



SASKATCHEWAN
CATTLEMEN'S ASSOCIATION



2023 Annual Report

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saskbeef

Mission Statement

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

Corporate Governance

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

Core Values

Accountable. Committed. Effective.

Core Strategies

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

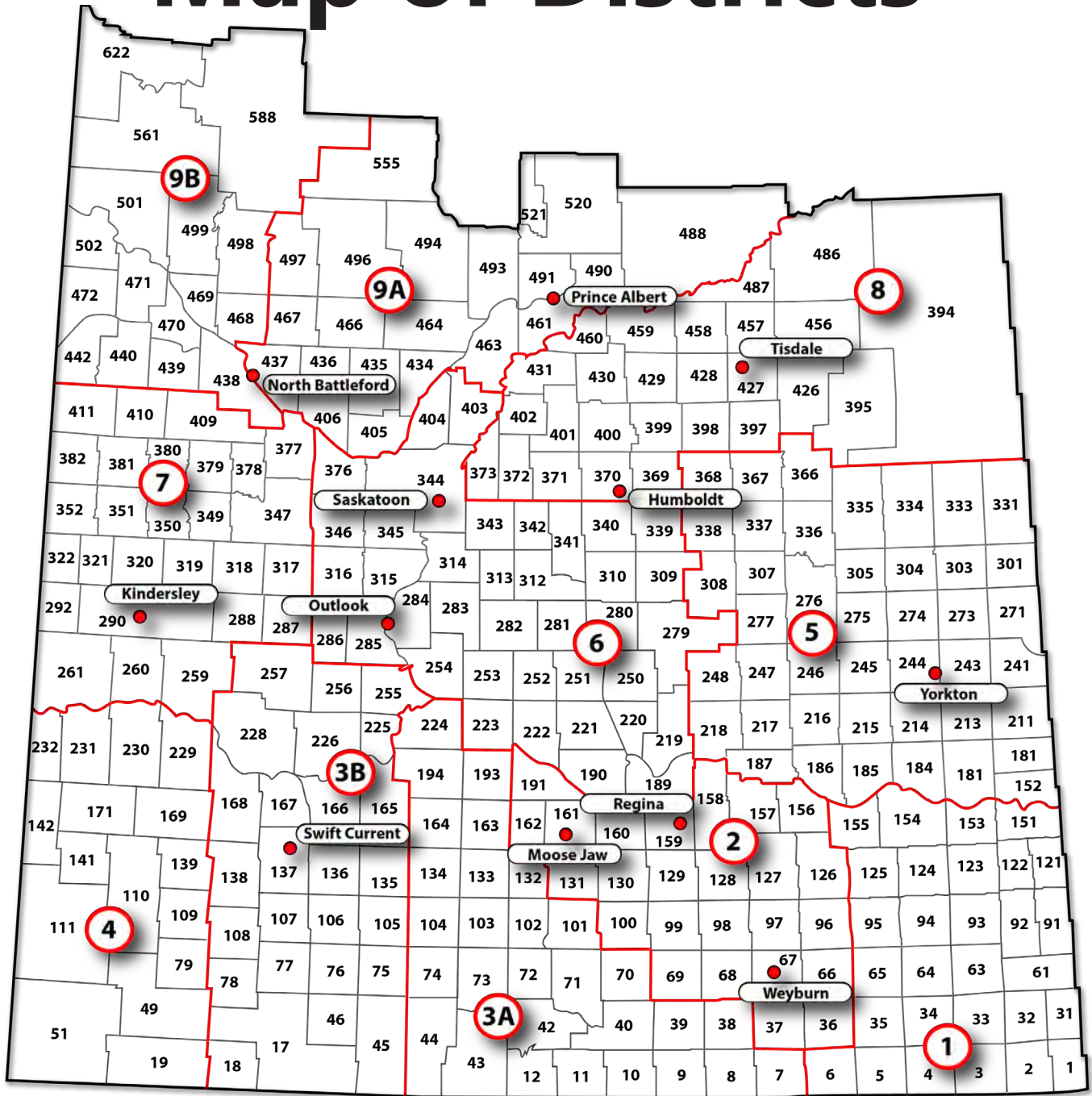
We will advocate and develop policies and programs that will improve producer resilience, profitability, skills, and other needs as they arise.

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

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

We will run a professional and transparent organization.

