

THE BEEF CHECK-OFF



Understanding the
Beef Check-Off

SEPTEMBER 2024

REPRESENTING OUR INDUSTRY

WE ARE STRONGEST TOGETHER

The 16 Agency Members represent industry stakeholders who all have skin in the game - grassroots producers, beef importers, packers and processors, and retail and foodservice organizations. They are your voice at the table.



We are driven by the growth of a healthy industry and the success of our stakeholders.

REPRESENTATION

The Agency is governed by ten cattle producers nominated by the provincial cattle associations, four members named by the Canadian Meat Council, one representative of importers nominated by the Canadian Association of Importers and Exporters (I.E. Canada) and another member from the retail and

food service sector nominated by the delegates at the Annual General Meeting. Appointed delegates elect eight Members each year. The Agency also includes a non-voting Youth Member, nominated by the Canadian Cattle Youth Council.

COMMITTEES & ROLES

The Board works both as a whole and through focused advisory and operational committees to achieve their mandate. The Governance Committee and Finance Committee are advisory committees, and are made up of Agency Members only. The one operational committee, the Marketing Committee, is made up through an appointment of Agency Members, and an election of members-at-large. The Marketing Committee

is responsible for the oversight of Canada Beef, the organization tasked with investing check-off dollars into market development and promotion. The members of this committee are appointed and elected from the best of the best in beef and marketing, ensuring that the Canadian beef industry receives strong value from their marketing investment through check-off.

UNDERSTANDING CHECK-OFF COLLECTION

A UNIFIED, SUSTAINABLE FUNDING STRATEGY

If you own cattle, you pay a mandatory levy each time you sell an animal; a combination of national and provincial check-offs. The collection of the levies in Canada are an integral part of a sustainable and profitable industry.

CHECK-OFF COLLECTION

The term “Canadian Beef Cattle Check-Off”, often called the national check-off, is used to describe the portion of the money that is invested in national beef cattle research, market development and promotion.

THE LEVY

The Canadian Beef Check-Off Agency (the Agency) administers the Canadian Beef Check-Off; a mandatory levy collected on cattle sales throughout Canada to fund research, marketing and promotion activities on behalf of the entire industry. It is collected from producers when they market cattle, using their existing collection systems involving auction markets, order buyers, brand inspectors, private sales and others who handle cattle sales.

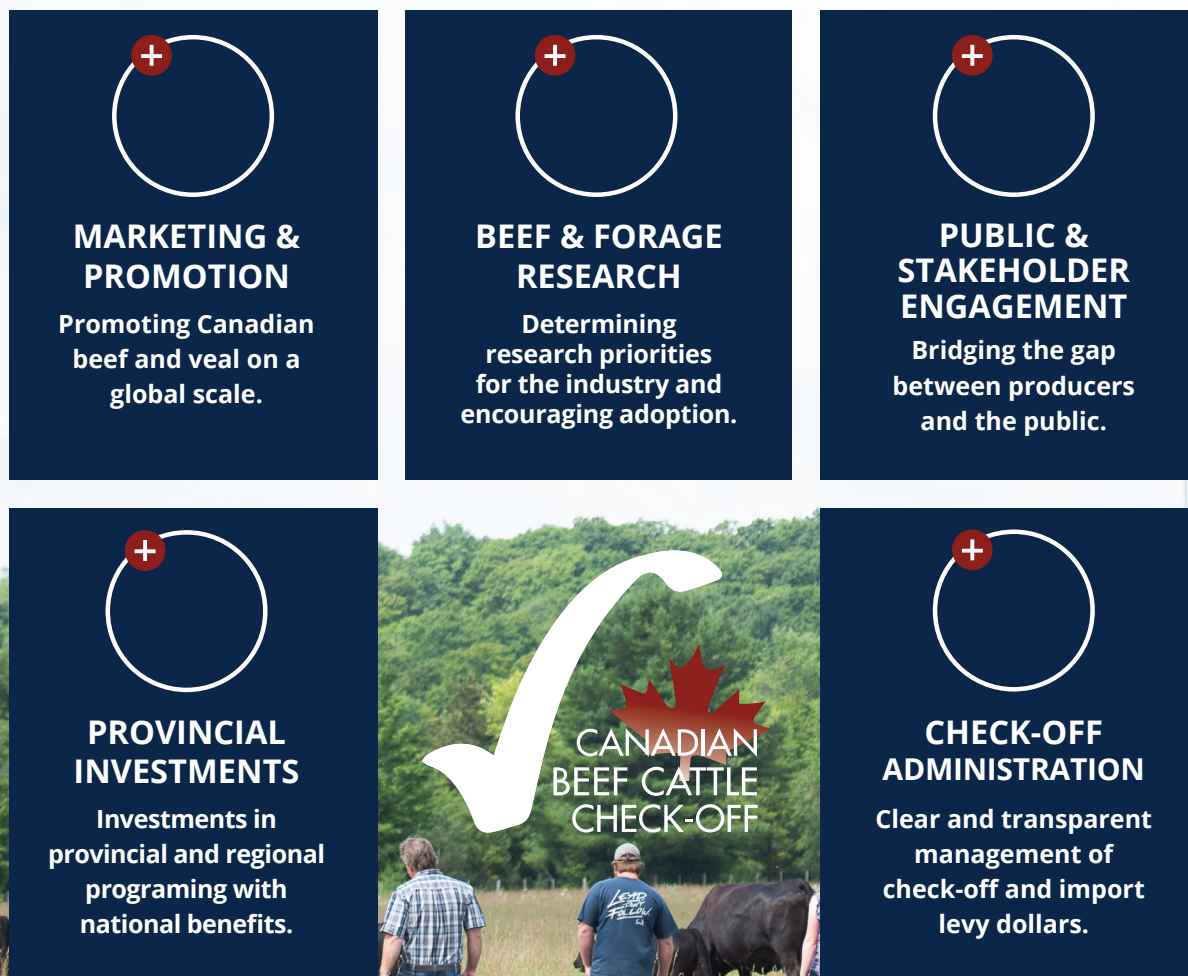
The provincial check-off is the portion used by the provincial cattle associations to carry out their mandate, which includes provincial advocacy, policy and trade initiatives, including the Canadian Cattle Association provincial assessments.

