

www.cattle.ca

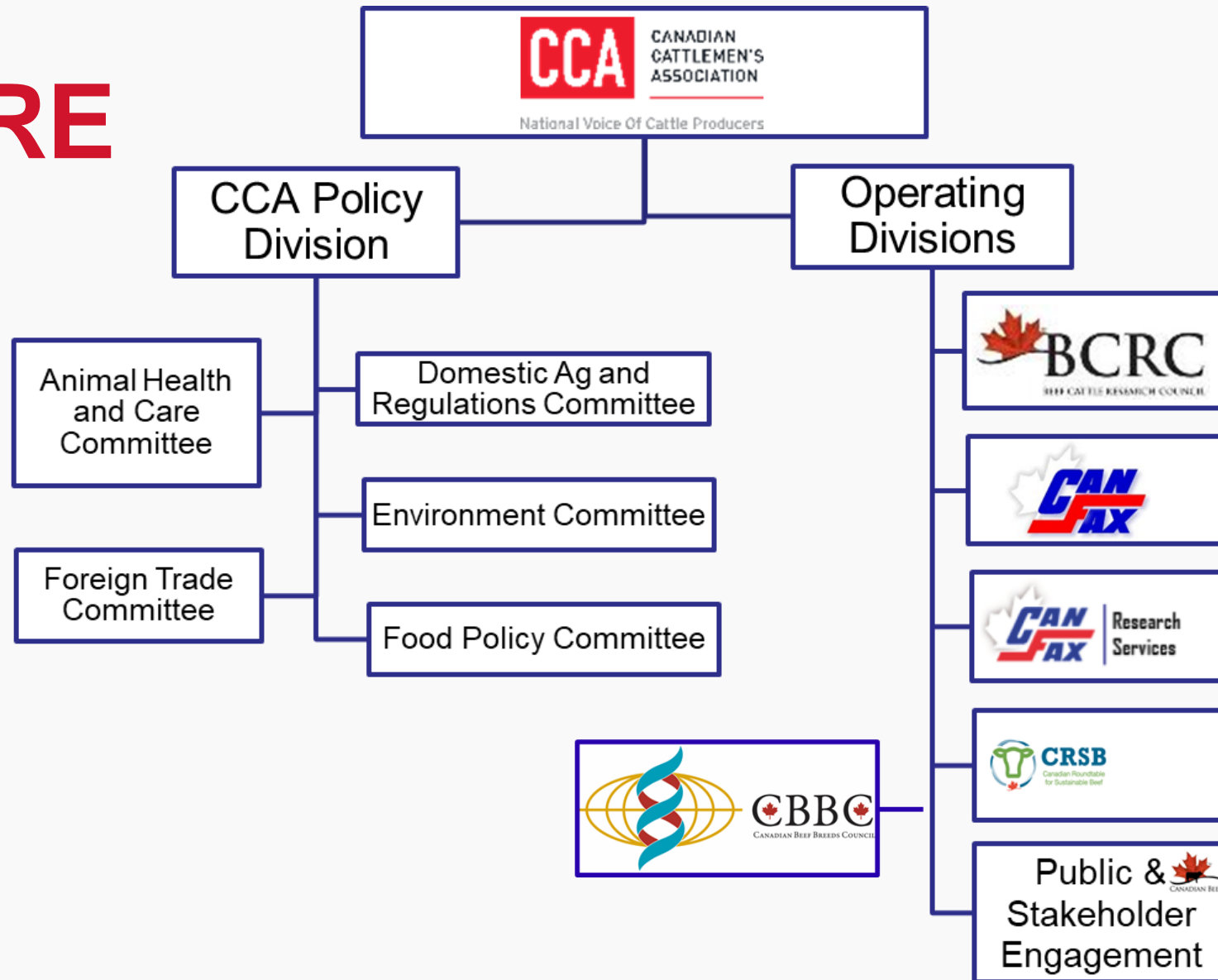


National Voice Of Cattle Producers

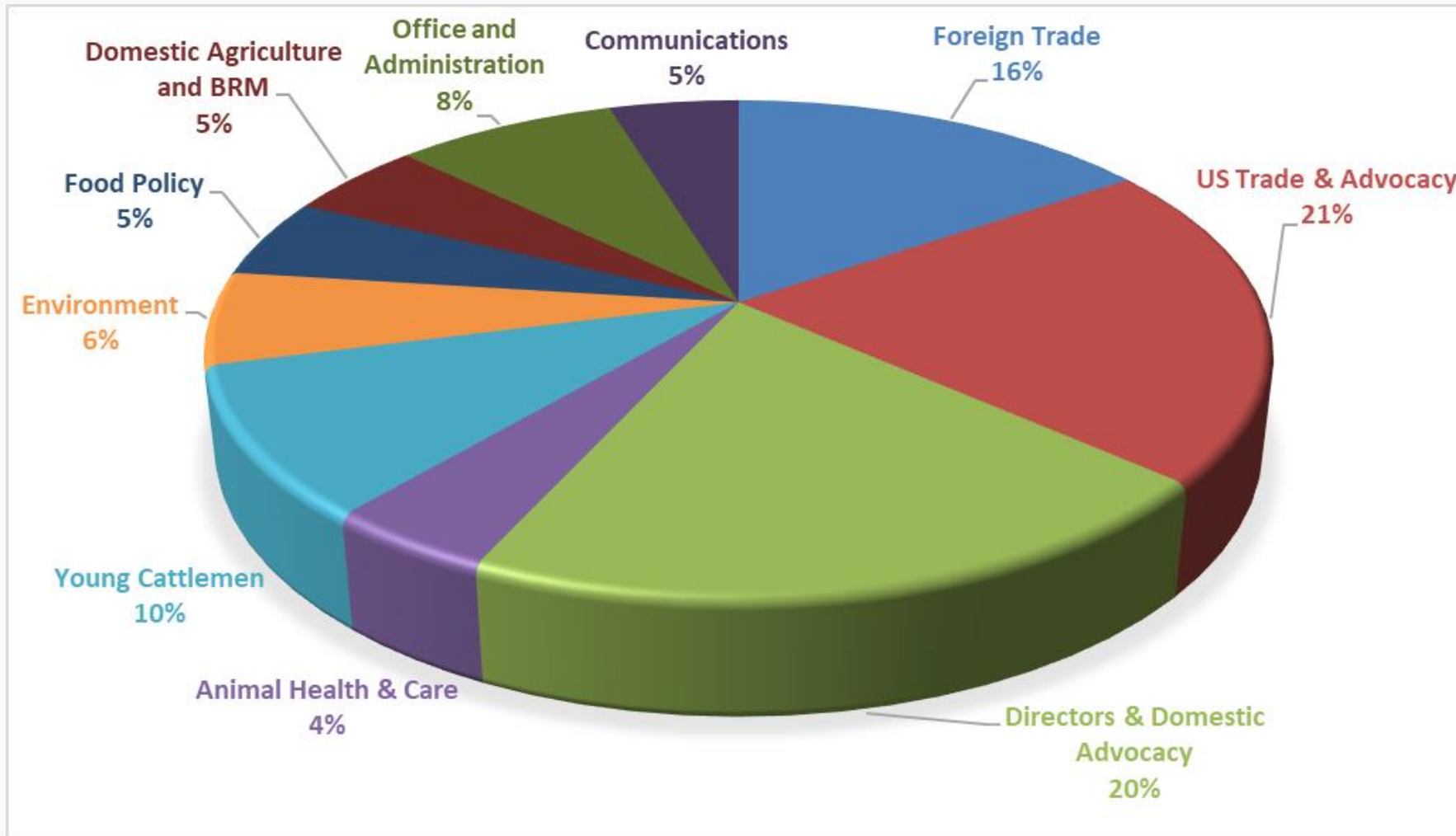
CANADIAN CATTLEMEN'S ASSOCIATION 2022



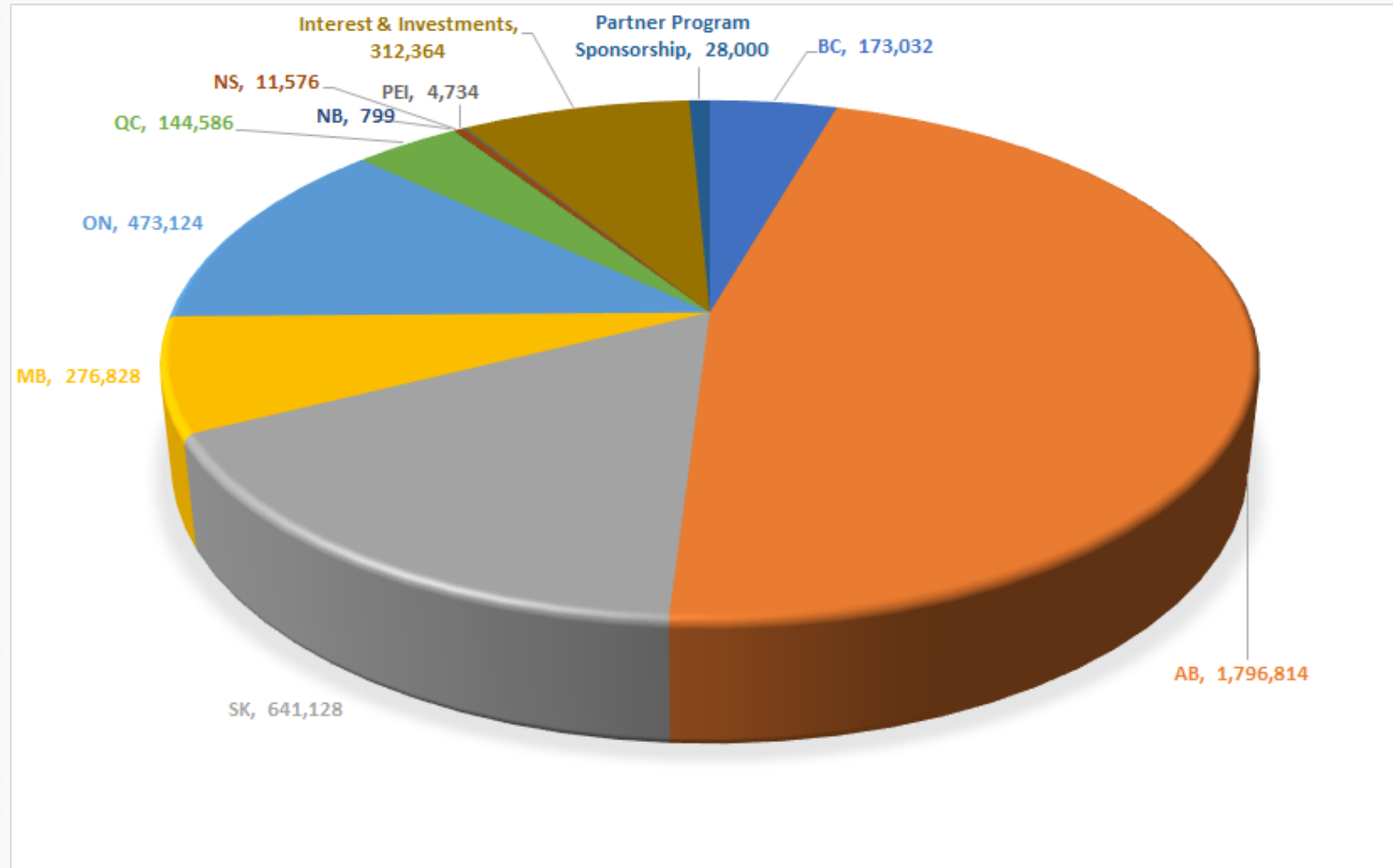
CCA STRUCTURE



2020/21 - CCA BUDGETED EXPENSE ALLOCATION



2020/21 - CCA POLICY DIVISION REVENUE ALLOCATION



Provincial Assessments:	2020/21	%
BC	173,032	4.5%
AB	1,796,814	46.5%
SK	641,128	16.6%
MB	276,828	7.2%
ON	473,124	12.2%
QC	144,586	3.7%
NB	799	0.0%
NS	11,576	0.3%
PEI	4,734	0.1%
Interest & Investments	312,364	8.1%
Partner Program Sponsorship	28,000	0.7%
Sub-Total CCA Income	3,862,985	100%

