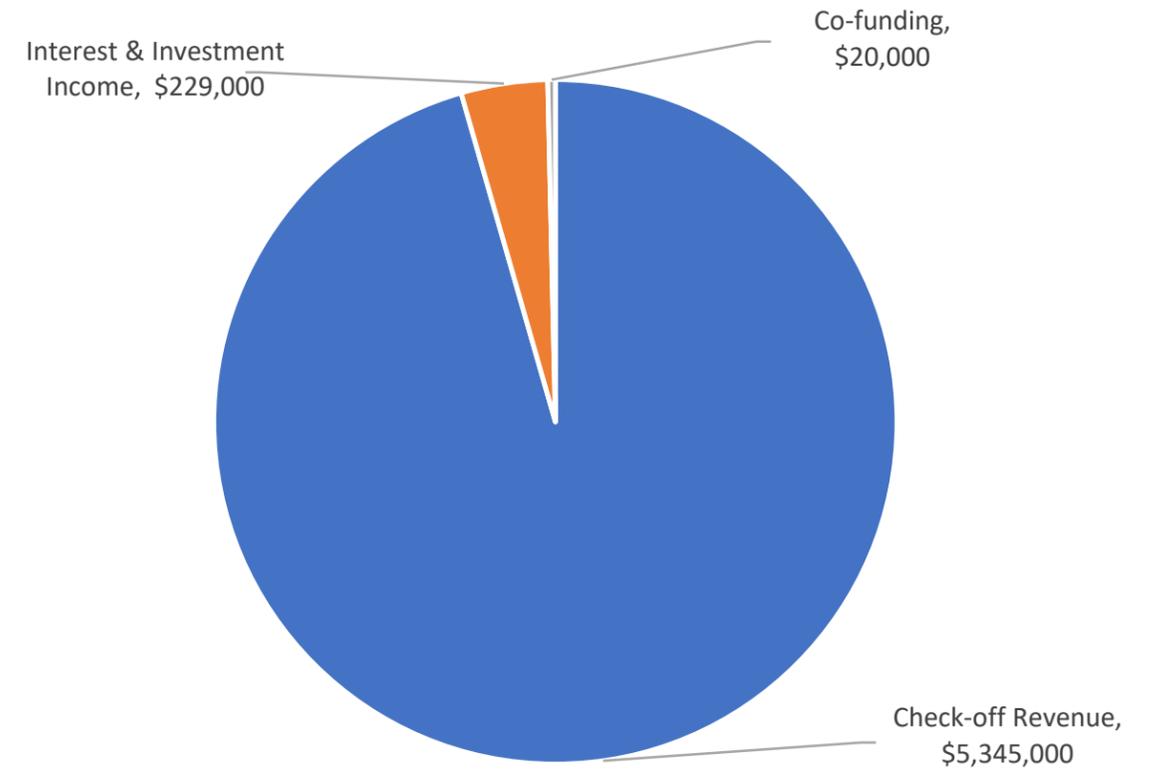
2020-2021 Revenue: \$6,768,386



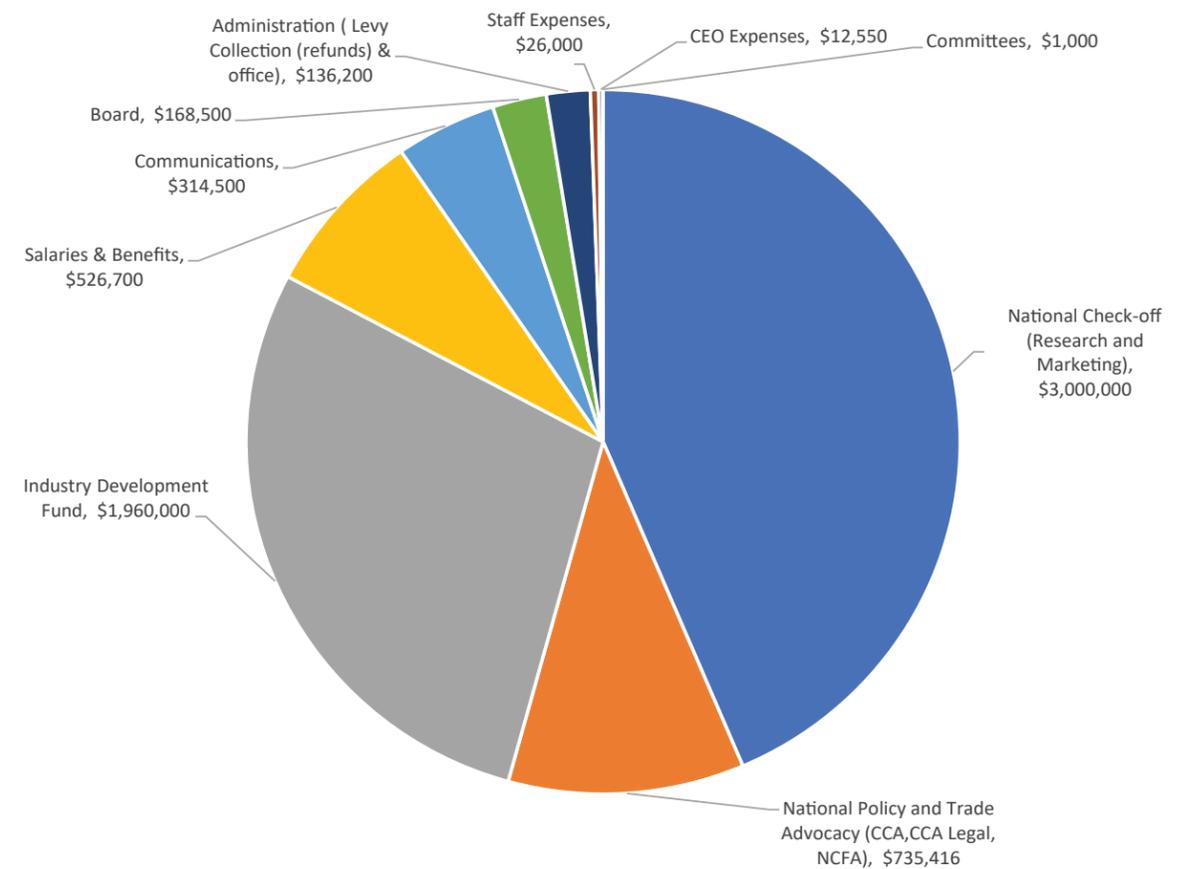
2020-2021 Expenses: \$5,779,113



2021-2022 Budgeted Revenue: \$5,594,000



2021-2022 Budgeted Expenses: \$6,880,866



Research Report

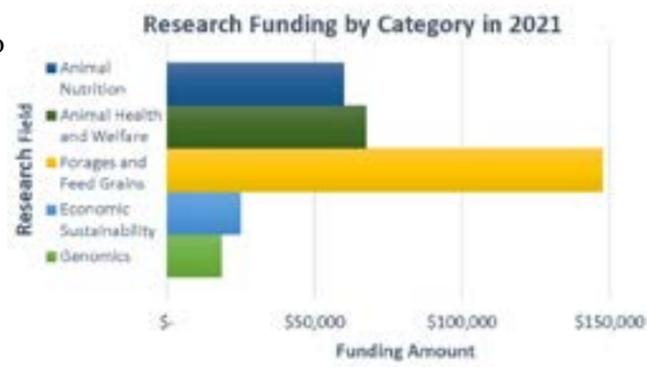
by Marianne Possberg

The SCA Research Committee reviews approximately 90 research letters of intent each spring through the Government of Saskatchewan's Agriculture Development Fund, as well as occasional requests from researchers outside this funding cycle. After this careful review, 20-30 projects are considered as full proposals, which have more detailed methodology and answer any questions or considerations made by reviewers. If there are any questions regarding methodology, peer reviewers from across the globe are asked for their expert opinion on the matter. After they are carefully considered at the Research Committee, the SCA Board reviews then approves funding. For the 2020-2021 funding year, twelve projects were approved. You can read more about those projects in the following pages.

The projects approved for funding were considered valuable as they would enhance forage quality/varieties & yield, improve cattle health, boost water quality for cattle, all of which provides an overall improvement in profitability for farmers and ranchers with cattle throughout the province. Researchers from various academic backgrounds are encouraged to submit projects, though funding is often provided to those projects that would not otherwise be funded by private organizations or companies, focus on beef and forage utilization for Saskatchewan producers, and could potentially be used within the next ten years.

