

BUSINESS PLAN



2025/26 Business Plan

APRIL 1, 2025 - MARCH 31, 2026



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VISION

A unified and sustainable national funding strategy for Canadian beef cattle research, market development and promotion.

MISSION

To deliver measurable value to the Canadian beef industry through prudent and transparent management of the Canadian Beef Cattle Check-Off.

INCLUSION

To ensure equitable opportunities for involvement at the Agency table through a diverse array of backgrounds, experience and the desire to improve the Canadian beef industry.



GOVERNANCE & REGULATORY FRAMEWORK

Canadian Beef Check-Off Agency



Maintaining a structure focused on oversight of the check-off and import levy while ensuring compliance and transparency is a key to achieving success for our industry.

REGULATORY FRAMEWORK

The Farm Products Agencies Act, which was proclaimed in 1972, allowed for the creation of the Farm Products Council of Canada (FPCC). The Act also provides the legal foundation for the creation of the Canadian Beef Cattle Research, Market Development and Promotion Agency (the Agency). The Agency was created with the directive to promote the research, marketing and promotion of Canadian cattle and beef products, both domestically and abroad. The Agency was proclaimed on January 17, 2002 and the registration published on January 30, 2002.

The Federal Levies Order was registered April 14, 2005. The import levy allows for equitable treatment between domestic beef producers and beef importers. The amendment to the Beef Cattle Research, Market Development and Promotion Levies Order to include an import levy was announced on July 30, 2013. Since January 1, 2014, all imports of beef cattle, beef and beef products into Canada have been subject to the levy of \$1 per head or carcass equivalent.



GOVERNANCE

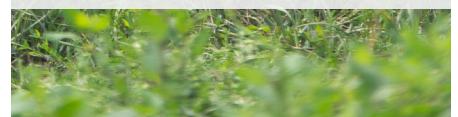
WE ARE STRONGEST TOGETHER

The Agency is governed by 16 Agency Members from across Canada. There are 10 member seats allocated to beef cattle producers nominated by their provincial cattle associations. The remaining six are: four from processors, traders, brokers and exporters nominated through the Canadian Meat Council (CMC), one importer (I.E. Canada) and one retail/foodservice operator. These six directors are nominated from their respective associations, or by the delegates at the Annual General Meeting each year.

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Canadian beef producers and beef importers can be proud of their representation at the national table.

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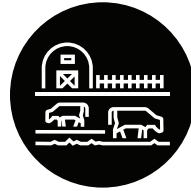
National Service Providers in Research, Market Development and Promotion



CANADA BEEF

Market Development and Promotion

Canada Beef works to build a dynamic, profitable and competitive Canadian beef and veal industry where Canadian high-quality beef and veal products are recognized as the most outstanding by domestic and international customers. These efforts increase awareness and demand for Canadian beef and veal while ensuring the maximum value for producer dollars.



BEEF CATTLE RESEARCH COUNCIL

Research

A portion of the funds collected by the Canadian Beef Check-Off Agency is directed towards the BCRC to fund research and technology transfer activities to improve the competitiveness and sustainability of Canada's beef industry. The BCRC further leverages these producer investments with other funding to meet the Canadian beef industry's ambitious long-term goals.



PUBLIC & STAKEHOLDER ENGAGEMENT

Industry Promotion and Public Relations

The Public and Stakeholder Engagement (PSE) program was envisioned under the first National Beef Strategy and has since grown into a fully funded program as a partnership between the Canadian Cattle Association (CCA) and Canada Beef.



PROVINCIAL INVESTMENTS

Investing Provincially for National Benefits

Eight provincial cattle associations have elected to allocate a portion of their national check-off funds back to their provincial association to invest into research, market development and promotion programs at home that provide national benefits.



MARKET OUTLOOK

CANFAX RESEARCH SERVICES

The Canadian cattle herd declined in 2024, although there are some signs that the Canadian cattle cycle may be moving into the consolidation phase. Statistics Canada's July 1st, 2024 inventory report showed slightly larger beef breeding heifer inventories. Total cow slaughter in 2024 was down compared to both 2023 and the five-year average, as timely rains moved across the Prairies last summer. Domestic beef production for 2024 is projected to be steady with 2023; with heavier carcass weights offsetting smaller slaughter. At record high prices, demand has been remarkably resilient.

2025 MARKET HIGHLIGHTS

On July 1, 2024, the Canadian beef cow herd declined 2.2% to 3.49 million head. This was the third consecutive year that the beef cow herd declined by 2% or more. Canada's beef cow herd is at its lowest point since 1983. Beef heifers retained for breeding increased a slight 0.8% to 586,000 head. However, it remains the second smallest on record going back to 1976, with only 2023 being smaller. Liquidation of the beef cow herd was occurring until May, when timely spring rains in the Prairies led to a reduction in cow slaughter, which is the first step to herd stabilization.

Livestock sale volumes (auction mart and electronic/forward delivery) in 2024 declined 7% from 2023 and were 2% smaller than the five-year average. In 2024, auction mart volumes were down 6% from 2023, and down 4% from the five-year average. Electronic/forward delivery volumes were down 15% from 2023 but were up 11% from the five-year average. Statistics Canada reported a smaller calf crop in both their January 1st, 2024 and July 1, 2024 inventory reports, pushing auction volumes lower.

Federally inspected slaughter was 2.99 million head in 2024, down 5% from 2023. Fed slaughter was down 2%, driven by the east which was down 8%. The Guelph packing plant shut down from strike action between the last week of May and the first week of July reduced slaughter volumes as feedlots looked west and south to maintain inventories at manageable levels. Western Canadian fed slaughter was steady with last year. Non-fed slaughter was down 19% nationally, down 18% in the west and down 24% in the east.

Marketings of youthful cattle in 2024 are projected to be up 1% from 2023, driven by a 27% increase in exports. Slaughter volumes are projected to be down 2%. Mature cattle marketings are projected to be down 17%, driven lower by a 20% reduction in slaughter and an 8% reduction in exports.

Canadian beef production (including slaughter cattle exports and offal) is projected at 1.6 million tonnes in 2024, steady with 2023. Youthful beef production is projected to be up 3%, while mature beef production is projected to be down 13%. Heavier youthful carcass weights supported production in 2024.

Annual and all-time high prices were established in December for all classes of steers and most classes of heifers. Alberta 550 lb steers averaged \$429/cwt in 2024, 21% higher than 2023 and 69% higher than the five-year average. Lighter 450 lb heifers averaged \$408/cwt last year, up 25% from last year and up 77% from the five-year average. In 2024, Alberta 550 lb steers averaged a \$16/cwt premium to Ontario counterparts and a \$5/cwt premium to the U.S.

2026 OUTLOOK

Western Canadian steer carcass weights are poised to begin 2025 lighter than last year but heavier than the five-year average. Total beef production (including live slaughter exports) for 2025 is forecast to be steady with 2024, with fed and non-fed marketings down 1% but tonnage will be dependent on carcass weights, weather and US tariffs. Domestic beef production in 2025 is forecast to be steady to 2% lower than 2024 and around 4% lower than the five-year average.

2025/26 OPERATING BUDGET

FOR THE YEAR ENDING MARCH 31, 2026

REVENUE

Canadian Beef Cattle Check-Off	16,577,873
Beef Import Levy	837,500
Other	141,000
	<hr/>
	17,556,373

EXPENSES

Board of Directors	204,800
Agency Administration	1,130,750
Provincial Administration Fee	331,557
Provincial Investment	2,045,476
Research	4,270,528
Public and Stakeholder Engagement	727,092
Marketing	9,169,778
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	18,023,607

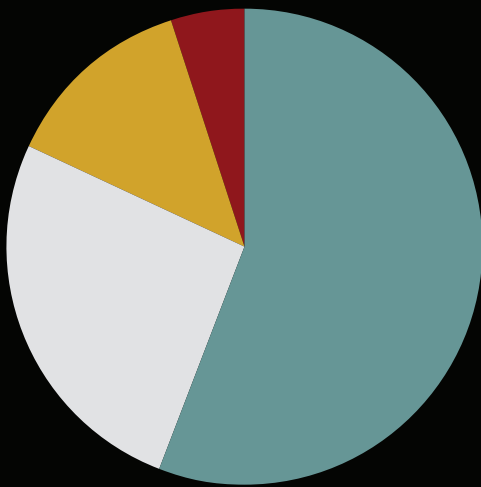
Surplus/(Deficit)	<hr/> <hr/> (323,609)
Revenue from Surplus	323,609

0

Executive Summary & Administration Plan

A UNIFIED, SUSTAINABLE FUNDING STRATEGY

Canadian beef and veal producers collectively invest in research, market development and promotion to achieve the industry's long-term vision of a dynamic and profitable Canadian industry.