PRAIRIE SITUATION

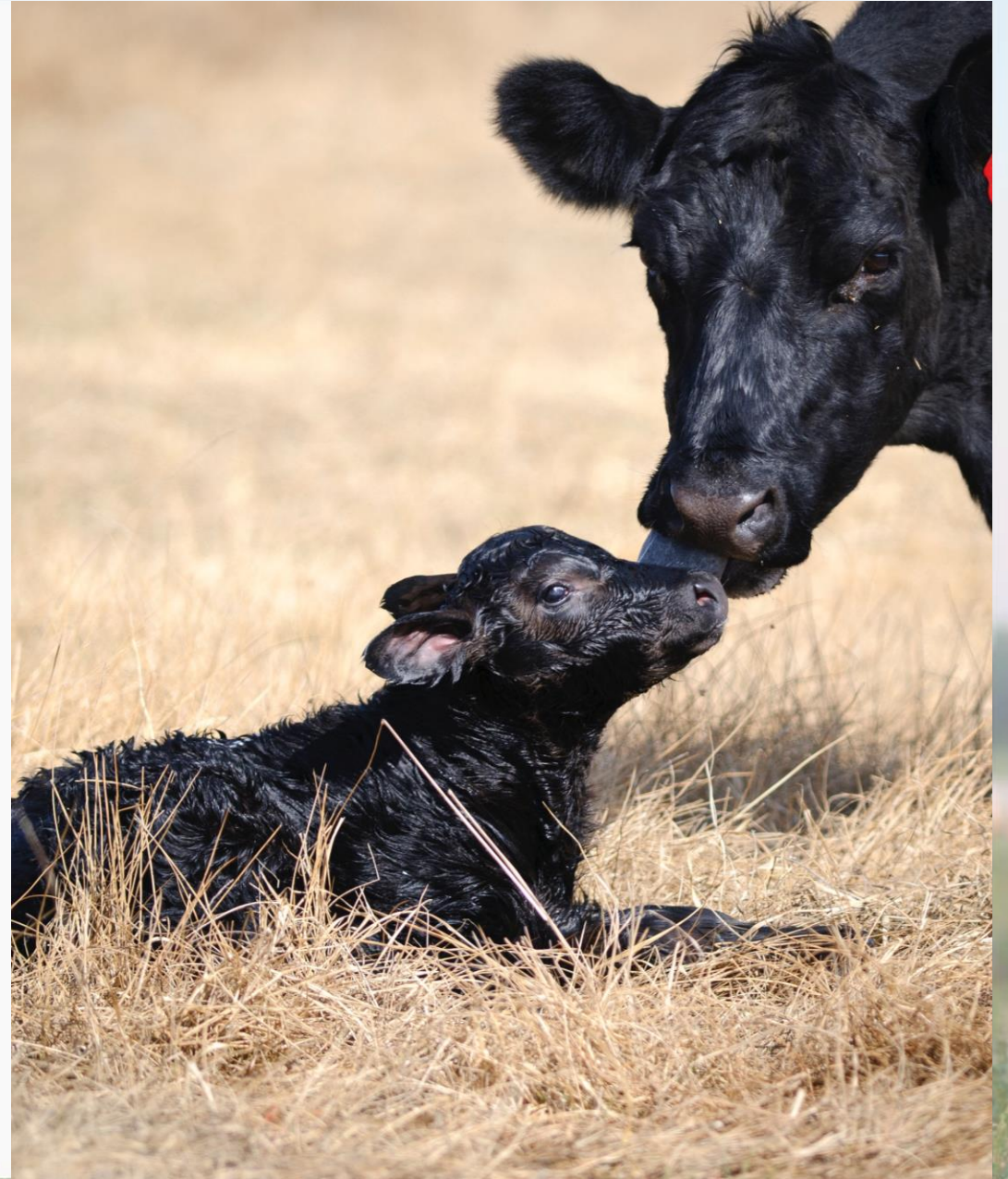
- Severe drought continues in SE Alberta and SW Saskatchewan
 - Challenges compounded as drought moving into third year in some areas
- Extreme flooding in Manitoba follows a record drought
 - Challenges heightened with the amount of moisture accumulated over a short period and during calving
- CCA working closely with provincial members and partners

KEY POLICY HIGHLIGHTS

- Canadian beef trade numbers are up 39% in value in 2021
- BSE Negligible Risk Status
- Removal of Reference Margin Limit
- Animal Transportation - Up to 4 hours additional time if all animal welfare outcomes are being met.
- Support for industry due to COVID-19 pandemic
- Fast supports announced for drought and wildfire relief from Federal Government
- Canadian livestock recognized as global leaders in sustainable agriculture at UNFSS

2022 PRIORITIES

1. Foreign trade
2. Environment and climate change
3. Animal Health and Care
4. Domestic Agriculture Policy and Regulations
5. Food Policy