In order to ensure researchers clearly understand the needs of producers, and so that research projects emulate common practices in the province, the SCA staff communicates regularly with them. This has also led to the Beef and Forage Research Forum, held in late February or early March each year. The Forum provides researchers an opportunity to discuss future research projects with various members of the beef and forage industry, especially including producers, and to deliberate on methods to enhance the applicability of their research on beef and forage production practices. It also provides researchers with opportunities to learn more about other researchers and their

proposals, so that they can collaborate and enhance projects together. The Beef and Forage Research Forum is a day coordinated in conjunction with the University of Saskatchewan, Agriculture and Agri-Foods Canada, the Saskatchewan Ministry of Agriculture, and of course the SCA. While every aspect of the farm and ranch is important, some areas of research have needed additional attention. Forage and feed are most often the highest costs on beef operations, regardless of weather and climate variations. While other commodity groups have seen a great deal of attention with regards to variety improvements, this has been slower on forage crops. In years past, forage was not seen as beef research, which meant that less funding was provided to that area. As the beef industry funded less, other funding institutions also paid less attention. However, in the past 10 years, this perspective has changed. In recent years, more funders have turned their eye to forage research, as researchers attempt to use the same techniques that improved crops such as canola and wheat to enhance crops such as alfalfa and brome grass. More focus is also going towards better understanding grasslands and native plant species. As a result, and as noted below in the chart "Research Funding by Category in 2021," Forage and Feed Grains funding are considerably higher than other categories. However, many of the researchers in these projects collaborate with experts in various fields so that a number of targets are addressed in each project.



The SCA does not fund research on its own. Many projects require more than \$100,000 for researchers to commence their work. Rather than fund a few projects, the SCA has worked with the Government of Saskatchewan Agriculture Development Fund and other commodity groups. As a result, for every \$1 spent by the SCA, another \$20 is spent by a cooperating organization, often the Government of Saskatchewan Agriculture Development Fund. Leveraging funds not only allows for more projects to be funded, but it also shines a spotlight on areas of research that need more attention, such as forage and feed grains. As a result of this attention, a Forage Utilization Chair at the University of Saskatchewan has been created with funds from the SCA, the Beef Cattle Research Council, and the Government of Saskatchewan. We look forward to the Chair starting their work this fall.



Research Projects

Projects funded in 2020-21: The funding for the following projects were announced in January 2021. For the projects announced this month for the 2020-21 fiscal year, as well as all previous research projects, please see <https://www.saskbeef.com/sca-industry-development-fund>

Assessing the Impacts of Forages on GHG Sequestration in Saskatchewan Crop Rotations

Stuart Smyth
\$25,000

Agriculture producers have adopted a number of practices that have sequestered carbon over the past 20 years and beyond. Common practices regarding livestock have existed far longer. However, the environmental benefits of agriculture practices have not been well documented. This research will expand on a survey initially conducted in 2007 to understand how forages fit into the crop rotation, and to note or quantify their carbon sequestration benefits.

Through additional surveys, workshops, and focus groups, Dr. Stuart Smyth will note how forages are utilized in the crop rotation. Land management, weed control and comparisons to rotations prior to 1995 will be made. It will also gather insights into forage input costs for conversion from crop production.

Investigating the Role of GDF11 in muscle and fat deposition in Beef Cattle

Mika Asai-Coakwell
\$18,500

Both consumer preferences and producer efficiency are important to cattle production. Consumers are interested in beef that is tender - a trait that has been noted for years, but has not significantly improved in numerous quality surveys. The number of genes that note growth, carcass yield and meat tenderness are few, and have not been the focus of many projects. While over 60% of beef cattle graded AAA or Prime, there has been a decline in yield grade.

Dr. Mika Asai-Coakwell has indicated that one beef gene variant, GDF11, could impact marbling, backfat, and yield score while also allowing beef cows to thrive under extensive production settings with better pregnancy rates, milk composition, and weaning weights.

This research team, which includes Ms. Kathy Larson and Dr. Greg Penner, will compare the DNA of cross-bred beef cows to their body weight, age, calf birth weight, and other growth data that are of economic importance. They will also evaluate feedlot calves with a variety of GDF11 variants being fed to finish with GrowSafe Bunks. Differences between purebred and crossbred cattle will be noted, as will meat quality differences associated with these genotypes.

Identification of genetic factors contributing to abiotic stress tolerance in intermediate wheatgrass

Sean Asselin
\$17,000

Intermediate Wheatgrass is a preferred feed for livestock, which is also drought resistant and can more easily adapt in sandy soils. However, new cultivars have not been bred at AAFC Swift Current for decades. New breeding technologies which take advantage of genome mapping techniques have made an intermediate wheatgrass breeding program more advantageous. Sean Asselin and his research team will ID and validate sources of drought/salt tolerance in intermediate wheatgrass. They will then map the genes of wheatgrass with improved tolerance, and identify parts of that genome that shows significant association with drought tolerance.

Sulfate removal from agricultural ponds for improved cattle health: Evaluating regional and local controls

Kerri Finlay
\$30,000

Previous research projects studying dugouts in Saskatchewan found that 1/4 had poor quality, while another 10% were unsuitable for livestock. This result could be showing increasingly poor quality due to drought conditions. Past work, however, also noted that recharge ponds have lower sulfate levels, and respond differently to climate changes.

Dr. Kerri Finlay and her research team will investigate how sulfates enter agriculture ponds and dugouts. This includes understanding how riparian and floating plants can mitigate or bioremediate water contaminants, as well as whether they can be planted for this purpose. Dugout dredging will also be evaluated. Finally, the team will conduct an economic evaluation to provide comprehensive recommendations for Saskatchewan producers.

Towards 1-step testing – rapid identification of bovine respiratory disease (BRD) viruses to inform vaccine use & development

Cheryl Waldner
\$25,000

Bovine respiratory disease is a complex that mostly affects incoming feedlot calves. While a great deal of research has focused on the bacterial contributions, viral contributions are equally important. Automated sequencing and bioinformatics will be used for viral BRD to reduce time and costs. The research team will also note potential of sequencing infections on arrival at feedlots, then evaluate the effectiveness of cow/calf vaccines arriving at feedlot. This in turn will help them determine the need for vaccine/protocol updates.

Ultimately, this research team, lead by Cheryl Waldner, hopes to provide 1-step rapid identification of known and emerging BRD viruses, in order to quickly and effectively treat this disease complex. Treating animals for the right infection at the right time ultimately will help reduce costs, and improve animal welfare.

Identifying mycorrhizal fungi to enhance field crop and forage salinity tolerance

Jonathan Bennett
\$20,000

Mycorrhizal fungi allows for better nutrient uptake in plants, through a symbiotic relationship with plant roots that takes advantage of the larger reach of fungi within the soil. While you might have purchased soil that contained mycorrhizal fungi, it's important to note mycorrhizal fungi have unique ecologies adapted to regional conditions, and much more varied than those on the market.

As some mycorrhizal fungi could have adapted in saline soil conditions, Dr. Jon Bennett will seek to identify mycorrhizal fungi that increase salinity tolerance in plants. He will collect soil samples from saline areas in different soil zones to isolate and culture, then create conditions to create more mycorrhizal fungi spores and growth. Finally, mycorrhizal fungi in saline soils will be compared to marketed fungi. Various crops will be tested to evaluate whether they grow better with the collected mycorrhizal fungi than commercial mycorrhizal inoculants in saline soils

Using watering bowls to monitor the respiratory bacterial resistome in cattle by location and time within the feedlot

Murray Jelinski
\$22,500

Antimicrobial resistance is an increasingly alarming risk. Treatments for sick cattle, without knowing for certain what is causing their illness, increases resistance on farms, which then necessitates a search for other more useful drugs. It could also lead to greater mortality. Easy, cost-effective methods to determine which diseases are prevalent in a feedlot, as well as the drugs that will be most useful, would allow producers to target problems quickly.

Dr. Murray Jelinski will investigate how bacteria change at water bowls over time, and note if there are any "hot spots" in the pen which could increase antimicrobial resistance. This will set up more information and resources for future projects that will note methods to prevent and treat diseases more effectively.

Collaborative testing and development of forage barley varieties for Western Canada

Yadeta Kabeta
\$35,500

Dr. Yadeta Kabeta and his team have already developed 6 new varieties that have improved forage biomass yield and forage quality in the past 5 years, compared to Cowboy and Maverick. However, they still have a goal to address lodging and the 25% of the plant biomass that is indigestible by livestock. They intend to provide newer varieties with higher forage yield and fodder quality.

Evaluation of barley lines will be evaluated in different soil zones across Western Canada with 5 common check cultivars. They will assess the forage and yield quality of all of these lines, as well as their nutritive value, to determine the average daily gain a backgrounding animal would achieve.

This research team hopes to release one or more of its best lines for commercial cultivation.