In 2025/26, the Canadian Beef Cattle Check-Off and Canada's Beef Import Levy is estimated to bring in approximately \$17,415,373 in gross revenue.

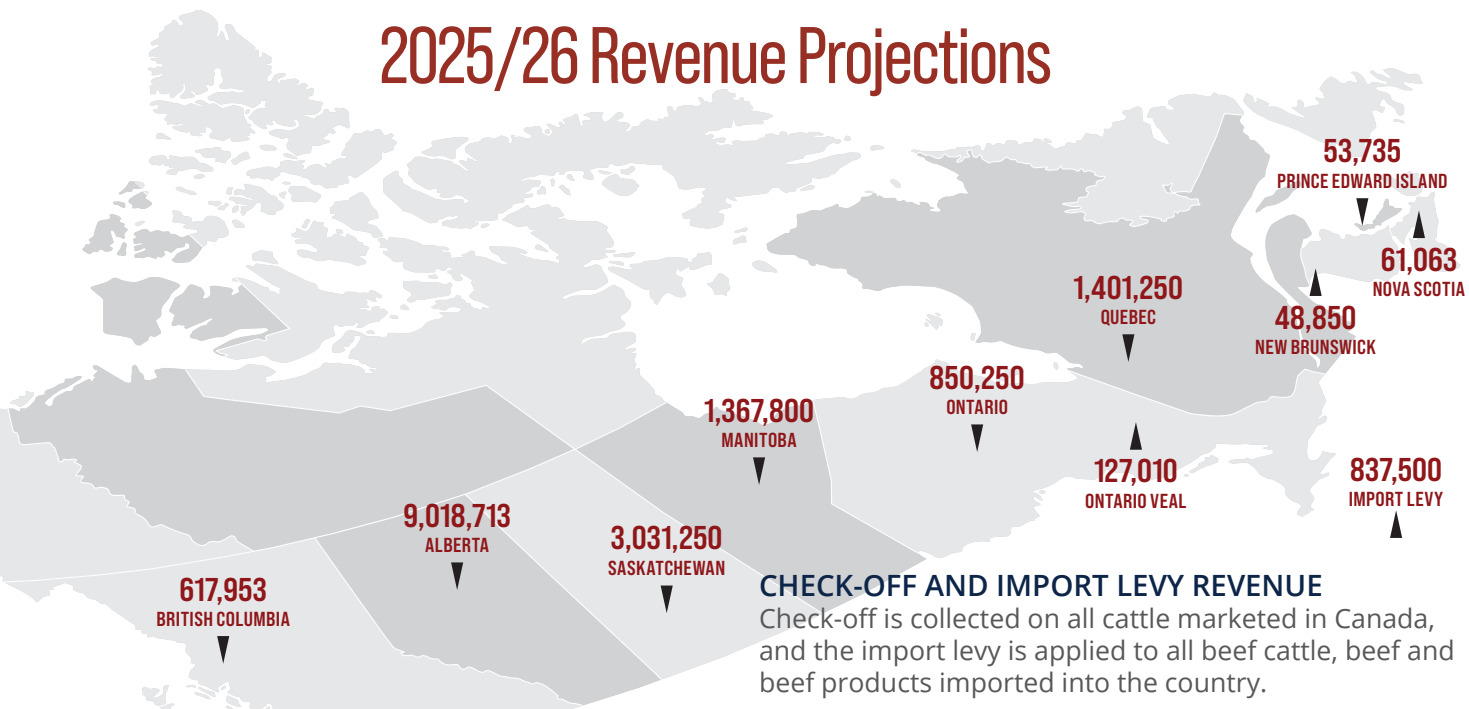
Moving into the 2025/26 fiscal year, eight of nine provinces are collecting a \$2.50 national check-off, with Ontario and the Import Levy collecting \$1 per head or equivalent.

The Agency projects the total check-off revenue, after 5% administration is deducted,

to be allocated as 54% to market development and promotion, 28% to research, 13% to provincial initiatives and 5% to public and stakeholder engagement (PSE). These allocations are set annually by each provincial cattle association one full year in advance and apply only to check-off dollars; the net beef import levy is allocated to the promotion of unbranded beef and veal in Canada.

- Marketing
- Provincial Investment
- Research
- Public & Stakeholder Engagement

2025/26 Revenue Projections



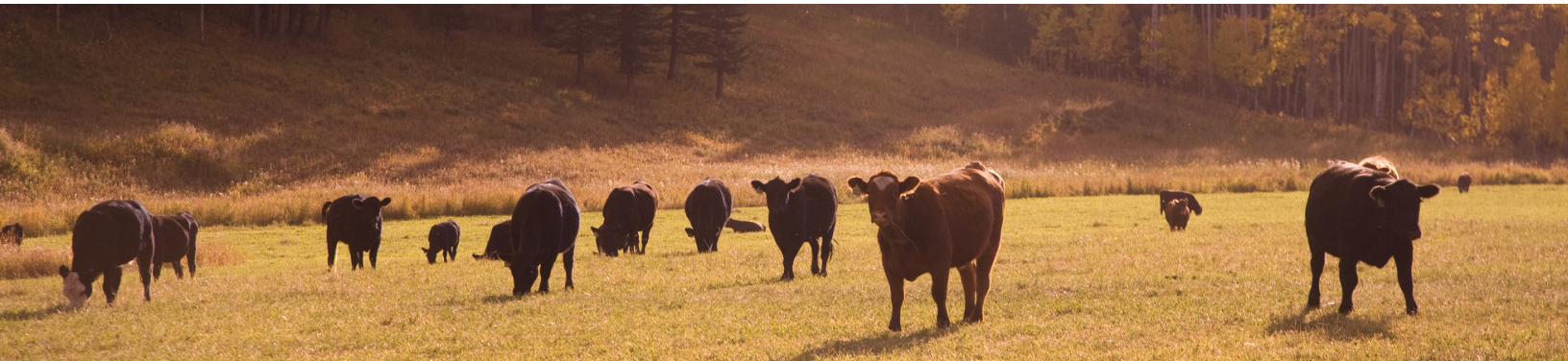
CHECK-OFF AND IMPORT LEVY REVENUE

Check-off is collected on all cattle marketed in Canada, and the import levy is applied to all beef cattle, beef and beef products imported into the country.

ADMINISTRATION

PROJECTED ALLOCATION: \$870,941 (CHECK-OFF + IMPORT LEVY ADMIN)

The Agency moves into the 2025/26 fiscal year with goals to modernize the check-off collection mechanism, reduce check-off slippage, and develop robust communication plans for the value of check-off and the import levy.



ADMINISTRATION & AGENCY PROGRAMS

The Agency Members approved a 2025/26 administration budget at \$1,335,550, over a total revenue of \$1,011,941, which includes check-off and import levy administration fees (\$870,941), as well as other revenue from the administration of the Pork Import Levy, inspection revenue and interest earned.

This business plan also reflects a reduced level of import levy revenue to account for a possible reduction in beef cattle, beef and beef product imports as a result of any trade or tariff barriers.

The Agency plans to invest \$323,609 from the surplus reserve into targeted and measurable programs and special projects. The administration on all collected check-off and import levies continues to facilitate the Agency's business plan.