OTHER FUNDING

While the Canadian Beef Cattle Check-Off provides the core industry funding for research, marketing and promotion programs, it does not fully cover the costs of all programs and activities. Supplementary funding is available through government programs, and is obtained by leveraging the Canadian Beef Cattle Check-Off through the investments into research, market development and promotion.



Securing value and return on investment for our industry is the most important aspect of what we do.



The Canadian Beef Cattle Check-Off is allocated to marketing, research, and public and stakeholder engagement by the provincial cattle associations that remit the check-off. Each province submits the percentage that they wish to allocate to each of the functions, and can also allocate back to their home provincial organization to conduct marketing, research, and public and stakeholder engagement programs that show a benefit to the Canadian beef industry as a whole. Canada Beef conducts marketing work, the Beef Cattle Research Council has been contracted to undertake research and public and stakeholder engagement activities are undertaken by a dedicated team, with oversight from the Canadian Cattle Association, Canada Beef, and the Canadian Beef Advisors.

THE CANADIAN BEEF CATTLE-CHECK-OFF BY THE NUMBERS

\$18,309,743

COLLECTED
ON CATTLE MARKETINGS

Eight of nine provinces are collecting an increased national check-off of \$2.50 as recommended by the National Beef Strategy.

\$918,845

AGENCY ADMINISTRATION
EXPENSES

An investment in the Agency means an investment in transparency and accountability.

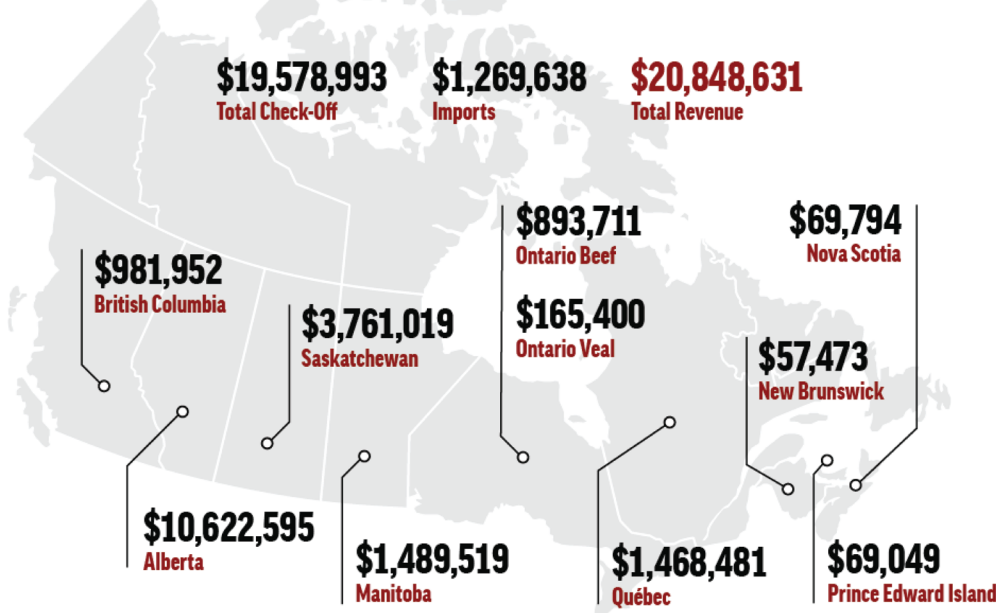
\$1,269,638

COLLECTED FROM BEEF
IMPORT LEVY

The import levy is collected on beef cattle, beef and beef products entering Canada at a rate of \$1 per head or equivalent.