Enhancing diagnostic methods for rapid and accurate detection of macrolide resistance in *Mannheimia haemolytica*

Janet Hill
\$20,000

Antimicrobial resistance is already an issue for beef cattle, and there is evidence of new mechanisms in the *Mannheimia* bacteria indicating creating additional new resistance. As *Mannheimia haemolytica* is resistant to the most commonly used antibiotics within the Bovine Respiratory Disease Complex, more analysis to curtail this problem is essential.

Dr. Janet Hill and her team will sample 800 calves on arrival into the LFCE feedlot for two years, so that they can sequence the bacteria shown to have resistance.

While the application of this research is long-term, understanding antimicrobial resistance in a large scale will generate a much more comprehensive understanding of this problem.

Development of salt tolerant alfalfa cultivar adapted to western Canada

Bill Biligetu
\$35,000

Alfalfa growth under saline conditions is limited. Given that there are more than 10 million hectares of saline soil in North America, investing in varieties that have greater tolerance would provide more options for producers across the continent.

However, studying salt tolerance and waterlogging in the field has been complicated. Different soil properties, seasonal variation in rainfall, and other issues have made creating varieties difficult. Advances such as molecular markers have had promise, but the results have not been validated in the breeding population.

Dr. Bill Biligetu has already used the Synchrotron to do basic research studies to note salt tolerance in alfalfa. He and his research team will continue to breed salt tolerant alfalfa lines, and evaluate for winterkill, water logging tolerance and agronomic performance. They will then genotype the most promising lines, in order to discover salt tolerant genes in the plants. They will then evaluate the most promising lines in the AAFC Salt Labs.

Evaluation of animal variability in fibre digestion and strategies to improve forage use in beef cattle

Gabriel Ribeiro
\$30,000

Increasing fibre digestibility can help reduce costs and increase beef sustainability. Even in feedlots, forages still account for 80% of the total feed. Earlier research projects have shown that cattle which had the highest ability to digest fibre also ate more, which could then in turn increase their average daily gain.

This research project, led by the Beef Industry Research Chair Dr. Gabriel Ribeiro, will compare the growth performance of weaned calves with a higher ability to digest fibre. Calves with the highest and lowest fibre digestibility will be compared by evaluating their rumens. They will attempt to find biological markers, before confirming their hypothesis with a larger study.

Identifying new diversity and developing genomic resources for bromegrass (*Bromus* spp) forage crop breeding

Andrew Sharpe
\$40,000

Bromegrass plays a large role in the grasslands spread throughout Saskatchewan and North America. It produces high forage yields in short growing seasons that are ideal for grass and haying. While researchers such as Bruce Coulman and others throughout Canada and the US have bred various types of bromegrass, there is a lot of genetic complexity in the type of plant that has made breeding complex, and slowed additional work.

Dr. Sharpe and Dr. Biligetu are working together to use the Oxford Nanopore Technology to provide plant breeding advancements that have assisted canola, barley, and durum crops. They will use seeds from the U of S as well as the USDA to better understand and characterize genetics and the cellular structures of bromegrass. They will then create a foundational high-quality reference genomic resource for future bromegrass breeding. This will then help them develop more breeding populations by creating novel crosses to widen the genetic diversity of breeding material.

This, in turn, will enable future bromegrass breeders across the world to focus on breeding that will tolerate more stresses, such as drought or saline conditions, while also increasing yields.

SCA AGM Agenda - 1:00 PM January 28th, 2022

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

In an effort 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.

General Rules of Debate - Adapted from Roberts Rules of Order

- To move a resolution or speak to a motion, use the "raise hand" function; state your name and district when recognized.
- 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.

Rules of Debate (Continued)

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

Saskatchewan Cattlemen's Association AGM Minutes Thursday, February 1st, 2021 Virtual 1 – 4pm

1.0 Call to Order

The meeting was called to order at 1:15 p.m. by Arnold Balicki – SCA Chair.

Introduction of Guests

2.0 Approval of the Agenda

MOTION AGM 2021-01: Pat Hayes / Brad Welter
"To approve the Agenda."

Motion Carried

Introductions:

The board in attendance was introduced to the assembly.

New Board Members:

District 7- Joleen Shea replacing outgoing Paula Larson
SSGA – Garner Deobald replacing Harold Martens
SSGA – Kelly Williamson replacing Kelcy Elford

1st call for CCA nominations

1st call for Resolutions

CCA

Kyle Hebert nominates Ryan Beierbach,
Larry Grant nominates Lynn Grant,
Pat Hayes nominates Duane Thompson,

NFCA

Greg Thompson nominates Will Lowe

3.0 Review of 2020 AGM Minutes

Review of the 2020 AGM minutes.
No errors or omissions were brought forward.
There was no business arising from the minutes.

MOTION – AGM 2021- 02: Randy Stokke / Rick Toney
“That the 2019 AGM minutes be approved as circulated.”

Motion Carried

4.0 Finance Report

Ryder Lee, SCA CEO presented the financial report.

MOTION – AGM 2021-03: Keith Day / Kyle Hebert
“That the 2020 Financial Report be accepted as presented.”

Motion Carried

5.0 Appointment of Auditor

MOTION – AGM 2021-04: Harold Martens / Dean Moore
“To appoint Dudley & Company as auditor for the upcoming year.”

Motion Carried

6.0 Chair Report – A Year in Review

Arnold Balicki, SCA Chair, presented his report.

MOTION – AGM 2021-05: Arnold Balicki / Rick Toney
“To accept the Chair Report as presented.”

Motion Carried

Presentation of Buckles to the outgoing Directors:
District 7 – Paula Larson
SSGA – Harold Martens

SSGA – Kelcy Elford

7.0 CEO’s Look Ahead

Ryder Lee, SCA CEO, presented his report.
Question and Answer period.

MOTION - AGM 2021-06: Brian Cole / Leanne Thompson
“To accept the CEO Report as presented.”

Motion Carried

2nd Call for CCA nominations

2nd Call for Resolutions

Final Call for CCA Nominations

Final Call for Resolutions

8.0 Resolution Session

5By5 – (platform hosts) discussed the process that would be employed to deal with the resolutions.

2021 SCA AGM – Resolution 1

MOTION AGM 2021-07: Kyle Hebert / Harold Martens

“That SCA lobby Saskatchewan Crop Insurance Corporation to put a dollar value on damage due to wildlife horns on tires.”

Motion Carried

2021 SCA AGM – Resolution 2

MOTION AGM 2021-08: Ross McDonald / Leigh Rosengren

“That SCA change its name to better reflect the gender diversity of its members.”

Motion Defeated

- No suggestions at hand
- Name was discussed at formation and was deemed an overall term.

2021 SCA AGM – Resolution 3

MOTION 2021-09: Ross McDonald / Christine Peters

“That SCA move to make available to the membership an annual report no later than one week prior to the AGM.”

Discussion

Motion Amended

“That the AGM recommends to SCA’s board, that they make available to membership the annual report no less than one week prior to the AGM.”

Motion Carried

MOTION 2021-010: Harold Martens / Keith Day

"That CCA Nominations cease."

Motion Carried

MOTION 2021-011: Harold Martens / Gerald Schultz

"That NCFA rep nominations cease."

Motion Carried

9.0 Results from the Elections

CCA

Duanne Thompson volunteered for a one - year term

Lynn Grant two - year term

Ryan Beierbach two - year term

NCFA

Will Lowe – Acclaimed

10.0 Discussion from the Floor

- Questions regarding Canada's position dealing with UN Food policy. CCA is engaged on improving that.
- Position on flights into Canada and workers. Some exceptions on TFWs from Friday's announcement. This is a big issue with all agriculture. Housing standards are also a concern. Need to keep pushing to bring in essential workers and keeping out of mandatory hotel placement. Some of the announcements are vague at present, needs clarification.
- Where are we on process of restrictions on front of package labeling. Is it still a threat? On hold and watching.
- Does any beef association have analysts' surveys on update of fake meat? No. Can we keep track or survey the cost of a fake hamburger as in it inputs price changes with the cost of grain? No
- Idea of ag associations team together on a federal board to get national film board to create vignettes highlighting food production in Canada and its importance to Canadians.
- Another idea was put forth for research. In grains, would have researchers spend 10-15 years developing grain varieties that are pest and disease resistance. Where is the research into genetic resistance to disease and pest in livestock industry?
- Caution was given about types of discussion of motions.

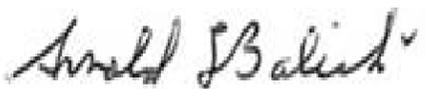
11.0 Adjournment

MOTION AGM 2021-012: Will Lowe

"To adjourn the meeting."