The Agency's programs will support the operations and Board, as well as the Agency's strategic objectives.

SOUND GOVERNANCE AND ADMINISTRATION

The prudent and transparent administration of the Agency on behalf of the Canadian beef industry continues to be the top priority for the organization. By continuing to supplement the Agency with

additional revenue streams, like the administration of the pork import levy and the inspection program, the Agency is able to ensure the amount of producer dollars invested into the administration of the check-off is as efficient as possible.

The Agency also strives to deliver opportunities for transparency and engagement through our framework. Our annual report and annual general meeting will continue to provide reporting on the investments of check-off dollars, as well as audit results and the opportunity for stakeholders to be involved in Agency decisions. The upcoming financial audit will again be under MNP LLP this year, and the Agency will continue to include the audit report within the robust annual report generated each summer.

The Agency is also continuing to work with consultants on the exploration of a Scientific Research and Experimental Development (SR & ED) tax credit program for Canadian beef producers. The SR & ED tax incentive program in Canada aims to encourage businesses, including those in the agriculture sector, to conduct research and development activities. The program provides tax credits and incentives to offset the costs associated with eligible research and development projects. The Agency continues to work with external

consultants, as well as the Beef Cattle Research Council (BCRC) to navigate challenges and explore opportunities to implement the credit.

STRUCTURED REPORTING AND COMPLIANCE

The Agency is working closely with the provincial cattle associations and cattle marketers across the country to explore a change to the check-off collection mechanism. Since the implementation of check-off collection over 20 years ago, there has been no change to how the levies are calculated and collected on cattle that are marketed across provincial borders. By seeking to modernize the mechanism, the Agency and all provincial associations will work to ensure a unified and sustainable funding strategy for the entire industry through check-off collection. The Agency is committed to working with all stakeholders involved when making a final recommendation on any changes to the mechanism in the levies order.

The Agency's Compliance and Education program will continue to see growth this year. Inspection plans in Nova Scotia, Ontario (beef and veal) and New Brunswick will help to reduce slippage in those regions, as well as interprovincially. The Agency will also carry out contract inspections for the Ontario Sheep Farmers as a stream of revenue utilizing the Agency's unique inspection framework, which is unmatched in the agricultural industry in Canada.

The Agency will continue to work closely with cattle producers and the beef industry in Newfoundland and Labrador, who are working to become a more active participant in the check-off system. With experience in regulatory framework, remittance and collection, the Agency is poised to engage with the provincial association and support their further integration into the national system.

As a part of the organization's commitment to transparency, the Agency will conduct a formal but friendly audit of the Public and Stakeholder Engagement (PSE) program. The audit will follow funds invested through check-off dollars from distribution to PSE, to the investment into the programs and strategies outlined in their annual business plans, and reported in their annual report to the Agency. The audit will help the Agency better understand the processes that the service providers undertake to invest check-off dollars, and also hold service providers accountable for the plans they propose and the dollars they invest.

The Agency also continues to work with provincial cattle associations to ensure their remittance and collection processes are efficient and accurate. By completing provincial association audits, the Agency can work with those organizations proactively and can ensure that all check-off is collected and reported fairly.

EDUCATED AND ENGAGED STAKEHOLDERS

To ensure strong connections with stakeholder partners, the Agency will host a summit with all of the provincial cattle associations. This will act as a large-scale roundtable to bring challenges to the table for discussion, and opportunities to better the check-off mechanisms, communication and administration as a whole. The Agency will work to pair the summit with another industry event to reduce travel and budget burden.

As a support to provincial cattle associations who may be struggling with specific communication needs around a united and sustainable funding strategy through the national check-off, the Agency will continue to help overcome communication challenges with custom resources. For some provinces, this means assistance in developing educational resources for collectors and remitters, while in others it may be help in promoting the benefits of check-off and import levy investments to strengthen support for a national system. The Agency will continue to support transparent communication, and support provincial partners in building materials to meet their unique needs.

The Agency will continue to foster the relationship with the Cattlemen's Beef Board in the U.S.. This will encourage the continued sharing of information and resources between the two organizations, leading to efficiency and shared learnings.

The Agency will once again share an opportunity for students in the beef industry to support their education through the Agency's \$2,000 scholarship program. The goal is to increase the number of applicants this year, and extend the reach of the Agency's messaging through youth involved in the beef industry. The scholarship application process also generates additional interest in the Youth Member position, and delivers valuable communication opportunities to a variety of organizations with grassroots producer-facing channels and platforms.

[VISIT CDNBEFCHCKOFF.CA](https://www.cdnbeefcheckoff.ca)

2025/26 ADMINISTRATION BUDGET

	2024/25	2025/26
SOUND GOVERNANCE AND ADMINISTRATION	106,500	111,500
<ul style="list-style-type: none"> - conduct an annual Agency financial audit with MNP LLP - invest in legal advice to ensure regulatory framework supports the Agency's mandate - deliver strong, accurate projections and plans using data developed with Canfax - deliver efficient, accurate administration of external programs - deliver a valuable annual report in conjunction with the Agency's AGM for stakeholders - explore the implementation of a SR & ED tax credit program for producers * 		
STRUCTURED REPORTING AND COMPLIANCE	35,000	315,000
<ul style="list-style-type: none"> - connecting with Newfoundland stakeholders to develop plan for collection framework - work with provincial associations to deliver training in various formats - connect with dealers and point of sale stakeholders to explore training opportunities - conduct ongoing inspections and audits with partners, dealers and check-off collectors - conduct a thorough review of the Agency's Levies Order sections pertaining to the mechanism to collect check-off ** 		
ENGAGED AND EDUCATED STAKEHOLDERS	15,000	31,000
<ul style="list-style-type: none"> - deliver ongoing digital marketing and communications to stakeholders and producers - administer and market a scholarship for industry youth to access for post secondary - administer the Youth Member development plan and recruitment plan - deliver specific, customized stakeholder communication pieces for various partner groups - develop a strong communication strategy to support the value of the beef import levy - coordinate a collaborative summit with the provincial cattle associations 		
OPERATIONS	642,955	673,250
BOARD OF DIRECTORS	186,800	204,800
<ul style="list-style-type: none"> - per diems - travel and meeting expenses *** - orientation and training 		
TOTAL	986,255	1,335,550

2025/26 SPECIAL PROJECTS INCLUDED

* SR & ED (consultants)

** Levies Order Review (working group, rebate program)

*** Enhanced import levy stakeholder engagement (travel)

MARKETING: CANADA BEEF

PROJECTED ALLOCATION: \$9,169,778

The 2025/2026 investment plan represents an upshift in strategies to maximize opportunities for Canadian beef and broaden consumer loyalty through the continuation of a tight market scenario and sustained pressure on the retail price environment.



Canada Beef will invest in innovative marketing solutions and collaborative approaches that broaden the reach of our messaging to maintain market share for Canadian beef nationally and internationally. Plan tactics are designed to position Canadian beef as the protein of choice, appreciated worldwide, to maximize the return on investment for producers, partners, and customers.

The demand outlook for fiscal 2025-2026 presents challenges and opportunities in terms of shifts in consumer buying behaviours as retail price ratios continue to widen. To manage sticker shock that may influence consumers and encourage substitution, Canada Beef will utilize tactics to elevate customer experience and connection with Canadian beef and partner with industry to grow mindshare in areas of mutual interest.

The Canadian Beef Marketing Alliance Program is a new, collaborative marketing initiative to support projects that expand the reach of messaging for Canadian consumers to grow mindshare in priority areas, such as underutilized beef cuts. This innovative cost-shared initiative (50-50 projects) is open to industry partners that meet the program requirements for collaboration on projects with Canada Beef to promote Canadian beef.

Appealing to Canada's changing demographics

is another focus area, with millennials now outnumbering baby boomers and immigration driving the majority of population growth. Tactics that focus on sustainable beef production to build public trust will help to influence and promote awareness of Canadian beef in shifting market segments.