CCA

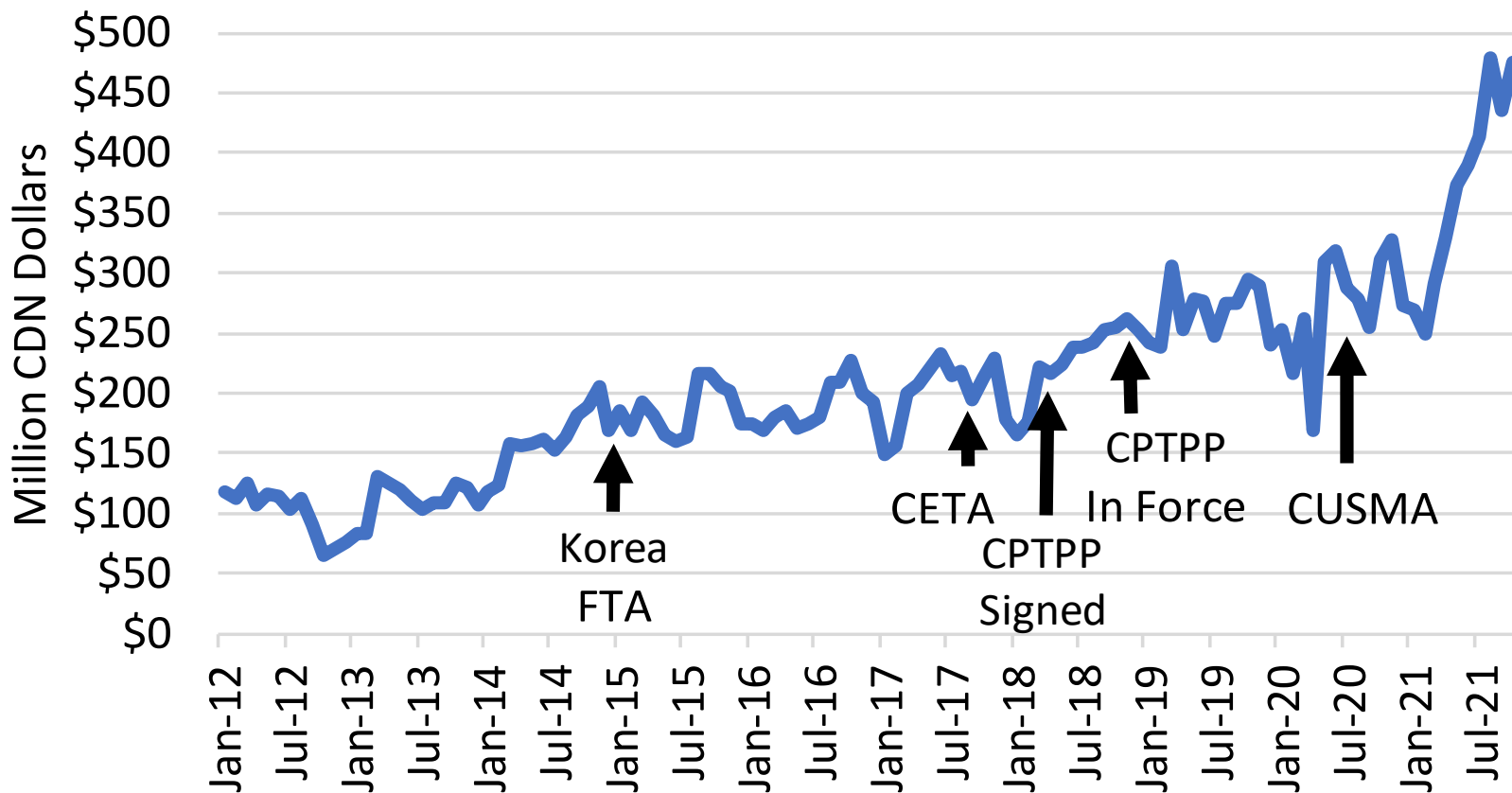
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FOREIGN TRADE

- Within **North America**, work towards greater regulatory reduction and harmonization, keep mCOOL at bay
- Build on growth into **Asian** markets through expansion of CPTPP (i.e. Taiwan, South Korea, and even the UK), and attaining further access for offals and OTM cattle
- Grow exports to **Europe** by expanding eligibility for cattle and auditors
- Elimination of the few remaining BSE restrictions and unnecessary requirements

Monthly Canadian Beef Export Value

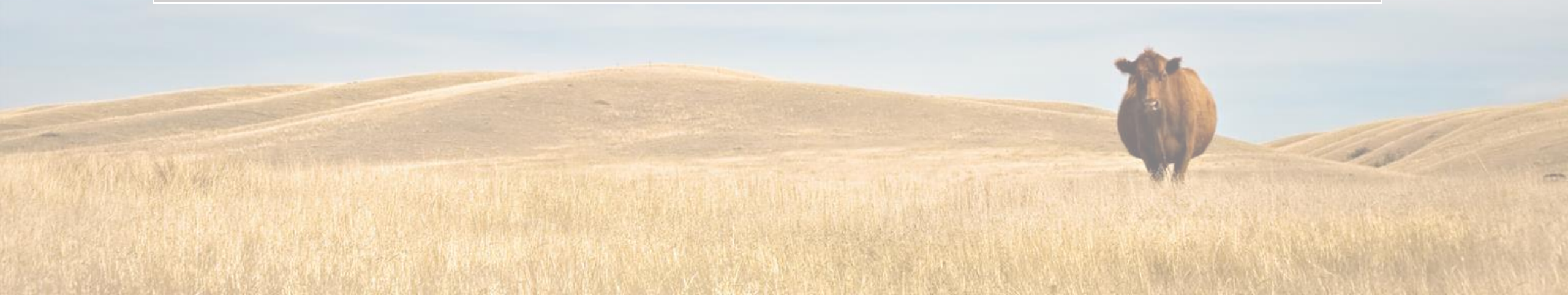


Source: Statistics Canada

Canadian Beef Export Value > \$600/ hd.