Motion Carried

Meeting adjourned at 3:18 pm



Board Chair – Arnold Balicki

Leann Clifford

Recording Secretary – Leann Clifford

Canada Beef report for the Saskatchewan Cattlemen's Association Annual Report 2021

Canada Beef is pleased to provide the Saskatchewan Cattlemen's Association (SCA) with a year-to-date 2021 overview of domestic and export market efforts to increase demand for Canadian beef and ultimately the value producers receive for their cattle.

Canadians made a choice in 2020 to maintain beef consumption even as beef reached near record high prices and consumer food budgets were tight. Prices for animal protein continued to climb in 2021 due to a combination of supply-chain disruptions, extreme weather events in the west, higher prices for the grains needed to feed livestock, and increasing domestic and global demand. Beef prices continued their upward march through the fall. Year-to-date (January to October), retail beef prices were up 5% from 2020 and up 11% from 2019.

After rising 5% in 2020 (the third highest increase in recent history), retail beef demand for 2021 is projected to be -1.5%, due to higher retail prices and lower consumption as strong export performance pulled volume away from the domestic consumer. Canadian beef export volumes were 25% higher in October 2021 than October 2020, and up 34% from the five-year average for October. Year-to-date, Canadian beef exports from January to October 2021 were up 25% in volume and 40% in value from the same period in 2020 (Canfax).

Canada Beef's export market development team pivoted programs and services to meet the evolving needs of the international marketplace as pandemic conditions continue to shape the landscape. The global marketing team completed research projects that surveyed consumers as well as industry professionals in nine countries to acquire a fresh perspective about buyer and consumer trends. This intelligence ensures Canadian cattle and beef industry competitiveness, and a strong return on investment from Canada Beef.

Consumer and digital marketing teams delivered outreach initiatives on sustainable production and

the health and nutritional aspects of beef to key audiences over numerous platforms.

Domestic Market Development

The Canadian Beef Information Gateway (Gateway) is Canada Beef's most ambitious initiative to date to ensure Canadian beef retains its place on the plates of consumers everywhere.

Introduced to producers at the most recent Canadian Beef Industry Conference, the Gateway's use of scannable QR or UPC codes to access information aligns with recent changes in how consumers browse, shop, and buy food. The Gateway's user-friendly scannable codes provide shoppers with instant access to helpful information that encourages consumers to try new beef cuts and explore new recipes and ingredients, which will maximize the food basket for grocers and increase carcass utilization for producers.

The first-phase, Canadian Beef branded version of the Gateway will launch with approximately 75 beef cuts organized into categories of Roasts, Steaks, Grounds and Other beef cuts. Each cut of beef has a digital profile that features essential information including recommended cooking methods, food safety and storage information, written recipes, 'hands-in-pans' recipe videos, nutritional information and shopping lists. The information, accessed easily via scannable code via a smart phone or tablet enables consumers to try new beef cuts and explore new recipes and preparation methods with confidence at home.

This initial Canadian Beef branded version of the Gateway will be for smaller retailers and those looking for quick-to-implement solutions. Later phases of the Gateway will feature co-branded partnerships

with major retailers creating customized versions. Canada Beef is actively engaged in talks with national grocery retailers and continues to evolve the Gateway in response to feedback from the sector.

To learn more about how the Gateway will serve the Canadian beef industry, please visit: <https://canadabeef.ca/stakeholder-gateway/>

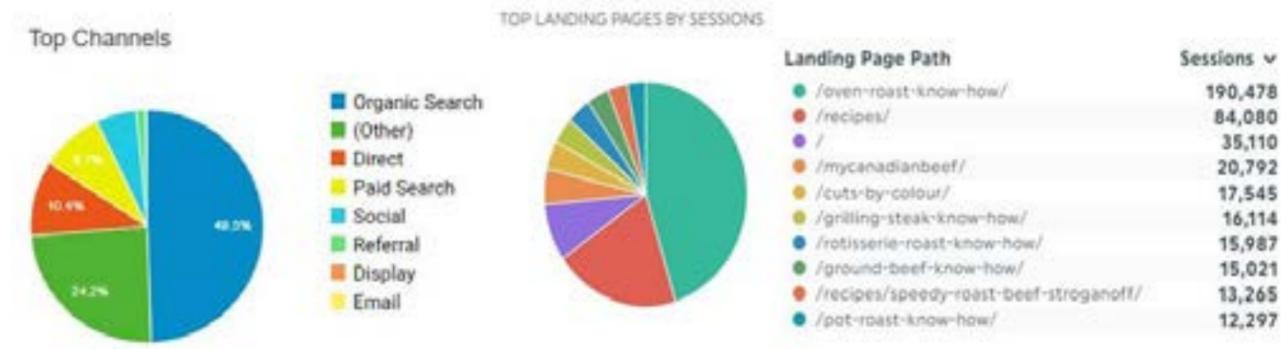


Scan the code using the camera on your smartphone to try the Gateway for yourself



Consumer marketing and public trust

Canada Beef's social and digital spaces engage and connect with consumers and producers to build brand loyalty. With 70,000 followers and approximately 19 million impressions from January to December 2021, Canada Beef continues to build meaningful relationships.



Canada Beef partners with the Canadian Cattlemen's Association and other beef industry groups to address public and consumer concerns about beef production, while also working to support Canadian beef brands.

When climate change dominated the news cycle, Canada Beef sponsored a panel discussion about the role of cattle in sustaining land and diverting food waste for food writers, culinary professional and public audiences. The entire conversation is on the Taste Canada YouTube channel.

The **Cows on the Planet** podcasts focus on the science of beef production, beef, and the impacts of cattle on the environment. Canada Beef provided matching funding with the Beef Cattle Research Council to support the Cows on the Planet podcast series.

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 award-winning One & Only Beef campaign is a recent example of how import levy funds are being used to benefit beef consumption. View the campaign materials and videos at www.thinkbeef.ca/real/

Health and nutrition

Canada Beef fortified its efforts to promote the health and nutritional aspects of beef to consumers with the addition of a registered dietitian to our staff. This expertise will help further develop Canada Beef's nutrition strategy in line with the current science, industry needs and nutrition trends via education, outreach and communication initiatives with health and food professionals, food and nutrition students, thought leaders and consumers.

Efforts in this area include six TV spots on Iron & Women's Health on stations in major urban centres across Ontario and Atlantic Canada from July to October. The combined reach of these televised spots was 2.3 million viewers, with a segment on Breakfast Television Toronto alone reaching 840,000 views - an important target audience for Canada Beef.

Canada Beef once again provided family friendly nutritional information as part of its Baby at the Table consumer campaign focused on the importance of iron for growing babies. This information is included in the latest edition of the Baby & Child Care Encyclopedia. Dietitians across Canada will also see the information through a promotion in the Dietitians of Canada newsletter, reaching over 9,000 registered dietitians.

Domestic Channel Market

Canada Beef's Domestic Channel Market team engages brand partners within the Canadian market in the development and promotion of Canadian Beef to leverage the value of the Canadian Beef brand, to in-

crease demand, client confidence and competitive position within the Canadian marketplace. This year, Canada Beef introduced a new updated domestic trade-marketing program called the Domestic Market Development Partner Program. The goal of the program is to increase Canadian beef branded, and generic promotion and marketing activity in the domestic marketplace. The program provides cost-shared funding support for eligible Canadian Beef representative company initiated projects and activities in two broad based categories essential for facilitating domestic market growth. It is a 50/50% cost-shared funding for eligible stakeholder initiated branded and co-branded projects in Canada.

Canada Beef's Domestic Marketing team launched an advertising campaign to promote the Canadian beef grading system to retailers. The campaign is designed to educate consumers and trade professionals about the quality and value offered within Canada's top three beef grades—Prime (Canada's highest grade), AAA, and AA. These three grades represent approximately 97% of commercially graded beef production in Canada. Understanding what beef grades represent will help consumers choose the product that is right for them and improve overall consumer satisfaction

Export Market Development Programs and Services

The Canada Beef Export Market Development (EMD) program provides cost-shared funding support for eligible Canadian Beef representative company initiated projects and activities in five broad based categories essential for facilitating Canadian beef export market growth. Now in its second year, applications for support have been growing. In 2021, 50 EMD program projects were approved that supported six incoming buyer delegations, one outgoing market development visit, 35 different promotion and marketing initiatives and eight projects that involved international trade show attendance. Of these 50

projects approved, 28 different companies received support targeting nine different export markets and four projects that covered multiple export markets. Canada Beef expects to receive an influx of new applications under this program as pandemic restrictions ease.