Domestic initiatives to promote the value of beef as a protein and nutrition powerhouse for all ages and stages of life, and strategies to showcase the versatility of beef value cuts and beef products to satisfy a range of preferences, tastes and household budgets, will cultivate brand awareness among demographics such as women, infants, seniors and immigrant and new Canadian communities.

Positioning the Canadian Beef Advantage (CBA) as a representation of the positive attributes that differentiate Canadian beef, while highlighting specific attributes valued by consumers and customers at home and abroad, will instill a sense of pride and build an emotional connection to Canadian beef.

Tailored approaches that resonate with customer values are key to elevating the position of Canadian beef internationally. Showcasing the successful utilization of Canadian beef in regional dishes and local cuisines in international markets

demonstrates the versatility of our product and creates opportunity for a brand affinity capable of transcending borders through formal promotional initiatives as well as informal reach through travel and family recipe sharing.

Creating contemporary approaches that transform underutilized beef cuts into tasty and affordable menu options for foodservice application will also serve to build awareness among meat professionals and butchery and culinary trades about the CBA and techniques to increase user knowledge, demand and loyalty for Canadian beef. New culinary resources for consumers and commercial users will be created through the Canadian Beef Centre of Excellence's test kitchen.

Canada Beef will optimize a multi-channel presence for point of sale through, in part, innovative initiatives that allow Canadian beef brand messages to interface more directly with consumers.

Examples include augmented reality (AR) applications at the retail meat counter to help consumers learn more about beef products prior to purchase, artificial intelligence (AI) supported knowledge applications for trade and consumers such as virtual assistant (a generative chatbot) and new automated reporting on beef pricing in flyers. These awareness building efforts will also boost public engagement with important consumer initiatives like the Canadian Beef Information Gateway.

Digital initiatives will establish Canada Beef as a video destination channel for culinary excellence, butchery skills, nutrition, and educational resources to enhance our reach.

New approaches in social media will enhance consumer and stakeholder engagement, and additional strategies will expand the reach of our messaging. Canada Beef will work with provincial beef organizations to strategize collaborative and cost-shared consumer marketing opportunities at a regional level through the Provincial Marketing Alliance program.

Internationally, Canada Beef will support its partners in maintaining, expanding, and developing markets.

This will involve a heightened emphasis on marketing materials, consumer marketing, digital marketing, demand building and distributor education and a refined focus on participation in

select, high-traffic trade shows known to produce tangible business leads.

Efforts to communicate the CBA, increase Canadian beef brand awareness and promote premium quality grades will also support new sales growth in target markets like the Gulf region of the Middle East and help us build a larger presence in Southeast Asia.

Canada Beef Export Market Development (EMD) programs will provide cost-shared funding support for eligible Canadian Beef and Veal representative company-initiated projects and activities in five broad based categories essential for achieving diversification through export market growth.

Market diversification activities are more important than ever given geopolitical uncertainties and headwinds such as tariff threats, Made in America, and the upcoming renewal of the Canada-U.S.-Mexico Agreement (CUSMA) in 2026.

With robust demand and tight supply forecast to continue, the strategies in the fiscal 2025-2026 investment plan will help Canada Beef deliver on its mission to create value for producers and the entire beef value chain through impactful and innovative marketing solutions to enhance demand, experience, and awareness.

[VISIT CANADABEEF.CA](https://www.visitcanadabeef.ca)

2025/26 CANADA BEEF BUDGET

REVENUE

1	Check Off - Marketing	8,390,000
2	Check Off - Public and Stakeholder Engagement	182,000
3	Import Levy - Beef	1,126,500
	Import Levy - Veal	36,000
4	Government of Canada - (Sustainable Canadian Agricultural Partnership (SCAP))	1,950,710
5	Alberta Agriculture and Industry - (Export Market Development Program)	222,323
6	Export Market Development Administration Fee	10,000
7	Interest	160,000
		<hr/>
		12,077,533

EXPENSE

	Board of Directors - Marketing Committee	100,000
	Marketing	13,977,533
		<hr/>
		14,077,533

(DEFICIT) TO BE FUNDED OUT OF UNRESTRICTED ACCUMULATED RESERVES

\$(2,000,000)

	PROGRAMS	OPERATING	TOTAL	
1	Domestic - Generic Beef	509,406	216,420	725,826
	Domestic - Generic Veal	26,000		26,000
2	Public and Stakeholder Engagement	209,594	51,538	261,132
3	Global - Generic Beef	15,000		15,000
	Global	619,100	1,409,000	2,028,100
4	Domestic - Channel Marketing	401,500	537,700	939,200
5	Domestic - Consumer Marketing	1,267,000	153,600	1,420,600
6	Digital Marketing	493,750	236,300	730,050
	Digital Marketing - Generic Veal	10,000		10,000
7	Health and Nutrition	198,533	65,100	263,633
	Health and Nutrition - Generic Beef	385,674		385,674
8	Stakeholder Communications	275,000	152,900	427,900
9	Canadian Beef Centre of Excellence	365,000	578,850	943,850
10	Canadian Beef Market Alliance	486,771		486,771
11	Export Market Development	530,000	203,600	733,600
12	Emerging Markets	215,000		215,000
13	Japan	700,000	408,890	1,108,890
14	South Korea	400,000	25,000	425,000
15	China and Hong Kong	181,000	105,000	286,000
16	Taiwan and South East Asia	550,000	128,571	678,571
17	Mexico and Latin America	600,000	285,806	885,806
18	Calgary and Mississauga		980,930	980,930
		<hr/>		
		8,438,328	5,539,205	13,977,533
		<hr/>		

RESEARCH: BEEF CATTLE RESEARCH COUNCIL

PROJECTED ALLOCATION: \$4,270,528

BCRC's mission is to lead the Canadian beef industry as the most prominent supporter of cattle, forage and beef research with a producer-led council who invest producer funds into research and technology transfer to support growth in beef demand, increase productivity and earn public trust.



Research and knowledge mobilization are key to driving competitiveness and innovation in the Canadian beef cattle industry and meeting increased consumer demand for beef products on a global scale. The BCRC is strongly positioned to meet the demand for increased food production, supporting the economic sustainability of Canadian beef producers and continuing to reduce our environmental footprint, in part through the research and extension programs.

A portion of the funds collected by the Canadian Beef Check-Off Agency are directed towards the BCRC to fund research and knowledge mobilization activities to improve the competitiveness and sustainability of Canada's beef industry. The BCRC further leverages these producer investments with other funding to meet the Canadian beef industry's ambitious long-term goals.

The BCRC 2025/26 programs are directed by the Canadian Beef Research and Technology Transfer Strategy (Research and Extension Strategy) released in 2021. This five-year Research and Extension Strategy was developed in partnership with the Canadian Beef Advisors (a collaborative group of national beef sector organizations including the BCRC) and ongoing engagement of researchers, funders, industry stakeholders

and beef producers, to identify needs in research capacity, infrastructure, programming, funding and coordination. It aligns dollars and priorities to achieve a comprehensive outcome-based research and extension program supporting the Canadian beef industry's vision. It also guides industry and government research investments at both national and provincial levels across multiple funding agencies. The renewed Research and Extension Strategy aligns with Canada's National Beef Strategy and the ten-year goals launched by the Canadian Beef Advisors.

The core research and technology transfer principles identified in the Research and Extension Strategy and supported by the 2025/26 BCRC programs are:

- Increase producer profitability by increasing productivity or decreasing costs of production and risks.
- Develop, enhance and encourage adoption of beneficial practices and innovations that maximize the environmental benefits the industry provides and continue to reduce our environmental footprint, while supporting industry competitiveness.
- Support continuous improvements in Canadian beef demand through advancements in the quality and safety of Canadian beef.

- Generate science to inform decision makers, policy and best management practices and to support consumer confidence and public trust.
- Develop, enhance and encourage adoption of leading-edge technologies that support industry competitiveness, automation and sustainability.
- Ensure the maintenance and rejuvenation of critical research capacity and infrastructure that facilitate proactive inquiry and innovation to support industry advancement.