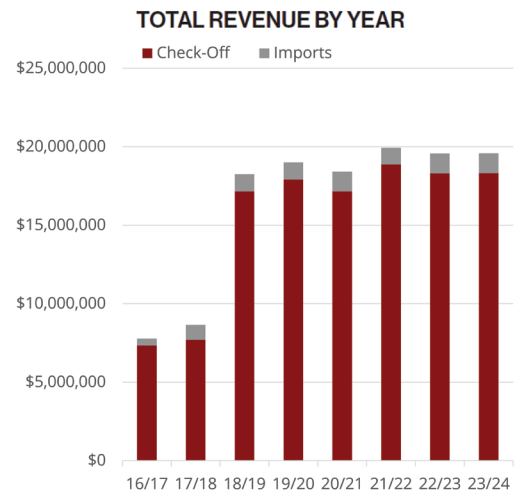
2023/24 CANADIAN BEEF CHECK-OFF AGENCY ANNUAL REPORT



\$19,578,993
Total Check-Off

\$1,269,638
Imports

\$20,848,631
Total Revenue



ALLOCATION OF REVENUE (%)

The total check-off funds collected from cattle marketings were allocated as:

- 57% Market development and promotion
- 27% Research
- 11% Provincial investment
- 5% Public and stakeholder engagement



YOUR DOLLARS ARE MAKING A DIFFERENCE. HERE'S HOW:



**\$1158/HEAD
ADDITIONAL VALUE**

Driving demand for Canadian beef around the world.

\$1158 per head (5yr avg) in additional value is added for Canadian producers through export markets. This is about getting the right cut to the right customer, and delivering an exceptional Canadian beef experience.



**18LB ADDED TO
WEANING WEIGHTS**

Calves with access to clean pumped water wean heavier.

Research into the economics of production choices helps support the development of calculators that can help producers with big decisions, like choosing a water system that can increase weaning weights.



**300,000+ VIEWS ON
ADVOCACY VIDEO**

Film highlights the role of cattle in preserving endangered ecosystems.

The award-winning short documentary, *Guardians of the Grasslands*, reached new audiences in its film festival run across North America and has become a beef industry advocacy tool staple for many important target audiences.



**434,675 RESOURCES
ORDERED BY DOCTORS**

ThinkBeef.ca resources are important tools in healthcare.

Working through a health professional order centre, half a million health and nutrition resources were sent by request to doctors, nurse practitioners and other health professionals. These resources were developed with import levy investments.



**70,000 FOLLOWERS
ON DIGITAL SPACES**

A strong following of engaged consumers is imperative.

The Canadian Beef brand continues to build meaningful relationships with consumers. With over 70,000 followers and 19 million views last year, digital spaces were one of the industry's best places to engage, build brand loyalty and connect consumers to producers.



**MILLIONS OF VIEWS
ON BEEF BRANDS**

Provincial associations investing into brand initiatives.

Provincial investment dollars help provincial cattle associations reach Canadians directly with the stories about how Canadian beef and veal is raised and produced. Millions of Canadians each year are reached through a strategic mix of social and traditional media, public relation events, in-store branding and influential partnerships.


INVESTING THE IMPORT LEVY

BEEF BELONGS ON THE PLATE OF CANADIANS


ThinkBeef.ca is dedicated to spreading the word about the taste, nutrition and goodness of beef, through funding from Canada's beef import levy.



35G PROTEIN
WITH ONLY 245 CALORIES IN A
SINGLE 100G SERVING



100%* B12
ENCOURAGING RED BLOOD
CELL FORMATION



2x IRON
THAN MOST OTHER
PROETIN SOURCES

IMPORT LEVY & GENERIC BEEF

On June 5, 2013 the Beef Cattle Research, Market Development and Promotion Levies Order was gazetted and amended to include the import levy which had been mandated as part of the Proclamation in 2002.

The import levy is set up to be equivalent to the domestic check-off on a per head or carcass equivalent basis, and can only be invested into

generic beef marketing. Generic beef marketing is the promotion of generic beef, which is supported by import levy dollars. These activities focus on keeping beef on the plate of Canadian consumers by promoting the healthfulness of beef, growing consumer culinary skills, and reinforcing food safety practices. Generic beef marketing resources and programming can be found online at ThinkBeef.ca.

NUTRITION & CULINARY SKILLS

Data trends indicate that Canadian eating patterns have shifted over the past 10 years, away from foundational foods like beef, eggs, and milk. The ability to prepare beef in different ways brings more Canadians to the table with an inclination towards a balanced plate that includes beef as a choice protein.

As one of the most nutrient dense foods available, meat makes an important contribution to the food security and diet quality of Canadians. Beef is one of nature's powerful protein options; it has an important role to play in a healthy eating pattern and belongs as part of a healthy plate for Canadians.

*100% recommended daily value



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