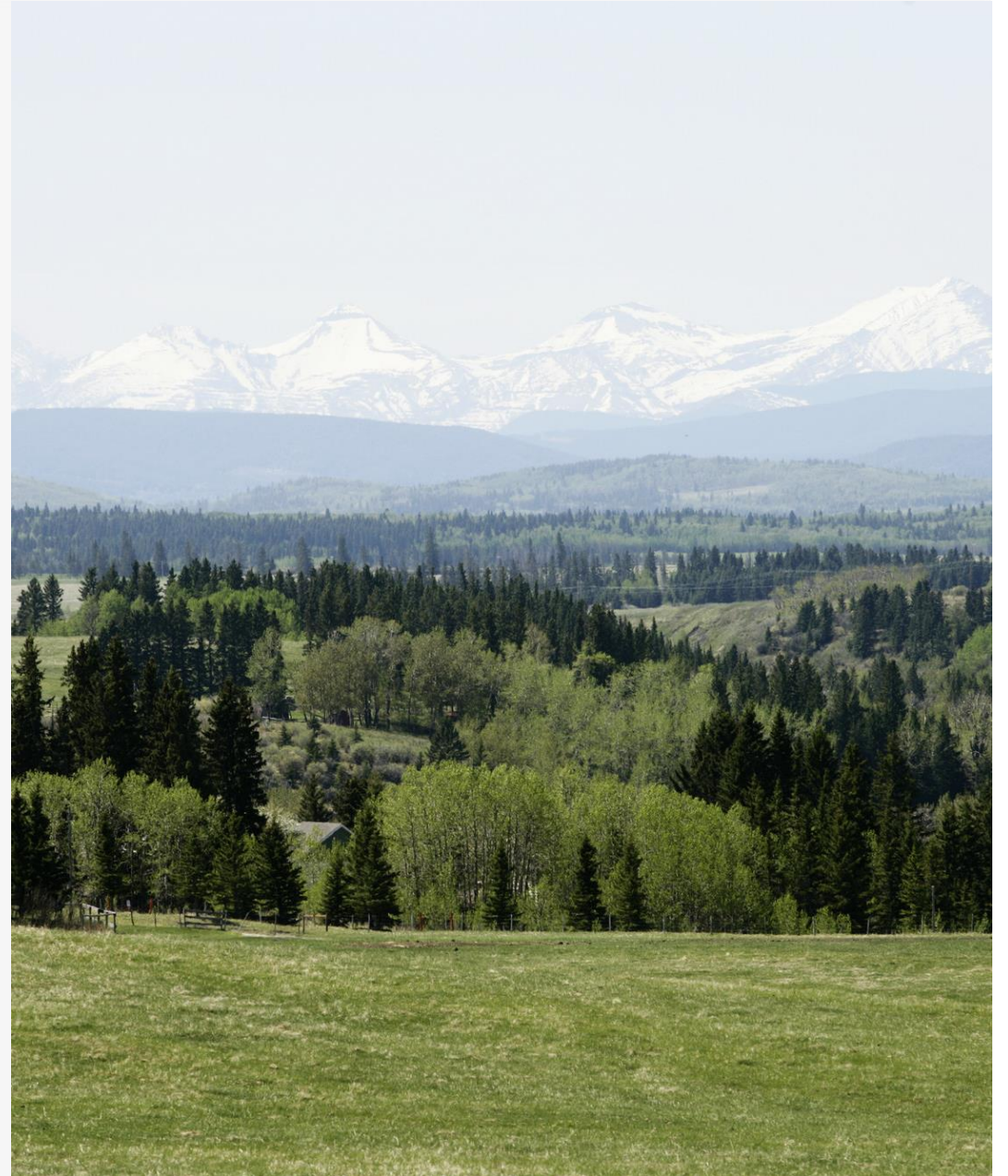
Total beef exports were up **20 per cent** in volume and **37 per cent** in value

(Canfax, Jan-Dec 2021 YTD)



ENVIRONMENT

- *Fisheries Act* Consultations and Regulatory Development
- Strychnine Notice of Objection – Next Steps
- Navigation Protection Program Minor Works Order
- SARPAL