Map of Districts



SCA Board of Directors

- | | | |
|---------------------------------|---------------------------|---------------------------------------|
| ① Kyle Hebert, Wawota | ④ Randy Stokke, Consul | ⑧ Leon Lueke, Humboldt |
| ② Leigh Rosengren, Midale | ⑤ Levi Hull, Willowbrook | ⑨A Arnold Balicki, Shellbrook (Chair) |
| ③A Roger Meyers, Minton | ⑥ Shelby Corey, Saskatoon | ⑨B Dean Moore, Paradise Hill |
| ③B Keith Day, Kyle (Vice Chair) | ⑦ Joleen Shea, Kindersley | ○ Rick Toney, Gull Lake (Past Chair) |

○ SSGA Directors: Kelly Williamson, Pambrun
 Jeff Yorga, Flintoft

○ SCFA Directors: Garret Poletz, Biggar
 Chad Ross, Estevan

Committee Members & Representatives

Executive

Arnold Balicki - Chair
Keith Day - Vice Chair
Dean Moore - Finance Chair
Chad Ross - Member at Large
Rick Toney - Past Chair

Research

Kyle Hebert- Co-Chair
Roger Meyers - Co-Chair
Leigh Rosengren
Keith Day
Levi Hull
Garner Deobald

Animal Health & Care

Leigh Rosengren - Chair
Roger Meyers
Garret Poletz
Garner Deobald
Joleen Shea

Audit & Finance

Dean Moore---Chair
Kelly Williamson
Shelby Corey
Garret Poletz

Communications & Education

Levi Hull - Chair
Rick Toney
Chad Ross
Garret Poletz
Kelly Williamson
Shelby Corey

Governance

Keith Day-Chair
Kyle Hebert
Joleen Shea
Randy Stokke

Government Policy & Programs

Keith Day - Chair
Chad Ross
Shelby Corey
Randy Stokke
Dean Moore

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

Canadian Beef Check-Off Agency

Chad Ross

Verified Beef Production +

Arnold Balicki

Prairie Conservation Action Plan

Keith Day

Agriculture in the Classroom

Glenn LaPointe

Saskatchewan Forage Council

Kyle Hebert

Farm & Food Care Saskatchewan

Shelby Corey

Livestock Services of Saskatchewan

Harold Martens

Saskatchewan Wildlife Advisory

Keith Day

Canadian Cattle Council

Scott Gerbrandt

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 everyone. It is my pleasure to welcome you all to SCA's 2023 AGM. SCA's fiscal year begins 1st of August and ends 31st of July each & every year. With that in mind, you will notice my report covers the latter half of 2021 and the first half of 2022. For most of Saskatchewan farmers and ranchers, 2021 was the year of the devastating drought. With little precipitation, little pasture, short supply of winter feed along with high freight costs, and dwindling water supplies, your SCA Board of Directors and staff approached government looking for ways to collaborate to save our herds.

Despite an extremely short time frame, SCA, in partnership with Minister Marit and his government, were successful in hammering out enhancements to existing programs such as crop insurance, FRWIP and the \$200/ head for breeding stock through AgriRecovery. I believe all producers were grateful for the unprecedented speed at which the cheques started flowing. A huge thank you to all involved!

In 2022, a large part of the province has seen some drought relief with timely rains, but there were still some areas going through multiple years of drought. I can assure you, SCA continues to advocate to have "self declaration" for the Livestock Tax Deferral Program for all sectors of the cattle industry included, parity with the grains & oilseeds sector in regards to Livestock Price Insurance premium sharing and a "shelf ready" program for when the next disaster comes along. Also, in 2022, we were fortunate to be invited by Ministry to participate in the consultations for the Sustainable Canadian Agriculture Partnership (the next generation of CAP) and Resilient Agriculture Landscape Program. Within the next few weeks, we can expect announcements on the final version of each.

In 2022 and prior years too, the large animal veterinarian shortages in the province have been top of mind to our livestock sector. I am extremely happy to say that I believe the announcements by Minister Marit and Minister Wyant this past summer will help ease some of our producers concerns. Certainly, extending the Loan Forgiveness Program for Veterinarian students and Vet Tech students to include all Vet clinics in Saskatchewan who service rural clients is a huge step forward. Also, the announcement this past summer whereby the Provincial Government is now funding an additional five seats at the WCVM was very well received by our industry.

At SCA, Communications is a real work in progress! For those of you who visited our "dome" at Agribition, you'll know what I mean. Yes, I can honestly say that more work needs to be done in this regard, but the line up of students waiting to get in and participate in what the dome has to offer is a testament to its value. Thank you Glenn for your endeavours to bringing this to fruition! 2022 saw a change at the helm of SCA. Ryder Lee moved on to the Calgary office of CCA to take up the position as General Manager. Our SCA family of Board of Directors & staff want to so graciously thank Ryder for his extraordinary leadership and friendship during his tenure. Thank you Ryder.