The Beef Science Cluster IV program, under the Sustainable Canadian Agricultural Partnership, began April 1, 2023. The third year of the cluster begins in 2025, with funding for twenty-three research and extension projects. Cluster IV projects focus on outcomes beneficial for producers, while also meeting AAFC priorities related to sector resilience, market growth, and environmental sustainability.

Funding research projects and initiatives outside of the Beef Science Cluster is a core component of the BCRC's plan. The Priority Research Program is managing 46 ongoing projects in 2025/26, which are selected through a vigorous intake process that includes input from the producer council, science advisory panel, and external peer reviewers. A new call for proposals will launch in July 2025, with funding decisions for a new slate of projects to be made in spring 2026.

The BCRC's Proof of Concept & Validation Trial program, intended to support short-term proof of concept-based research that informs whether it is worth pursuing as a larger area of research, will continue in 2025/26 with support to ten existing projects and a new call for proposals launching in June 2025.

The Research Capacity program addresses industry identified priorities and gaps in research capacity across Canada. In 2025/26, this program will support four Research Chairs. Additional funding is going to three universities to support young researchers transitioning into new roles.

The BCRC remains committed to expanding the reach of its extension initiatives to drive the timely adoption of research and innovation. Activities for 2025/26 include content development, further development of the Canadian Beef Knowledge Mobilization Network and engaging stakeholders in content development and distribution. A third call

for regional extension initiatives will occur in 2025. The BCRC will continue distribution of CowBytes and initiate a CowBytes software upgrade.

The delivery of the Verified Beef Production Plus (VBP+) program, including both training and auditing components, will continue to be advanced in 2025/26. An Agri-Assurance grant will help fund the VBP+ program priorities for the coming year, including enhancement of the producer training platform, addressing standard gaps, benchmarking opportunities and further exploration of certification pathways. VBP+ will focus on establishing a solid value statement in support of VBP+ training and accreditation aimed at recruiting and retaining trained and certified VBP+ producers.

The BCRC revenue for the period July 1, 2025 to June 30, 2026 is projected at \$5.73 million plus unrealized gains on investments at \$383,400. Funding submitted directly by provincial cattle associations to the BCRC to support research activities in 2025/26 totals \$30,000. Expenses are projected at \$7.65 million for a 2025/26 net deficit of \$1.57 million when unrealized gains are included. The annual reserve on June 30, 2026 is projected at \$3.98 million, down from \$5.55 million projected for June 30, 2025. As multi-year projects are contracted, the BCRC reserve will continue to be drawn down annually to fall in line with the restricted reserve of \$2 million.

[VISIT BEEFRESEARCH.CA](https://www.bccrc.ca)

2025/26 BCRC BUDGET

NET ASSETS, BEGINNING OF YEAR (JULY 2024)	7,620,210
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENDITURE - JUNE 2025	(2,070,059)

NET ASSETS, JUNE 30, 2025	<u>5,550,151</u>
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PROJECTED 2024 - 2025 REVENUE

National Check-Off	4,300,000
Industry - Cluster projects	150,250
AAFC Cluster projects	469,375
VBP+ Stripe Transfer Payment	5,000
AAFC VBP+ Projects	303,150
CowBytes Stripe Transfer Payments	7,200
ANH.01.23 CIPARS	94,500
Dividends	300,000
Interest	100,000

TOTAL REVENUE	<u>5,729,475</u>
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PROJECTED 2025 - 2026 EXPENSES

BCRC Division Services	1,381,150
Cluster IV Projects	2,121,052
Non-Cluster Projects	3,155,056
ANH.01.23 CIPARS	94,500
CowBytes	7,200
Verified Beef Production Plus	609,132
VBP+ AgriAssurance	282,000

TOTAL EXPENSES	<u>7,650,090</u>
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PROJECTED 2025 - 2026 OTHER INCOME

Unrealized Gains	383,400
Management Fees	(30,000)

EXCESS (DEFICIENCY) OF REVENUE OVER EXPENDITURE	<u><u>(1,567,215)</u></u>
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PROJECTED NET ASSETS, JUNE 30, 2026	<u><u>3,982,936</u></u>
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PUBLIC AND STAKEHOLDER ENGAGEMENT

PROJECTED ALLOCATION: \$727,092

The allocations of Check-Off funds are shared between the Canadian Cattle Association (CCA) at 75 per cent and Canada Beef at 25 per cent for the delivery of public trust programming and issues management. The work plan is designed with the intent to align and deliver on the latest National Beef Strategy, spanning 2025 to 2030.



The PSE program is tasked with progressing and achieving the social license and issue management outcomes under the Beef Demand and Connectivity pillars in the National Beef Strategy. As a jointly delivered program, the PSE team works closely with the Canada Beef staff in strategic planning and delivery of communications on beef and beef production. As well, the collaboration and coordination with stakeholder groups is essential for aligned messaging. The National Communication Managers group includes the Beef Cattle Research Council (BCRC), Canadian Roundtable for Sustainable Beef (CRSB), Canadian Meat Council (CMC), the National Cattle Feeders Association (NCFA) and the provincial cattle organizations.

It is anticipated that there will be \$730,000 overall allocated to the PSE program for the fiscal year April 2025 to March 2026, based on projected marketings. Of this, \$548,000 will be allocated to CCA to administer, and the remaining \$182,000 to Canada Beef. The PSE program will be in its final year of a 3-year Sustainable Canadian Agricultural Partnership (Sustainable CAP) grant, with anticipated payments of \$28,895 for this upcoming fiscal year. For deferred revenue, it is anticipated there will be \$79,132 brought forward from Canada Beef. Total expected revenue therefore is \$898,027 with \$1,104,433 in expenses. This reflects a deficit budget from the PSE program to

utilize and drawn down net assets. PSE will continue to look for other opportunities to leverage producer dollars with additional grant funding where possible.

Monitoring tools are vital for proactively managing industry issues. Through a continued shared subscription to Meltwater with CCA, PSE can track both print and digital articles that mention beef as well as conducting social listening on topics of interest. Through the Canadian Centre for Food Integrity (CCFI), PSE has an activist surveillance service. These tools are utilized strategically to monitor misinformation, emerging issues, and public sentiment. The resulting analysis can shape issue preparation, response and be shared throughout the National Communication Managers Group as needed.

To promote the societal and environmental benefits of beef production, the program engages in regular public perception research to benchmark how Canadians feel about practices used to raise beef cattle. Large-scale consumer research is conducted every three-years, with the next survey set to take place in the summer of 2026. However, ten key performance metrics (KPIs) have been identified that are foundational to ensuring trust in beef production which are surveyed each year. The results from the summer of 2024 saw a decrease in positive sentiment for all sectors of food producers, likely linked to

growing pessimism in other segments of society and the ongoing impacts of the cost of food. Tracking sentiment in this way ensures that approaches to campaigns and messaging is garnering insights from recent perception data.

It was consumer research data that pointed to short documentaries as a medium effective at reaching audiences with environmental messaging that lead to the creation of Guardians of the Grasslands, Too Close to Home and Reduce, Reuse, Ruminant. PSE is planning the release of our fourth short documentary in the spring of 2025, highlighting the role of beef farms and ranches in providing critical wildlife habitat. The fifth (and possibly final) short documentary is set to film in this fiscal year. Focusing on the people behind the beef, it will showcase captivating stories demonstrating the passion and sense of purpose that comes with caring for livestock. The film will include similar themes as the preceding four in displaying stewardship of land and wildlife found from coast to coast on beef farms and ranches.

With farmers once again being identified as the most trusted voice in the food system, we will continue to invest in tools and resources to build confident and trained spokespeople. This includes the continued promotion of the Beef Advocacy Canada program to not only primary producers but also industry partners. As well, the Public Advocacy Guide continues to be updated with current research, communications tips, and novel resources for communicating with consumers. We will look to offer this popular resource to new staff, national and provincial board members, and Canadian Cattle Young Leaders (CYL) participants to equip them for industry advocacy. Both introductory and advanced media training will be offered to new and seasoned spokespersons to build and refresh skills when talking to mainstream media.