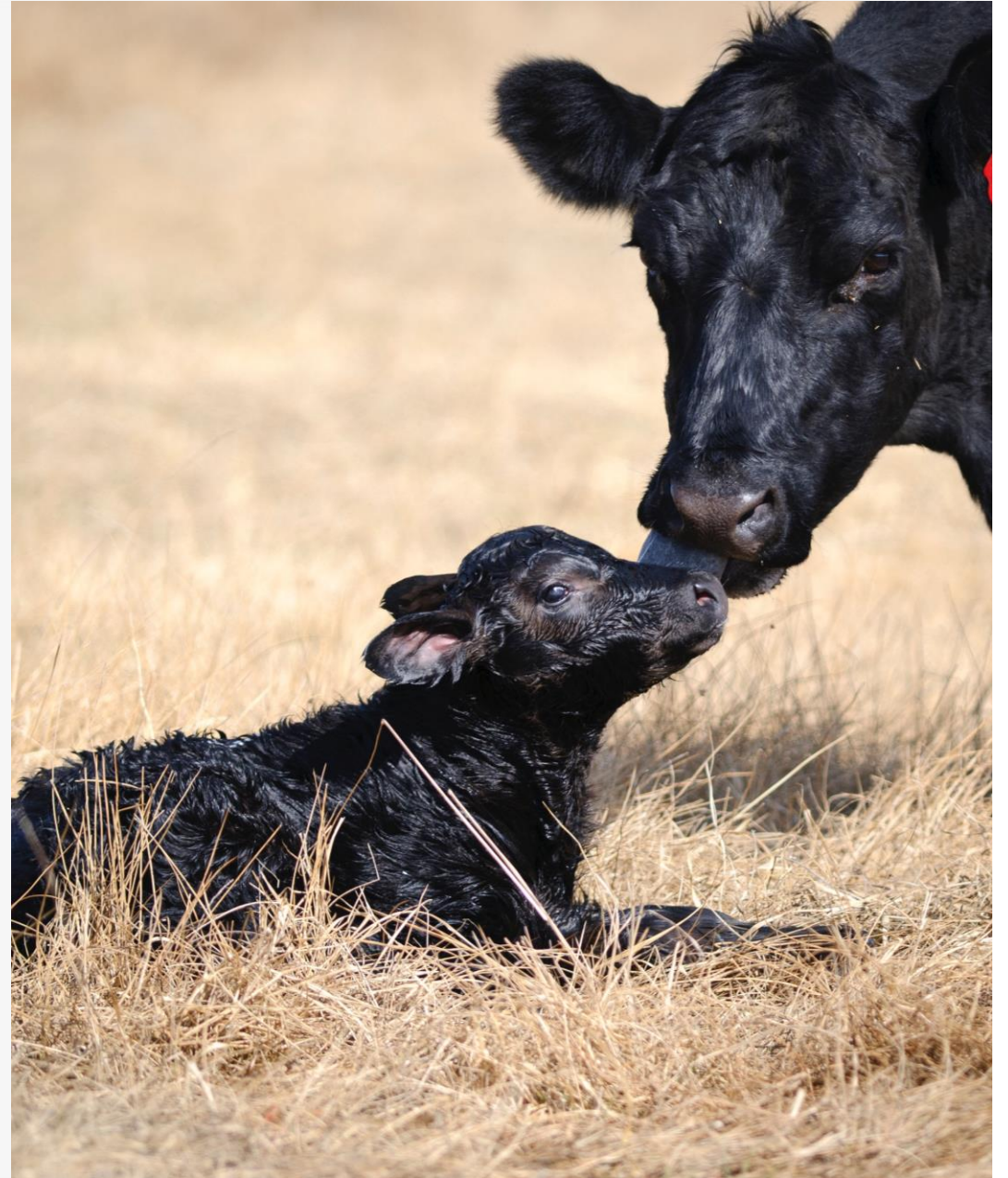


ENVIRONMENT - CLIMATE CHANGE

1. Maintain critical research and innovation funding with relation to mitigation and adaptation
2. Support provinces as they develop provincial carbon tax frameworks, ensure agriculture has appropriate exemptions
3. Consult on carbon border adjustments
4. Support how agriculture land (with private sector autonomy) can be used in conservation goals
5. Support further establishment of nature based solutions and payments for ecosystem services
6. Support real participation in voluntary and mandated carbon markets, carbon offset regulations

ANIMAL HEALTH & CARE

- Animal Health Canada
- Negligible BSE Risk Status and SRM Review
- Humane Transportation Regulations
- FMD Vaccine Bank



DOMESTIC AG POLICY & REGULATIONS

- AgriStability
- Price / Forage / Revenue Insurance
- Beef price transparency
- Next Policy Framework



UNITED NATIONS FOOD SYSTEMS SUMMIT

“Canadian livestock producers are global leaders in sustainable production of protein with one of the lowest greenhouse gas emission profiles. Through sustainability assurance programs, Canada’s producers are demonstrating their commitment to further lowering their environmental footprint and making strong socio-economic contributions.” - H.E. Alexandra Bugailiskis, Canada’s Permanent Representative to the Food and Agriculture Organization (FAO)