Canada Beef's International team responsible for export market development in major and emerging beef export markets continue to respond to new trends and opportunities while at the same time dealing with many pandemic-related restrictions.

Canadian Beef Centre of Excellence

The Canadian Beef Centre of Excellence (CBCE) has developed a sophisticated repertoire of video and photography capabilities to continue to deliver Canadian Beef Advantage messaging to industry and consumer audiences.

The CBCE has created nearly 300 video titles to date, many feature under utilized cuts. Approximately 85 videos are currently available on cdnbeefperforms.ca, Canada Beef's trade website. The videos serve as educational and promotional tools with trade/industry professionals and consumers as well as in multiple international markets.

The CBCE also worked with post secondary institutions across Canada to establish awards for culinary excellence, as part of new culinary training programming to support skills training for industry. The Channel Marketing team launched a retail meat cutting skills program in coordination with vocational institutions and the Canadian Professional Meat Cutters Association.

Both initiatives aim to address the chronic work shortage promote culinary excellence and drive interest in enrollment at Canadian vocational institutions that teach butchery and culinary arts.

Canada Beef and the CBCE are working to provide support and resources for foodservice to help the industry recover and rebound in 2021 and beyond.

Conclusion

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

For detailed information, please visit the [Canada Beef Annual Report 2020-2021](#) and subscribe to [Canada Beef Performs](#)



2021 REPORT

National Cattle Feeders' Association (NCFA)

Activities and accomplishments of the National Cattle Feeders' Association (NCFA) reached new heights in 2021 as we stepped out to execute on a new five-year Strategic Plan adopted by the Board of Directors last year. While there are numerous initiatives and objectives under the plan, all of them drive back to NCFA's core organizational goals—sustainable growth and prosperity, improved competitiveness, and industry leadership and collaboration.

I am especially pleased to report on four very significant achievements this year. First, NCFA succeeded in working with the Canadian Food Inspection Agency (CFIA) to develop a new "Trusted Trader" designation with USDA-APHIS. In 2020, NCFA was alerted that the US would restrict all convoy shipments of cattle travelling under a single Canadian Export Health Certificate (CHC) to a maximum of three trucks. This change would have dramatically complicated the logistics of shipping fed cattle south. Under the new "Trusted Trader" designation negotiated between Canada and the US, Canadian exporters of fed cattle can continue operating as usual with larger convoy shipments under a single certificate. Securing a positive regulatory outcome in Canada is one thing. Securing one south of the border is another thing altogether.

Second, NCFA was pleased to serve as an essential voice of Canada's beef industry in responding to new proposed feed regulations published this year in Canada Gazette. This comprehensive regulatory package is the result of a decade-long effort to modernize Canada's livestock feed regulations, and one with which NCFA has been involved since the beginning. The final proposals meet many of the goals important to cattle feeders and also reflect critical input that NCFA has made over the years. While implementation remains a challenge, CFIA has welcomed NCFA's offer to assist in the development of guidance documentation, brochures, and on-farm model systems needed by producers to meet the new requirements.

Third, NCFA successfully partnered with other national cattle and beef industry stakeholders to arrive at a Joint Industry Statement calling for the

development of ultra-high frequency (UHF) tags for Canadian cattle, and their eventual adoption as mandatory approved indicators for cattle traceability purposes. Broad acceptance of UHF technology across the beef value chain is no small accomplishment, and will keep Canada competitive with developments internationally, allow for faster tag reads of groups of cattle, and better position the industry to meet enhanced traceability regulations still in the works at CFIA.



James Bekkering
NCFA Board Chair

Finally, the World Organization for Animal Health (OIE) granted Canada "negligible risk status" for BSE in May 2021. NCFA was pleased to work with our national industry partners and the project team at CFIA to prepare the successful OIE application. This development will be a game-changer for Canada's beef industry as we look to expand global trade opportunities and pursue adjustments that will provide a critical boost to our international competitiveness.

The accomplishments above reflect only a small portion of NCFA's efforts over the past year—a year marked by numerous events testing Canada's fed cattle producers. NCFA has worked a very assertive government relations program aimed at communicating to decision-makers the challenges arising from a widespread drought unprecedented in both scope and scale, as well as fires, floods, rising feed costs, and acute labour shortages in our trucks, in the plants, and on our farms. All of this is occurring against the backdrop of an ongoing global pandemic coupled with new regulatory requirements on cattle transportation and electronic logging devices (ELDs). NCFA has staked out positions on this entire swath of issues and has worked diligently to protect and promote the interests of Canada's cattle feeding sector.

Across 2021, NCFA made over two dozen separate submissions to the federal government. On the trade front, submissions were made to Global Af-

NCFA Report continued

fairs Canada on potential new free trade agreements with Indonesia, the United Kingdom, and India. On the regulatory front, submissions were made to the CFIA on a set of pre-proposals for enhanced traceability, cattle imports and exports, and improving regulatory competitiveness. Additional submissions were made to Environment and Climate Change Canada (ECCC) on current carbon pricing policies and development of a new federal GHG offset system. Communications were also sent to Immigration, Refugees, and Citizenship Canada (IRCC) on the need for continued access to foreign labour and to Employment and Social Development Canada (ESDC) on proposed changes to the Temporary Foreign Workers' Program.

A particularly critical submission was made in advance of the Federal-Provincial-Territorial (FPT) Agriculture Ministers meeting on the next Canadian Agricultural Partnership (CAP) Agreement. In that submission, NCFA urged the ministers to add "improving competitiveness" as a pillar of the next CAP Agreement and pursue meaningful reform to the current suite of agriculture Business Risk Management (BRM) programs by ensuring timely payments, removing the current \$3 million cap on Agri-Stability, and increasing the payout rate to 85%.

The September 2021 federal election afforded a unique opportunity to advance the interests of Canada's cattle feeders. As part of our election outreach, NCFA submitted to each federal political party a list of agriculture priorities to include in their election platforms, and unfolded a social media campaign designed to draw attention to our issues and concerns.

NCFA has always believed that industry collaboration and cooperation—multiple voices

speaking with a consistent, coherent, and complimentary message strengthens the beef industry by increasing leverage with government and encouraging action on our concerns. Throughout 2021, NCFA worked with a wide range of industry and government partners on numerous working groups:

- Working Group on Animal Health Canada
- Working Group on Animal Transportation
- Working Group on SRM Requirements in Canadian Beef Plants
- Working Group on UHF Tag Technology
- Working Group on Climate Change (Agriculture Carbon Alliance)

The National Cattle Feeders' Association (NCFA) was created in 2007 to serve as the voice of Canada's fed cattle producers on issues of national importance that impact our sector. Across 2021, I believe we have accomplished that mandate in spades.

As NCFA Chair, I extend my sincere appreciation to all our industry partners and each and every one of our dedicated directors for your collective efforts during the past year. A special word of thanks goes out to our talented provincial staff representatives, and our committed team of consultants on the ground in Ottawa.

A special word of thanks goes out to Mr. Peter Brackenridge who has decided to finally "retire" after capably guiding NCFA on our many regulatory files over the years. On behalf of the entire NCFA team, we wish you all the very best Peter. At the same time, we extend a hearty welcome to Mr. Cameron Prince as he steps into this important advisory role. As a former VP of Operations with the CFIA, Cam is well-positioned to lend his expertise to NCFA on behalf of Canada's cattle feeders.



Your Beef Check-Off: Working for You

By Chad Ross, Canadian Beef Check-Off Agency Chair

COVID-19 has changed so much of the world we live in, that it is hard to remember what life was like before Zoom calls and social distancing. But the last year has really shown how resilient and collaborative our industry can really be. We have had to adjust how we do business in a lot of ways for our national and provincial organizations, while at home on our beef ranch, we've had to find ways to keep our families, friends and employees safe and still continue to provide top quality beef to Canadians and the world. Our check-off dollars went to work hard last year, supporting flexible marketing strategies to meet consumers where they were shopping and delivering most, and investing research dollars into projects that helped producers stretch their feed supplies and increase efficiencies while holding on to cattle in a backlogged market situation. Investments into maintaining and growing public support for beef and beef producers was paramount this year, and our industry continues to focus on the science that shows how beneficial cattle and beef really are to our environments and bodies.

Last year, \$17.2 million in check-off was collected in Canada, to help drive value for Canadian beef and veal producers. Add that to the \$1.2 million in import levy collected, and nearly \$19 million was invested into making our industry more efficient and profitable.

The National Check-off is earmarked through federal regulatory framework overseen by the Farm Products Council of Canada (FPCC) for investment in research, market development and promotion in the beef industry in Canada. National check-off investments into lobbying and policy related programs aren't eligible through the regulatory framework, and the FPCC continues to review our business plans annually for eligibility of all investments.