There is also the opportunity to reach target audiences in a new way by working with influencers, which now rank alongside friends and family as trusted sources of information. Following the immense success of PSE's Influencer Ranching Experience in 2024, PSE is planning to replicate this event this coming summer. Choosing influencers with a demonstrated interest in beef and where their food comes from, results in engaged and enthusiastic communications partners. Following the launch of the fourth short documentary on wildlife habitat, PSE is exploring options to showcase this sustainability benefit to influencers. Other public outreach activities will include other

direct to consumer campaigns and messaging through trade partners to continue to move the needle on the public recognition of the societal benefits of beef production.

Reaching students with science-based information about raising beef cattle – especially as it relates to the environmental impacts of the industry – continues to be a focus for PSE. The Guardians of the Grasslands Game, which has been curriculum connected for students in grades 7-12 in both languages across Canada, will continue to be promoted to teachers. Through the Sustainable CAP grant, the game will also be offered in a resource package to science or nature centres and museums across Canada as an entertaining way for players to learn about the sustainability benefits of rotational grazing. The exhibit booth and game tablets will be featured at public facing events across Canada such as the Calgary Stampede, the Royal Winter Fair and Agribition. Other opportunities to leverage the game will be explored such as with retail or food service partners.

For the 2025-2026 year, the PSE team looks to continue to focus on two key areas of deliverables, with ten associated annual core activities and two long term program initiatives:

Two areas of focus:

1. Supporting issues response and industry advocacy
2. Proactive content development and strategic partnerships

Ten core activities are critical in the delivery of the program business plan:

1. Response intelligence
2. Consumer research
3. Public Trust Advisory
4. Social media content
5. PSE communications
6. Video series with key partners
7. Training and industry consultations
8. Key partnerships
9. BAC and PSE Websites
10. Public outreach

Two long term program initiatives:

1. Long term strategy
2. Issues reserve

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2025/26 PSE BUDGET

	Q1	Q2	Q3	Q4	2025/26 TOTAL PSE BUDGET	CCA - PSE PROGRAM	CANADA BEEF - PSE PROGRAM
REVENUE							
Projected National Check-Off Funds	140,000	150,000	260,000	180,000	730,000	548,000	182,000
Other Revenue - SCAP Funding				28,895		28,895	
Other Revenue- CCA Deferred Revenue	79,132						79,132
Total Revenue	219,132	150,000	260,000	208,895	838,027	576,895	261,132
EXPENSES							
Operations	111,634	111,634	111,635	111,635	446,538	395,000	51,538
Communications	29,950	29,950	29,950	29,950	119,800	109,800	10,000
Partnerships	9,500		10,000		19,500	14,500	5,000
Training	5,875	5,875	5,875	5,875	23,500	23,500	
Administration	5,582	5,584	5,582	5,582	22,330	22,330	
Public Outreach/ Project Development	110,000	110,000	126,00	126,675	472,765	277,765	195,000
Total Expenses	272,541	263,403	289,042	279,807	1,104,433	842,895	261,538
NET SURPLUS (DEFICIT)	-53,409	-113,043	-29,042	-70,9122		-266,000	

ACTIVITY	CCA – PSE PROGRAM	CANADA BEEF - PSE PROGRAM
Operations and Administration	395,000	51,538
Other Revenue - CAP	28,895	
1. Response Intelligence	23,500	15,000
2. Consumer Research	20,000	
3. Public Trust Advisory	20,000	
4. Social Media Content	12,000	
5. PSE Communications Plan	74,500	10,000
6. Key Partners Video Series	47,000	
7. Training and industry consultations	17,000	
8. Key partnerships for building public trust	14,500	5,000
9. Beef Advocacy Canada and PSE Websites	23,500	
10. Public Outreach	167,000	180,000
TOTAL	842,895	261,538
11. PSE Issues Reserve (Mawer Investments)	109,441	

PROVINCIAL INVESTMENT

PROJECTED ALLOCATION: \$2,045,476

Provincial allocation programs are currently delivered by some of the provincial cattle associations and must promote the research, market development and promotion of beef and veal in Canada.



BC CATTLE INDUSTRY DEVELOPMENT COUNCIL

Projected Allocation: \$115,063

PUBLIC AFFAIRS AND EDUCATION (BCCA)

Total Project Budget: \$240,000
Total Check-Off Investment: \$87,000

CIDC will find various projects through the BC Cattlemen's Association (BCCA), who works through the Public Affairs and Education Committee to oversee various activities to deliver information about the industry to the public and about cattle industry.

This includes public/consumer focused content like tradeshow and exhibition participation to increase the visibility of the beef industry commitment to animal care and the environment. The organization also plans to partner with the BC Agriculture in the Classroom program, and provincial 4-H clubs to amplify their messages.

BC will also participate in the national Burger It Forward campaign with Canada Beef, driving demand for locally raised beef and giving back to local food banks.

Communicating with industry and producer-facing content is also a goal through this strategy this year

for the organization, and they seek to increasing the number of online engagements from producers and the number of interested producers seeking to represent their region on the board.

DAIRY RESEARCH

Total Project Budget: \$356,357
Total Check-Off Investment: \$46,500

As a sizable portion of dairy producers in BC cross-breed with beef animals, and many run their own beef herds, the research funded by CIDC is most often transferable to the beef sector.

By partnering with the provincial dairy association on research, the CIDC will focus on research that impacts the beef industry through collaborative funding and strategy development. Research will focus on soil amendments and nutrient management to decrease carbon footprints, as well as genetic advancement, animal welfare and disease management. Research by dairy organizations in these areas continue to deliver valuable results for the beef industry across the country.

By increasing research collaboration, knowledge will be leveraged across the West to help assess research applications, coordinate successful projects, and share results widely within the beef and dairy sectors across Canada.

MANITOBA BEEF PRODUCERS

Projected Allocation: \$76,405

PUBLIC TRUST

Total Project Budget: \$20,000

Total Check-Off Investment: \$15,000

Public trust is a key factor that may impact success in the Agriculture industry. This can be from a public policy or demand perspective. This project is multi-year, the goal will evolve as major topics come to the forefront. MBP will complete various efforts to increase the public trust of the beef industry in Manitoba and across Canada. An example of an effort idea is the development of an industry statistics video to tie into environmental messaging.

Improving public confidence and trust in the Canadian beef industry has many benefits to the industry from coast to coast. Any resources developed could be leveraged in other jurisdictions, and accessible to provincial or national organizations for their use.

MANITOBA BEEF & FORAGE INITIATIVES

Total Project Budget: \$120,000

Total Check-Off Investment: \$30,000

Research innovation is always important in the beef sector and having a location to test applied research that producers can understand and utilize is critical for adoption of these new innovations and ideas. Manitoba Beef and Forage Initiatives (MBFI) near Brandon, MB is set up as an applied research hub, with a goal of focusing on knowledge extension to producers. As well, MBFI has a goal of engaging the general public to display the societal benefits of beef production. MBP has increased the commitment to MBFI this year based on anticipated increases in costs under the Sustainable Canadian Agricultural Partnership. MBFI will be conducting basic and applied research that can lead to beneficial outcomes for producers coast to coast and many of the projects conducted involve collaboration with other jurisdictions to ensure it is relevant for producers outside of Manitoba as well. It also has a benefit for public trust efforts, as many new partnerships are focusing on engaging the consumer at the research site, to display the positive benefits of beef production to the society. A successful project is when there is engagement with both producers and the general public about the innovative practices happening on the research farm.

UNIVERSITY OF MANITOBA RESEARCH CHAIR

Total Project Budget: \$45,000

Total Check-Off Investment: \$30,000

Building on the long-term mentoring success in the Department of Animal Science at the University of Manitoba, and the collaborative investment, MBP is confident that this Economic Research Chair position will make a long-term impact on the economic, social and environmental sustainability of the cow-calf sector. Success will be a fully funded position with a successful person in the role.