The old saying, "one door closes & another opens" is certainly applicable here. We at SCA were very fortunate to have the opportunity to hire Grant McLellan as our new CEO. In the short few months that Grant has been with us, his knowledge and leadership skills have proven to be invaluable. 2022 was not without heartache. I personally and our cattle industry lost a dear friend and genuine advocate with the sudden passing of Reg. Our sincerest condolences go out to the Schellenberg family. This is my final report as Chair of SCA. I want to thank everyone for entrusting me in this position for the past three years. It was truly gratifying and an honour to serve as your Chair.

For me, life is all about family, relationships and memories. I want thank our SCA staff, our Board of Directors, Ministry and other Government officials for your kind and respectful working relationship. I will always cherish those moments. I also want to thank my family for being there-Peggy for accompanying me on most of my travels & Len for keeping the ranch together in my absence. Without them, none of this would have been possible.

May 2023 be an exceptionally great year for all!



SCA CEO Report

By Grant McLellan

As the newest member of the SCA team, it is my pleasure to be filling this space that was typically filled with the wise words of Ryder Lee, who served in this role for over 7 years. Producers in this province have been well-served by his leadership, guidance, and activism during that tenure. He remains a strong voice for the sector in his new role with the Canadian Cattle Association, and it is nice to have even more representation from Saskatchewan at the national table. Canada can use more Saskatchewan.



This year was another challenging year for producers, with drought still a major factor in large parts of the province. The outlook for the sector is a difficult one when it seems to be an uphill battle on many fronts; the price of feed is going up, the price of fuel is going up, and even though the price for cattle has gone up, the margins are not keeping pace. We know our farmers and ranchers can weather tough times, but we know that the job has not gotten easier in the past few years.

This is what makes what SCA does so important; when the sector is struggling, it is even more important that our producers have a strong voice to represent them, and to focus on their priorities. It was the strength of this voice that led to changes in the AgriStability plan, and it was the SCA that lobbied (successfully) for the per head payment under the Drought Recovery Initiative that many of our members received in the previous year.

This work is possible through the check-off dollars that come from Saskatchewan producers, and we take the responsibility of managing those dollars very seriously. Just like the ranchers in this province, we stretch every dollar to ensure that we are providing value to members and to the industry as a whole. For example, every dollar SCA spends on research leverages another \$8.63, a return on investment of 763%. That research is key to keeping the industry moving forward and innovating in areas such as nutrition, soil quality, and business planning, to name a just a few. More information is contained in our research report, but this is one of our core values in our strategic plan.

In the current marketplace, competitiveness is front of mind, and we continue to make sure it stays there for decision makers at all levels of government. We work with our Ministry of Agriculture partners on program design and delivery, and this was especially important this past year as the new Canadian Agriculture Partnership agreement was negotiated and signed between the province and the federal government. At every step in that negotiation, SCA was actively involved in ensuring that the needs of cattle producers are met, and we know that some much-needed improvements are coming, alongside more funding for our sector. This year also marked some of the return to normal that we had been so desperate for over the past couple of years. We got back to holding in person district

CEO report continued

meetings for our 11 districts, and even though it was the second year back for Agribition, it was not until this fall that it felt like Agribition again. So much of the Saskatchewan culture is tied to our agriculture sector, and to have the opportunity to get together again and have these events to be excited for is good for the soul.

As much as it is nice to get some of the normal back, we also know that we are in a time of change for our sector. The level of competition in the protein space has perhaps never been greater, but it is important to note that the world is only going to need more protein. As the war in Ukraine has taught us, global food security is not all that secure right now. For many of us, we know that beef has a role to play in meeting the growing global demand for food, and part of meeting that demand is making sure people know our story. This is some of the work we do in partnership with the national associations such as CCA, the National Cattle Feeders, the Canadian Roundtable for Sustainable Beef, and the Beef Canada Research Council.

Telling our story is not just about talking about the quality of our products; it is also about talking about how the animals are raised and the positive impacts they have on the environment. In a time when so much focus and discussion is dedicated to climate change and protecting sensitive ecosystems, we need to constantly remind decision makers that we are not adversaries in this fight, we are allies. Saskatchewan ranchers are some of the best stewards of the land, and it is important that our Members of Parliament and our Members of the Legislative Assembly recognize the value livestock producers provide to our ecosystem and our economy.

Our work does not stop – the SCA, through our talented Board of Directors representing the entire province south of the tree line and our dedicated staff, will continue to tell YOUR story. We know the years ahead will be challenging, and many are feeling real concern for the future of the industry. With any crisis comes opportunity; opportunity for change and progress; opportunity for renewal. At the SCA, we will be ready to seize those opportunities through our research, advocacy, and the partnerships we continue to build in the agriculture sector.