We have worked to educate producers, stakeholders and those along the value chain about the collec-

tion and remittance of check-off, which has in turn, reduced slippage. Our goal of being a lean organization continues. It is important to us to remain engaged and encourage engagement, an area that remains a priority for us, like it does from coast to coast. We are always looking for ways to change our strategies and remain flexible, making sure to get our message to where producers are.

As markets fluctuate and the way we raise and produce cattle changes, so must our strategy for investing check-off dollars. Different points in the cattle cycle highlight the need for different investment priorities for our industry, so we have to be ready to watch for those market signals and remain flexible.

Through the National Beef Strategy, our industry can continue to focus on the priorities that will move us forward together, which includes a funding strategy to meet the goals that will affect the profitability and future of Canadian beef producers. The Strategy recommends both funding allocations for each provincial cattle association, as well as the measurable goals that will continue to pull our industry into the future. And it is the job of our national beef organizations, including our provincial partners and our three national service providers, to help deliver on those measurable goals.

Speaking of our service providers, I have to give each of them a round of applause. This year has not been easy, and they have all stepped up to the plate to continue working for our industry without missing a beat.



At Canada Beef, Michael Young has brought such an impressive leadership style for the marketing arm of our industry. Canada Beef continues to thrive with Michael at the helm, and it is so encouraging to see the marketing strategies being put to work on behalf of our beef and veal producers. It is certainly something to be proud of.

At the Beef Cattle Research Council (BCRC), Andrea Brocklebank has been a rock for our industry. Through crises and prosperity, Andrea has continued to lead the BCRC and the industry's research strategies to do what they do best, which is to help beef producers do what they do best. Under Andrea's leadership, research capacity has been retained and grown, which is an incredible accomplishment for our industry.

Leading the Public and Stakeholder Engagement (PSE) team, Amie Peck has continued to drive new and exciting programs and strategies to share the stories of our industry and our beef and producers with the world. The Guardians of the Grasslands film has been an absolute joy to watch spread across the country, and it makes me feel so good about the hands that we're leaving our industry in.

Our service providers work incredibly hard on our behalf, so be sure to take a moment and thank them for everything they do to drive our industry forward. We are so lucky to attract and retain top talent in the beef industry, and I want them to know how much the beef producers in Canada appreciate the work that they do.

I'd also like to take this opportunity to thank our provincial and national partners for being so engaged with the Agency. It is always a pleasure to work with the board and staff from these organizations, and we continue to foster positive working relationships as we grow. It can be hard to remain flexible and engaged in a world where business has to move forward virtually, but I appreciate the commitment from our friends across the country to work hard for our producers in Canada.

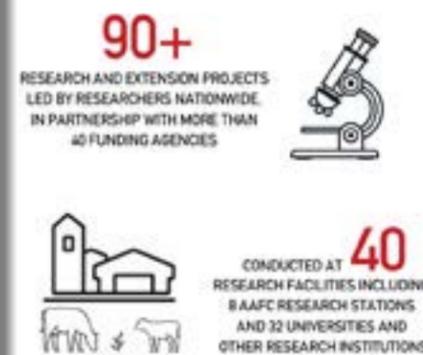
Lastly, I want to thank every one of you who is a part of Canada's beef and veal industry. I know it hasn't been easy and things like profitability, consolidation, public perception and the all mighty dollar often work against us, but when we put our heads down and go to work each day, we know that our industry continues to do what's right for us today, and what's right for our children tomorrow.

Chad Ross
Chair, Canadian Beef Check-Off Agency

Beef Producer National Check-Off Investments in Research

The Beef Cattle Research Council (BCRC) is Canada's industry-led funding agency for beef, cattle and forage research. The BCRC is led by a 14-member Council, comprised of 13 producers and one member at large, and is funded in part through a portion of the Canadian Beef Cattle Check-Off.

In 2020/21, the BCRC received on average \$0.67 of every \$2.50 of the Canadian Beef Cattle Check-Off collected by the provinces. This funding was leveraged with the Agriculture and Agri-Food Canada (AAFC) Canadian Agricultural Partnership (CAP) Beef Cluster funding, where industry contributed 26% or \$1.16 million and government contributed 74% or \$3.27 million. In addition, the BCRC leveraged other Canadian Beef Cattle Check-Off dollars with an additional \$3.4 million in research funding from government and industry partners through initiatives outside of the Beef Science Cluster.



BCRC FUNDING BY PROGRAM AREA

Total 5-Year Funding to All Projects: \$38.2 Million



Renewed Five-Year Canadian Beef Research & Technology Transfer Strategy

The BCRC and its industry partners released a renewed Five-Year Canadian Beef Research and Technology Transfer Strategy in July 2021 to help target funding toward achieving high-priority beef research and extension objectives. The strategy supports increasing productivity while building upon the sector's leadership in environmental, social and economic sustainability. It builds upon the success of previous iterations and complements the National Beef Strategy's ambitious 10-year goals.

It is intended to guide investments of the BCRC and other Canadian beef research funding agencies for the most



For the 7-Page Strategy Overview or the full 66-page Strategy visit BeefResearch.ca.

efficient use of limited funding. It also encourages greater collaboration across funding agencies through a portfolio approach to research investments, ensuring key research, capacity and extension priorities are addressed in a coordinated manner. The Strategy was developed for and by a broad range of producers, researchers, extension specialists, government, funding agencies and other industry stakeholders.

Beef Science Cluster III in Year Four of Five

Projects funded under the current Beef Science Cluster III under the Canadian Agricultural Partnership (CAP) run from April 1, 2018, to March 31, 2023. The third Cluster is a \$21.7 million program, with AAFC contributing \$14.1 million and BCRC and industry partners contributing a total of \$7.6 million over the five years. The BCRC manages 27 Cluster projects, including Science Coordination.

Most of the multi-year research projects are underway, with a few wrapping up in 2022. Some preliminary findings include:

- increased productivity in mid-rotation native forested rangeland sites through an integrated forage, cattle and timber management approach,
- new alfalfa varieties that are better able to tolerate drought and flood conditions and
- rotating classes of antibiotics used in feedlots may help maintain effectiveness rather than relying solely on macrolides.

A summary of all Cluster III research projects is available in the [2020/21 BCRC Results Report](#)

BCRC Priority Research Projects Underway

In addition to the projects within the third Science Cluster, BCRC funds research projects aimed at achieving specific goals of high priority to the beef industry.

Project Spotlight:

Previous research has found supplementing feed with moderate amounts of oil reduces ruminant methane production. The BCRC funded a research project to enhance the total lipid content in alfalfa and sanfoin for improved energy density and reduced methane emissions. Dr. Surya Acharya's team at AAFC Lethbridge is building upon previous successes, selecting for high-lipid-concentrated alfalfa that will bring a non-GMO cultivar closer to commercialization.



Priority research projects funded by the BCRC include:

- improving feed efficiency in the cow herd through individual cow variability in fibre digest-ibility, feed efficiency and methane emissions,
- working to reduce supplementation costs through strategic forage selection,
- in-plant validation of harvest processing equipment sanitization best practices and
- understanding the modes of action of yeast as a direct-fed microbial for feedlot cattle.

Summaries of all projects are available on [BeefResearch.ca](#).

Proof of Concept Informs Research Investment

The BCRC funds short-term proof-of-concept projects to examine and validate the feasibility of pursuing larger, more defined research investments in particular areas. The proof-of-concept (POC) projects are funded jointly by Canadian Beef Cattle Check-Off dollars leveraged with provincial and federal government and/or industry partner funding, with some being funded solely by private industry. Examples of POC projects funded by the BCRC include:

- studying chemical-free sanitizers to prevent E. coli contamination and reduce food waste and
- the evaluation of feedlot water bowls for pen-level surveillance of antimicrobial-resistant bovine respiratory pathogens.

Summaries of all projects are available on [BeefResearch.ca](#).

Building Research Capacity Through Industry Funded Chairs

The new **Integrated Forage Management and Utilization Chair** position was approved in 2021 to expand the agronomic research capacity at the University of Saskatchewan College of Agriculture and Bioresources. The Chair will bring together expertise at the U of S departments of Plant Sciences and Animal and Poultry Science, filling gaps in forage research and disseminating findings to the industry.



Veterinary researcher Dr. Cheryl Waldner was named the new **NSERC/BCRC Industrial Research Chair in One Health and Production-Limiting Diseases** in 2021. Funded by the BCRC, the federal government and the University of Saskatchewan, Dr. Waldner will undertake a major five-year research program to address priorities of Canada's beef producers across the beef value chain—from improved herd health and expanded surveillance of antibiotic use and resistance to increased uptake of best practices for herd management. Research capacity expanded further as new researcher, Dr. Emily Snyder, was hired to backfill Dr. Waldner's previous research position.