This collaborative approach involving academia, industry and government is necessary to develop programs and policies needed to incentivize producers. As the global population continues to grow, we must consider food systems that not only provide safe and healthy food but are also environmentally sustainable, including prudent use of resources with limited environmental impacts.

Research will focus on a myriad of areas, including financial incentive models for producers related to adoption of best practices, business tools and new technology, identifying appropriate models for land conversion, supporting producer financial literacy and viability, improving information flow and utilizing data sets to engage producers, government extension and policy staff and researchers.

This is a multi-year investment over ten years. The value of the position will be evaluated annually in conjunction with BCRC.

BEEF FARMERS OF ONTARIO

Projected Allocation: \$324,549

CONSUMER ENGAGEMENT PROGRAM

Total Project Budget: \$425,000

Total Check-Off Budget: \$324,000

BFO's Consumer Engagement Program is a combination of activities and initiatives that engage directly with consumers to achieve four key goals using the Ontario Beef identity:

1. Maintain and gain support for Ontario's beef industry and create enthusiasm for buying Ontario Beef
2. Increase awareness of the attributes and benefits associated with beef
3. Increase demand for Ontario beef
4. Increase trust in beef production and consumption

The program is designed to target urban and suburban audiences, with more refined targeting of specific messages and resources as appropriate. Enhancing and collaborating with other consumer engagement and marketing efforts taking place, to augment and broaden the message through BFO channels, events and contacts. Activities are designed to connect into the industry's broader initiatives in the areas of beef demand and public trust. Driving demand for beef by answering consumers' questions, inspiring them to buy, cook, eat and share beef, and showing the faces and farms behind beef. Providing another positive voice to public discussions on beef and topics such as environmental impact, nutrition/health, and animal welfare.

Success in the Consumer Engagement Program is measured in a variety of ways, including online and event engagement numbers, market share of beef in the Ontario marketplace against other protein competitors, and engagement/activity metrics of involvement in public discussion on beef and topics such as environmental impact, nutrition and health, and animal welfare. The overarching mission is to provide a positive and credible voice on all things beef and beef production related in the consumer and public space within the province of Ontario.

VEAL FARMERS OF ONTARIO

Projected Allocation: \$118,000

ONTARIO VEAL APPEAL CONSUMER MARKETING AND PROMOTION PROJECT

Total Project Budget: \$118,000
Total Check-Off Budget: \$118,000

The goal of the Ontario Veal Consumer Marketing Program project is to drive demand for Canadian/Ontario veal. With year round demand from the consumer, this will help stabilize the impacts of seasonality and provide opportunities for processors and retailers to ensure year round consistent supply for features and promotions. VFO will identify strategic consumer marketing opportunities which will help leverage budget and resources to extend consumer reach to key demographics. The program will include initiatives that partner with social media influencers, traditional print media advertising as well as partnerships with retailers and foodservice, spokespeople, recipe development, online presence amplification.

Ensuring that the veal category remains top of mind awareness in order to sustain veal purchases, whether at retail or foodservice, for the targeted veal consumer demographic is a priority that will benefit the Canadian veal sector as a whole and all the partners in the veal supply chain.

LES PRODUCTEURS DE BOVINS DU QUEBEC

Projected Allocation: \$1,304,564

FEEDER CALF SECTOR

Total Project Budget: \$575,193
Total Check-Off Budget: \$226,051

The Quebec association will be showcasing a new program at sale barns this year to support the ongoing effort to ensure herd health. Starting in 2024, only feeder calves born from a breeder herd vaccinated or whose producers underwent a compliance review will be accepted into specialized auctions. The program will increase confidence in the health of the Quebec beef herd, and focus on the quality of beef in the province. The new Value Creation Subcommittee will work to improve the uniformity and quality of fed cattle carcasses in Quebec.

FED CATTLE SECTOR

Total Project Budget: \$649,745
Total Check-Off Budget: \$225,369

The organization will continue to prioritize the provincial fed cattle sector, to grow the demand for Quebec beef. A marbling improvement project aims to raise the bar on beef quality to ensure that consumers continue to enjoy premium beef raised in Quebec. There will also be additional support for the Boeuf du Quebec program, which continues to be a strong brand for the association and delivers value to Quebec beef producers.

GRAIN FED VEAL SECTOR

Total Project Budget: \$802,593
Total Check-Off Budget: \$527,639

The grain-fed veal sector in Quebec is working to strengthen the productivity and profitability of the sector, and will work in collaboration with the cull cattle and dairy cattle sector to improve the quality of calves. The continued work on the national grading system for veal continues to align the sector across the country and generate a consistently graded product for consumers.

MILK FED VEAL SECTOR

Total Project Budget: \$135,794
Total Check-Off Budget: \$53,367

The milk-fed veal sector in Quebec will deploy a new 2025-2029 strategic plan to improve productivity and efficiencies in the veal industry. There will also be significant work with producers and stakeholders to adapt to the transport regulations, and ensure that knowledge transfer and extension helps producers align with the regulations.

CULL CATTLE AND BOB CALF SECTOR

Total Project Budget: \$565,528
Total Check-Off Budget: \$222,253

Improving the health, welfare, and quality of bob calves sold at auctions remains a priority for the sector, and that means promoting good practices for bob calf care on dairy farms. Further support for producers who market cull cows will come through the development of resources to assist in adapting to the transport regulations. This aims to ensure that all cattle remain marketable within the current regulatory environment. The cull cattle and dairy calf sector will also continue to develop markets for cull cattle produced in Quebec. A new partnership to sponsor ground beef for the Quebec Games in Trois-Rivières will place locally raised and certified Quebec beef into the consumer spotlight at IGA and Metro retailers in the summer of 2025.

RESEARCH PROJECTS - ALL SECTORS

Total Project Budget: \$120,085
Total Check-Off Budget: \$47,193

A variety of research projects will either continue or begin in 2025, with strong benefits to the Quebec and Canadian beef industry. Research on sustainability and climate, e.Coli and antibiotic resistance, an analysis of the veal life cycle, ultrasound measurements in grain-fed veal, a dairy calf quality project and the prevalence of abomasal ulcers in milk-fed veal.

NEW BRUNSWICK CATTLE PRODUCERS

Projected Allocation: \$31,836

BURGER IT FORWARD

Total Project Budget: \$4,000
Total Check-Off Budget: \$4,000

The Burger It Forward program aims to increase beef consumption in the Maritimes by partnering with value chain participants while supporting local food banks. The organization will partner with processors, dairy associations and a local restaurant chain to provide \$1 in beef for every burger sold during the campaign. The campaign benefits the beef industry by developing relationships with value chain partners, including processors, restaurants and partner commodities to increase the awareness and demand for beef to regional consumers. Canada Beef will also be involved, providing campaign materials and resources like a microsite, maps and other promotional pieces. The campaign will be measured through online social engagement, and the increase in burgers sold through the promotion.

MARKETING AND PUBLIC AND STAKEHOLDER ENGAGEMENT PROJECTS

Total Project Budget: \$4,000
Total Check-Off Budget: \$4,000

Marketing and public and stakeholder engagement campaigns built to promote Canadian Beef and raise the profile of the NBCP organization. This project is based around activities which include marketing and branding of the organization including development and production of promotional items, engagement with stakeholders around possible beef brand boosting initiatives. This project will benefit the Canadian beef industry by connecting producers, processors, and consumers by increasing engagement with stakeholders, identifying and supporting industry leaders. This is in addition to promoting beef as a nutritious, delicious, protein that is good for consumers and good for the environment. While this project is not directly in collaboration with Canada Beef and Public and Stakeholder Engagement those groups will be collaborated with in order to amplify messages and take advantage of existing resources. The Canadian Beef Advantage and focus areas from the National Beef Strategy of items such as consumer confidence will be the focus of this initiative.