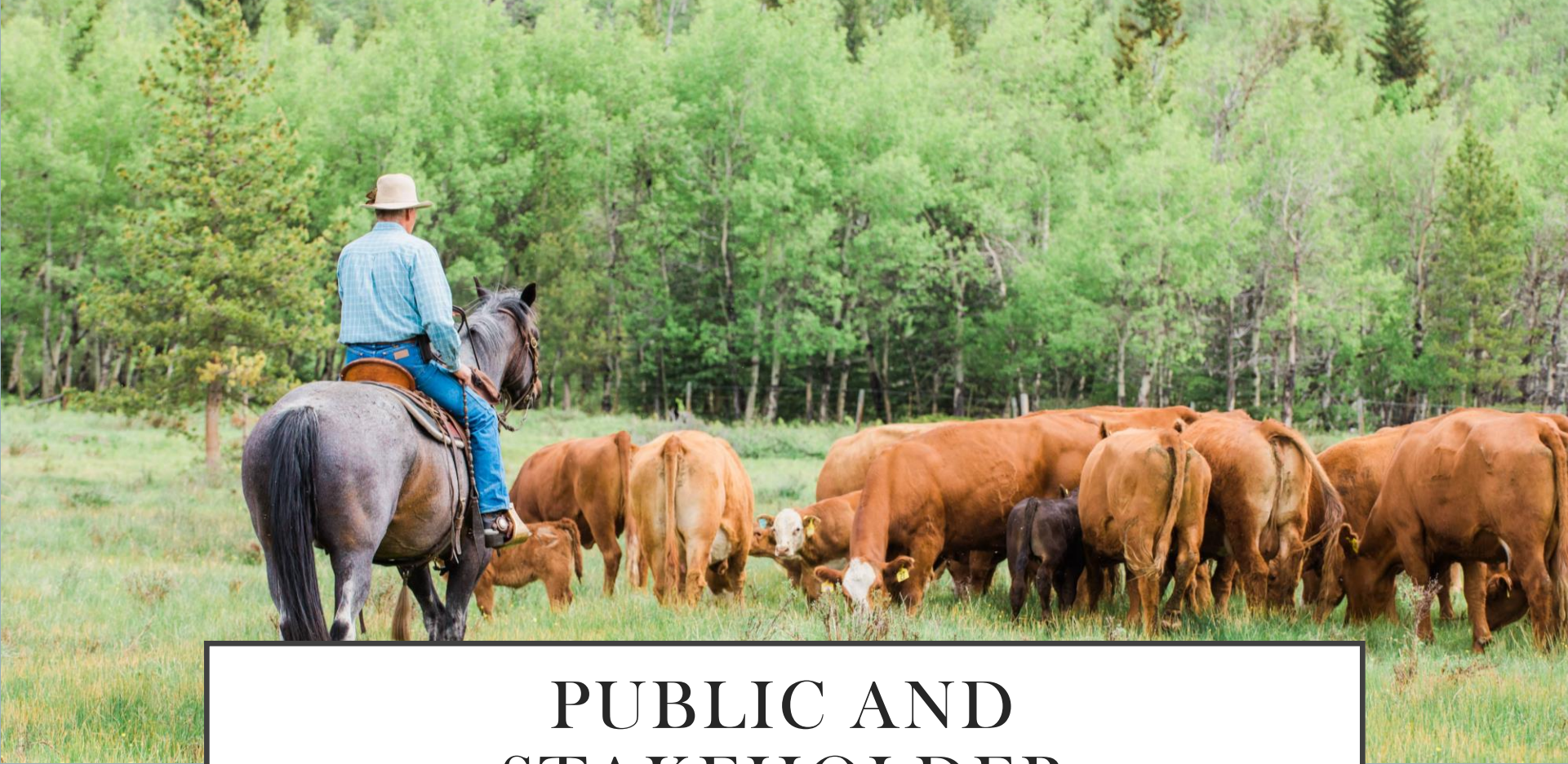
FOOD POLICY

- Alternative and cell-cultured proteins
- CFIA's Simulated Meat Guidelines
- Sustainability
- Front-of-package labelling

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**PUBLIC AND
STAKEHOLDER
ENGAGEMENT**





TOO CLOSE TO HOME

Managing wildfire risk where it matters most

TooCloseToHome.ca

PSE ENVIRONMENT CAMPAIGN



**Love beef?
And the
environment?**

GETBOTHSIDES.CA

CRSB Certified



Recognizing sustainable practices
in Canadian beef.



Certification



Sourcing



Assurances



CRSB
Canadian Roundtable
for Sustainable Beef



SUSTAINABILITY

BEEF





THE GOAL OF THE SUSTAINABILITY
INCENTIVE PROGRAM IS TO ENCOURAGE
AND SUPPORT PRODUCERS IN
SUSTAINABLE AGRICULTURE AND TO BE A
CATALYST TO DRIVE A CHANGE IN
BEHAVIOR TOWARDS SUSTAINABLE
PRACTICES.

FCC IS UNIQUELY POSITIONED TO
PLAY A SIGNIFICANT ROLE IN
SUPPORTING PRODUCERS IN
VARIOUS AREAS OF
SUSTAINABILITY



These can drive outcomes in:

- emission reductions
- soil health
- biodiversity
- water quality

WHY THE CANADIAN ROUNDTABLE
FOR SUSTAINABLE BEEF
(CRSB)?



HOW DOES THE INCENTIVE PROGRAM WORK?

CUSTOMER IS CERTIFIED

Customer meets requirements for, has proof of certification through VBP+. ON Corn Fed Beef or Where Food Comes From

CUSTOMER APPLIES

Simple and easy form:
contact information and uploaded
copy of certification.

www.fcc-fac/sustainabilityprograms

CUSTOMER RECEIVES INCENTIVE

A portion of customer's total owing at application date, excluding FCC Credit Line and Crop Input lending, **to a max of \$2,000**



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