Producer Resources and Industry Engagement

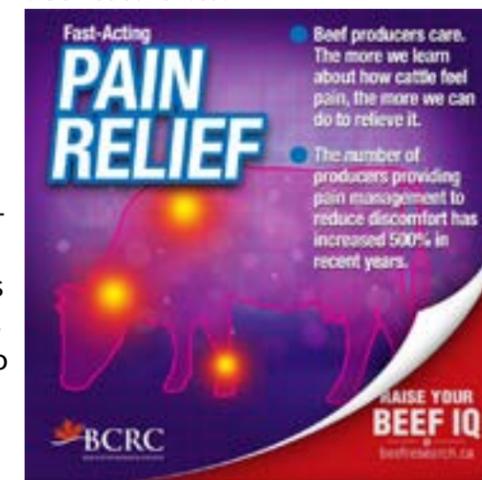
BCRC continues to develop and distribute numerous producer and stakeholder resources including fact sheets, interactive decision-making tools, videos, articles for industry magazines, webinars, blog posts, infographics and radio clips.

As drought conditions set in, for example, BCRC staff promoted existing drought-related extension resources and developed new ones.

This included blog posts, webpages and a webinar on drought management, alternative feeds and feeding strategies and water management. Resources related to early weaning of calves and winter feed management have also been developed, and work is underway to support drought recovery strategies.

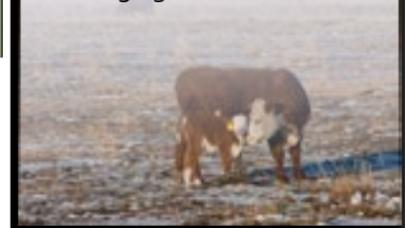


The 2021/2022 BCRC Webinar Series covers backgrounding, record keeping and grazing plans, all focused on practical, science-based information for Canadian beef producers. Some of the live webinars also qualify for continuing education credits for registered veterinary technologists. Register and watch recordings at [Beefresearch.ca](#).



Project Spotlight:

A BCRC-funded study benchmarking calving management practices on Western Canada cow-calf operations highlighted a few tweaks to common practices that could significantly improve the survival of calves from difficult births. The research, led by Drs. Jennifer Pearson and Claire Windeyer of the University of Calgary's Faculty of Veterinary Medicine, shows proper resuscitation that does not include hanging a calf upside down, non-dairy colostrum replacers and complete calving records can have a big impact on a calf's survival to weaning age.



For More Information

To learn more about BCRC initiatives and to access our many resources and decision-making tools for beef producers, visit our website: [www.BeefResearch.ca](#).

Respectfully submitted,

Matt Bowman, Chair
Beef Cattle Research Council



The Economic Multiplier Effect of Canada's beef cattle industry

A sustainable driver of the national economy

Canada's economic and environmental sustainability is dependent on the health of its beef cattle sector — from cow-calf producers and feedlots to processors. The beef industry's significant contribution to the economy is not always apparent by looking at farm cash receipts alone. A study of the indirect and induced impacts of the beef sector reflects a bigger picture of how the industry drives Canada's economy.

60,000 beef ranches & feedlots generate **347,352 jobs** across Canada

with every job in the sector yielding **another 3.9 jobs** elsewhere in the economy.

The red meat processing sector is the largest segment of the Canadian food manufacturing sector, with \$16.3 billion in annual revenue, providing direct employment for 58,000+ people.

The Canadian beef sector represents 15% of total farm cash receipts, making it the second largest farm income source, averaging \$9.1 billion annually. For income received by workers and farm owners, every **\$1 = \$6.22** created elsewhere.

The beef cattle industry contributes **\$21.8 billion** to Canada's GDP at market prices (2018-20)

The "Economic Impacts of Livestock Production in Canada – A Regional Multiplier Analysis" was completed in April 2021 by Dr. Suren Kulshreshtha at the University of Saskatchewan and Cecil Nagy, with assistance from Jillian Brown and Allan Florizone. The publication was made possible with funding from the Beef Cattle Research Council and the Canadian Beef Cattle Check-Off. A summary is available at: <https://www.beefresearch.ca>.



CCA Report 2021

Over the past year, our sector demonstrated its unwavering perseverance as we worked to navigate and overcome more adversity with the devastating impacts of droughts, wildfires, and floods, as well as managing the uncertainty created by the pandemic.

We still don't have a complete picture of the impacts of the drought, as further obstacles and stress are expected for beef producers and ranchers in the west and parts of Ontario moving into 2022. In addition, we are monitoring the impact of the devastating flooding in British Columbia on cattle producers and supply chains.

We are thankful for the quick rollout of Agri-Recovery programs from both the federal and provincial governments, which provide support for winter feeding costs, improving access to water, and impacts from wildfires. As further drought-related issues are identified, CCA will continue to work alongside our provincial partners to communicate these impacts and advocate for potential solutions to the federal and provincial levels of government.

Despite the hardships facing our industry this year, there were also pivotal moments of success and momentum for cattle producers worth noting:

Canada attains BSE negligible risk status

After 18 years, May 2020 marked the end of the Bovine Spongiform encephalopathy (BSE) era in Canada with the World Organisation for Animal Health recognizing Canada as negligible risk for BSE. CCA worked closely with the Government

of Canada to see the application for negligible risk come to fruition. This change in risk status will help facilitate expanded access to foreign markets for various beef products currently limited by BSE era restrictions. CCA is now focusing on the removal of the remaining BSE era market access restrictions, as well as the alignment of packing house requirements with international recommendations.

Trade

Our trade priorities focus on growing and expanding access for Canadian beef in key markets such as China, the European Union (EU) and the United Kingdom (U.K.) as well as pushing for trade limiting restrictions to be removed on Canadian beef with the goal of leveling the playing field for Canadian beef farmers and ranchers.

CCA is also working hard to optimize trade with the EU. Canadian beef producers have not reaped the same success as their EU counterparts due to many technical barriers, ranging from specific production protocols to meeting documentation requirements, impeding Canadian exports into the EU.

In addition, CCA is following developments on trade negotiations of particular interest to Canada's beef industry, such as Canada-U.K., the Comprehensive Economic Partnership Agreement (CEPA) with Indonesia, and the Canada-Association of Southeast Asian Nations (ASEAN) Free Trade Agreement. We expect the Asian region to hold the largest growth potential in beef demand over the next 25 years and securing more access into these markets is a priority for us.



COP26

CCA's Fawn Jackson participated in a session at the United Nations Climate Change Conference UK 2021 (COP26) with other industry leaders from around the world on farmers' climate ambitions and highlighted how sustainable beef production in Canada is an important part of the solution. The goal from our involvement in these international discussions is to help influence a small shift towards a more positive narrative surrounding the livestock industry in the global arena.



UNFSS

CCA represented the unified interests of the Canadian beef industry at the United Nations Food Systems Summit (UNFSS) in September. We proudly shared our story and highlighted our role in environmental stewardship, food security, and innovation. Advocacy at this global level positions Canadian beef producers favourably in conversations about food and food production, with the goal of enhancing consumer support and public trust.

CCA's leadership paid off and ensured our sustainability efforts were recognized on a global scale! Canadian livestock producers were recognized on the world stage for their sustainability efforts by the Government of Canada at the UNFSS.

Canadian Agricultural Hall of Fame Induction

Former CCA President, Stan Eby, was inducted into the Canadian Agricultural Hall of Fame (CAHF) in

November. As CCA President from 2004 – 2006, Stan's leadership and guidance during the early years of BSE contributed to the re-establishment of export markets, effective disaster relief for beef producers and ranchers, and changes to the international response to BSE. During another year of adversity for beef farmers and ranchers, Stan's induction into the CAHF is a bright light. Stan is known for his calm and consistent leadership, which was a strong asset during his term as CCA President and as the Ontario Cattlemen's Association President during the Walkerton water crisis. Thank you and congratulations, Stan!



25th Anniversary of The Environmental Stewardship Award (TESA)

Through TESA, our industry celebrates the efforts undertaken by cattle producers to protect and preserve the environment—TESA celebrated its 25th anniversary this year. We aim to showcase real stories of Canadian cattle producers, so Canadians can get a glimpse into the care and commitment that is taken to raise cattle, while protecting and preserving the environment.

Congratulations to this year's recipient - the Manning Family Farm – from Falmouth, Nova Scotia, who are leaders in their community and the beef sector at large with their outreach efforts to the general public and their open-door policy to educate consumers wanting to know more about how beef cattle are raised in harmony with the environment.