REGULATORY COMPLIANCE

Total Project Budget: \$3,000

Total Check-Off Budget: \$3,000

The NBCP continues to invest into audit and inspection programs reduce competitive disadvantages by strengthening compliance and reducing slippage of levy collection. It also supports any challenges that the organization may undergo while upholding the current regulatory framework and ensuring a sustainable funding strategy. The program's success will be measured by continuing to increase the percentage of total collected check-off on all marketings, and reduce the amount of check-off dollars outstanding and owed to the organization.

MBC STRATEGY IMPLEMENTATION

Total Check-Off Budget: \$25,000

Investment into joint projects under MBC.

NOVA SCOTIA CATTLE PRODUCERS

Projected Allocation: \$39,794

FORAGE SAMPLING

Total Project Budget: \$37,500

Total Check-Off Budget: \$6,000

The goal of the NSCP is to create a benchmark of the quantity and quality of forage produced in the province for the beef industry. This benchmark will act as a guide in future years when weather conditions impact forage production and can be used when requesting aide.

The structure of this initiative, including any modifications that would improve efficiency in data collection, could be easily replicated in other provinces to create their own benchmark.

There will be ten producers for forage monitoring farms in ten counties of Nova Scotia. Agronomic information will be made available around items such as soil characteristics, soil nutrient and fertilizer information; forage species and cultivars along with yield information from each of those fields. Forage samples will be collected to identify both quality and quantity parameters. The mineral information from soil and forage samples as well as animal diet mineral supplement information will be collected and included in this benchmark.

A successful two-year project would allow the NSCP to have a realistic data map of the quantity and quality of forage produced in the province.

SOIL, PASTURE, FORAGE AND FEED IMPROVEMENT

Total Project Budget: \$10,000

Total Check-Off Budget: \$5,000

The NSCP soil, pasture, forage and feed improvement program is to support farm practices that improve soil fertility management to enhance pasture and forage productivity for cattle growth and performance. The project aims to improve animal health and productivity by assisting with forage and soil testing, and improving soil pH. It also creates awareness and information that can be shared with local, regional and national stakeholders. NSCP will collect data from individual farms across the province to form a baseline for soil fertility and forage productivity. They will also conduct basic harvest data like date, forage type and weight. To measure success, NSCP will track soil and forage testing information as well as lime purchase information to gain a better understanding of soil fertility and productivity in Nova Scotia. The program will run April 1, 2025 to December 31, 2025.

E-SHEPHERD PROJECT

Total Project Budget: \$25,000

Total Check-Off Budget: \$6,000

The NSCP plans to introduce eShepherd neck collar technology to producers in the province to work towards addressing technology adoption to increase competitiveness and address sustainability targets through data driven decisions.

By recruiting producers to implement the eShepherd program in Nova Scotia for at least part of the 2025 grazing season, NSCP can start to build a baseline of data. The collars can be used to collect data on grazing management, cost efficiency and scalability, and to collect and monitor data on cattle behaviour, grazing habits, and herd health.

BURGER IT FORWARD

Total Project Budget: \$4,000

Total Check-Off Budget: \$2,000

The Burger It Forward program aims to increase beef consumption in the Maritimes by partnering with value chain participants while supporting local food banks. The organization will partner with processors, dairy associations and a local restaurant chain to provide \$1 in beef for every burger sold during the campaign. The campaign benefits

the beef industry by developing relationships with value chain partners, including processors, restaurants and partner commodities to increase the awareness and demand for beef to regional consumers. Canada Beef will also be involved, providing campaign materials and resources like a microsite, maps and other promotional pieces. The campaign will be measured through online social engagement, and the increase in burgers sold through the promotion.

MBC STRATEGY IMPLEMENTATION

Total Check-Off Budget: \$20,000

Investment into joint projects under MBC.

PRINCE EDWARD ISLAND CATTLE PRODUCERS

Projected Allocation: \$35,019

MARKETING AND PROMOTIONS

Total Project Budget: \$10,000

Total Check-Off Budget: \$10,000

Marketing and promotion campaigns from the PEICP are being built to showcase the PEICP organization itself as a trusted beef producer group. It includes social media development, production of promotional items, local advertising, and branded marketing materials driving brand awareness for PEICP. The projects will connect producers, processors and consumers through a strengthened brand identity and recognition with consumers as delivering a nutritious, delicious protein that is good for consumers and the environment. This priority area also includes the Burger Love campaign, driving demand for locally raised beef in conjunction with Canada Beef and other Maritime provinces. The National Beef Strategy outlines Beef Demand as a focus area and this regional project supports that through various initiatives. While this project isn't directly involved with Canada Beef formally, there is a level of collaboration around the Canadian Beef advantage materials and amplification of existing resources.

LIVESTOCK CHAMPION

Total Project Budget: \$100,000

Total Check-Off Budget: \$10,000

The Livestock Champion will be a hired position with the responsibility of providing leadership, expertise and direction to Island livestock sectors focusing on the beef industry for the first few

years of this long-term project. They will work collaboratively with partners toward an end goal of expanding Island herds in a sustainable manner. The Livestock Champion will be an employee of the PEI Cattle Producers but will report and be directed by an Advisory Group, to be comprised of representatives of the PEI Cattle Producers, Atlantic Beef Products Inc. (ABP) and the PEI Department of Agriculture (PEIDA).

This goal ties in with the 2030 Canadian Beef Strategy goal of Sustainability, Productivity as well as Connectivity. This role also supports the Maritime Beef Strategy goal of increasing professionalism within the industry as well as the other value chain, forage, and risk management goals that are in alignment. There has been a gap in human resources and this position hopes to fill in to create more value for producers in order for a more robust industry and help the PEI industry. If this type of role is successful, there may be spots for it to be modeled in other regions where extension strategies have changed or may change.

The PEICP is represented on the advisory committee and will be involved in creation of the specific work plan as well as monitoring adherence to the workplan. There will be a formal annual review process to assess performance. The hiring for this role is in progress as of January 15, 2025 and the plan is to have the person in place by April 1, 2025 at latest. This is a multi-year project with annual workplan and reviews to be established by advisory committee including PEICP, PEIDA, and ABP.

MBC STRATEGY IMPLEMENTATION

Total Check-Off Budget: \$15,000

Investment into joint projects under MBC.

MARITIME BEEF COUNCIL

MBC STRATEGY IMPLEMENTATION

Total Project Budget: \$111,000

Total Check-Off Budget: \$55,000

The Maritime Beef Council (MBC), which includes the New Brunswick Cattle Producers (NBCP) the Nova Scotia Cattle Producers (NSCP) and the Prince Edward Island Cattle Producers (PEICP) have submitted a joint, co-operative plan within the three Maritime provinces.

To increase professionalism in the beef industry, the MBC will invest into both the Atlantic Beef

School, and the Maritime Beef Conference. The Atlantic Beef School aims to increase efficiency in production practices and business management decisions while connecting with other beef producers. Six to eight modules will be delivered in the coming year, and have been adapted to be delivered virtually. Also to increase professionalism and skill in the industry, the MBC will continue to increase the number of VBP+ trained producers in the region. This will also help build public trust in producers.

One of the current limitations affecting the expansion of the Maritime beef herd is the lack of risk management tools available to beef producers. As the agricultural industry continues to evolve, the complexity and risks are increasing. This project will seek to develop and employ new and existing risk management tools, focusing on financial, climate and production risks for Maritime beef producers.

Value chain alignment is another focus of the MBC, and through a suite of projects, the associations plan to drive higher engagement across the industry. The national cost of production update in collaboration with BCRC and the production club will aid in value chain alignment, with measurable data to review following the project year.

The MBC will also focus on connectivity and collaboration projects, in alignment with the National Beef Strategy Goals for 2030. The Council will host a research symposium and launch a magazine called "Raising the Steaks" to enhance stakeholder communication across the beef industry.



FULL BUSINESS PLANS

I. MARKETING

II. RESEARCH

III. PUBLIC AND STAKEHOLDER ENGAGEMENT

IV. PROVINCIAL INVESTMENT



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