Fisheries Act

Since the new Fisheries Act came into force over two years ago, the federal government has consulted with stakeholder on the regulations that CCA provided comments and recommendations on.

There is a second wave of consultations announced

to address revisions to the interim Codes of Practice, and CCA will engage in 2022.

Next Agriculture Policy Framework

CCA is working hard to bring strong recommendations forward for consideration for the Next Agriculture Policy Framework (NPF). As negotiations proceed, it is our hope that a forward-looking framework is developed with an increased funding envelope and policies designed to foster a competitive business environment as well as tackle the impacts of climate change. In early November, CCA was invited to participate in the Federal-Provincial-Territorial Agriculture Ministers' meeting outlining the priorities of the NPF that's set to replace the Canadian Agricultural Partnership (CAP) ending in March 2023. Over the course of the meeting, a large emphasis was placed on the environment and climate change and CCA contributed to discussions about the role of beef producers in tackling climate change and environmental protection, as well as addressing the important role our sector plays in securing environmental benefits such as carbon sequestration and biodiversity protection.

Humane Transport Regulations

CCA has requested a one-year extension on the feed, water, and rest transition period from February 2022 to February 2023 to allow for science-based research to be completed and reviewed to ensure the best outcomes in humane transportation are achieved.

Research funded by Agriculture and Agri-Food Canada and the Beef Cattle Research Council is underway to build upon earlier research to better understand the effects of unloading and reloading cattle, rest stop duration and the associated animal welfare outcomes. Published results from the two trials under the project show that rest stops do not provide significant health or welfare benefits to transported calves. The final trial of the project is investigating longer transport intervals and the effect of rest stops. This research is expected to be completed in Spring 2022.

Business Risk Management

CCA and Provincial Cattle Associations collaborated to improve business risk management programs this year. The removal of the reference margin limit (RML) under AgriStability was a welcomed change that will provide greater equity to cow-calf producers under the program. Enhancements were also made to Live-stock Price Insurance (LPI) program, including the extension of calf settlement windows into January and February, extended calf program availability into June and extended hours to buy a policy and claim a settlement. CCA and provinces also lobbied for quick rollout of targeted AgriRecovery programs from both the federal and provincial governments, which provided drought and wildfire support.

Youth Leadership Programs

The CCA's Cattlemen's Young Leaders (CYL) Mentorship Program welcomed its new group of participants for the upcoming program year this fall.

The CCA's Young Cattlemen's Council also welcomed new executive members at their Annual General Meeting held in Calgary this past summer. Carley Henniger (BC) was elected President and Martin Clausen (AB) will serve as Vice President. The Council would like to thank Holly Sparrow (SK) for her hard work and dedication as YCC President for 2020-2021.

We look forward to working with our industry stakeholders and Parliamentarians, to move our priorities forward, creating a win-win-win, for beef producers, Canada's economy, and our environment. There are likely more tough days ahead, but with hard work and perseverance, we can make positive things happen for our industry in 2022.

Sincerely,

Bob Lowe
President, Canadian Cattlemen's Association



PUBLIC AND STAKEHOLDER ENGAGEMENT PROGRAM REPORT

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

Issues management remains a core focus for the Public and Stakeholder Engagement (PSE) program. Letters to the editor, corrections, and communications directly to journalists were all written on a variety of topics but primarily focused on the environmental footprint of the Canadian beef industry. Letters were published in both national and regional papers from the National Post to the Globe and Mail and more. An opinion article on the consequences of reducing beef consumption, and the Canadian beef cattle herd, was written by the PSE team and authored by Anne Wasko of the Canadian Roundtable for Sustainable Beef (CRSB) in response to the Epicurious announcement in April. The article ran in over nine different print and online publications, resulting in an estimated reach of five million Canadians.



Media training has been a core focus of the PSE program this year. Coaching was provided by Crystal MacKay of Loft 32, a communications firm that specializes in agriculture. Multiple sessions were held which included staff, key national spokespersons, and members of the Canadian Cattlemen's Association's board. Together with the Young Cattlemen's Council and provincial partners, over 20 young producers (including two from Saskatchewan) also attended the training, ensuring that the next generation is ready to take media opportunities where possible. The Canadian Beef Expert Network officially

launched this year with over 50 initial participants. These are subject matter experts that include cattle producers, veterinarians, researchers, dietitians, and other health professionals. Establishing this network will allow PSE to connect quickly with experts when needed for media interviews and issues management response. Ongoing education and training opportunities will be foundational to the success of this group, with the first featuring Dr. Tim McAllister on the realities of cellular protein as a commercial product in Canada. Building and updating industry resources and tools to bolster beef advocacy was also a major deliverable. Content Corral, the online platform for beef advocacy content designed for social media, continues to grow both in shares and end users. From January to December 2021, there were 200 pieces of content shared online, resulting in 7500 interactions (likes, retweets, shares, and comments), and garnering an earned media value of \$14,500. Industry factsheets were updated earlier this year to include more visual elements and new factsheets were added on Regenerative Agriculture, Cattle and Food Waste and more.



The Beef Advocacy Canada program underwent a major update and is now available to all interested producers. Learn the best ways to discuss production practices and environmental benefits with a public audience through visual and engaging education modules. The time commitment for the entire program is two to three hours on average. This program is also perfect for senior 4-H projects, Animal Science clubs and other industry partners and tailored advocacy presentations are available for interested groups.

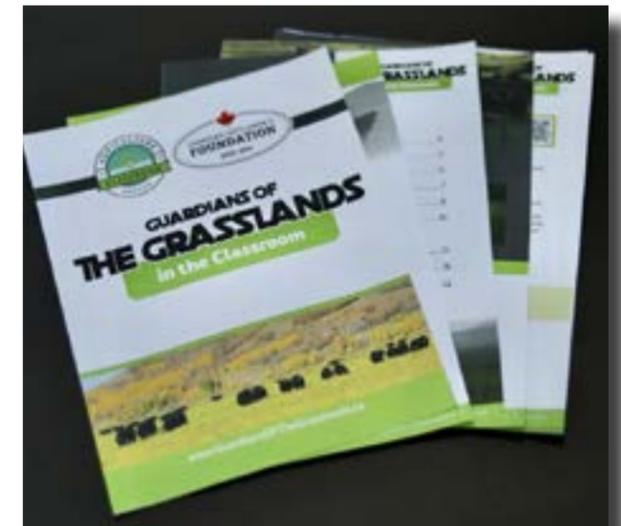
The role of cattle in diverting food waste is a well-known industry benefit and so online consumer research was conducted this summer to find out how Canadians feel about this connection. Overall, there was strong support from the participants, representative of the Canadian population, for cattle to play this role and it was shown to improve perceptions of beef farming and ranching. When asked to rank two different benefits of raising Canadian beef, the preservation of native grasslands or the reduction in food waste, most participants (76%) chose food waste. This demonstrates the potential to increase positive sentiment around both beef production practices but also the environmental footprint of raising beef cattle.

To celebrate Canada's Agriculture Day in February, PSE teamed up with Great Western Brewing Company and Original 16 Beer to offer an exclusive event for Canada's Ag Day titled 'Ballads, Brews and Moos.' Hosted by Brad Wall, the event featured a screening of Guardians of the Grasslands and ended up with a performance by Colter Wall, attracting over 5000 live attendees. PSE also partnered with CRSB, beef farmer Sandra Vos and dietitian Carol Harrison on TV segments to promote sustainability in cattle production. Overall, the morning show segments aired in import-



ant target markets such as Kingston, Waterloo and Hamilton, Ontario and had a reach of 800,000.

Alongside Canada Beef, the PSE program participated in a double page insertion to the National Post in May. The content focused on the major themes of the United Nations Food Systems Summit, promoting beef as a nutritional staple for Canadians and how cattle play a vital role in nature-based climate solutions. The two printings had a distribution of over 1.2 million Canadians and includes a digital advertising component.



Guardians of the Grasslands was publicly launched in May in an online event that featured panelists from Ducks Unlimited Canada, the Nature Conservancy of Canada the United Nations and rancher Ben Campbell. Coverage of the launch event saw a print reach of over one million and a social media reach of over four million. As of December, the documentary has been viewed over 175,000 times across Facebook and YouTube. As well, Guardians of the Grasslands in the Classroom, a suite of classroom activities and a teacher guide for the film, was released by Agriculture in the Classroom Canada, thanks to a partnership with the Canadian Cattlemen's Foundation

For the 2021 - 2022 fiscal year, PSE will be operating with a \$900,000 budget, of which \$225,000 is allocated to Canadian Beef and the remaining \$675,000 being administered through CCA, as overseen by the PSE Manager.