In these times, we also need to remember to take care of ourselves and each other. No one is immune to the stress that comes with working on farms and ranches, and it is important that we make sure to ask for help if we need it or offer it when someone else might need it. When it comes to health, mental health is just as important as our physical health.

In Saskatchewan, we are no stranger to challenges; our history is built on the people who overcame tough times with grit and hard work. What makes Saskatchewan different is how we overcome those challenges - we do it together.

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Index to Financial Statements
Year Ended July 31, 2022

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Draft for discussion purposes only

DUDLEY & COMPANY LLP

Chartered Professional Accountants

INDEPENDENT AUDITOR'S REPORT

To the Members of Saskatchewan Cattlemen's Association

Opinion

We have audited the financial statements of Saskatchewan Cattlemen's Association (the organization), which comprise the statement of financial position as at July 31, 2022, and the statements of revenues and expenses, changes in net assets and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the organization as at July 31, 2022, and the results of its operations and cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations (ASNPO)

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of our report. We are independent of the organization in accordance with ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with ASNPO, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the organization's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the organization or to cease operations, or has no realistic alternative but to do so.

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

(continues)

Auditor's Responsibilities for the Audit of the Financial Statements

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

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

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

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

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Statement of Financial Position
July 31, 2022

| | 2022 | 2021 |
|---|---------------------|---------------------|
| ASSETS | | |
| CURRENT | | |
| Cash and cash equivalents <i>(Note 3)</i> | \$ 689,951 | \$ 1,794,697 |
| Current investments <i>(Note 4)</i> | 5,243,676 | 6,677,121 |
| Accounts receivable | 165,669 | 110,191 |
| Goods and services tax recoverable | 20,566 | - |
| Prepaid expenses | 110,344 | 57,205 |
| | 6,230,206 | 8,639,214 |
| CAPITAL ASSETS <i>(Note 6)</i> | 63,509 | 82,541 |
| LONG TERM INVESTMENTS <i>(Note 4)</i> | 382,156 | 66,281 |
| TOTAL ASSETS | \$ 6,675,871 | \$ 8,788,036 |
| LIABILITIES AND NET ASSETS | | |
| CURRENT | | |
| Accounts payable and accrued liabilities | \$ 76,215 | \$ 499,390 |
| Goods and services tax payable | - | 2,967 |
| Payroll deductions payable | 16,482 | 18,659 |
| Refunds payable <i>(Note 8)</i> | 31,880 | 47,691 |
| | 124,577 | 568,707 |
| NET ASSETS | 6,551,294 | 8,219,329 |
| TOTAL LIABILITIES AND NET ASSETS | \$ 6,675,871 | \$ 8,788,036 |

ON BEHALF OF THE BOARD

_____ Chair

_____ Director

See notes to financial statements

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Statement of Revenues and Expenses
Year Ended July 31, 2022

| | 2022 | 2021 |
|--|-----------------------|---------------------|
| REVENUES | | |
| Check-off revenue | \$ 5,932,017 | \$ 5,766,481 |
| Cost share revenue | 60,963 | 5,618 |
| Interest and investment income | 293,841 | 325,399 |
| Gains/losses on investments | (588,941) | 672,165 |
| Federal projects | 17,075 | 55,275 |
| | <u>5,714,955</u> | <u>6,824,938</u> |
| EXPENSES | | |
| Administration (Schedule 1) | 167,783 | 137,798 |
| Board (Schedule 1) | 150,325 | 96,860 |
| CEO expenses (Schedule 1) | 8,666 | 2,096 |
| Committee expenses (Schedule 1) | 110 | 439 |
| Communications (Schedule 1) | 252,399 | 248,656 |
| Industry Development Fund (Schedule 1) | 2,347,355 | 1,069,396 |
| National Policy and Trade Advocacy (Schedule 2) | 3,905,980 | 3,747,995 |
| Staff expenses (Schedule 2) | 14,175 | 7,083 |
| Salaries and benefits | 536,197 | 468,790 |
| | <u>7,382,990</u> | <u>5,779,113</u> |
| EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES | <u>\$ (1,668,035)</u> | <u>\$ 1,045,825</u> |

See notes to financial statements

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Statement of Changes in Net Assets
Year Ended July 31, 2022

| | 2022 | 2021 |
|---|----------------------------|----------------------------|
| NET ASSETS - BEGINNING OF YEAR | \$ 8,219,329 | \$ 7,173,504 |
| EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES | <u>(1,668,035)</u> | 1,045,825 |
| NET ASSETS - END OF YEAR | <u>\$ 6,551,294</u> | <u>\$ 8,219,329</u> |

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Statement of Cash Flows
Year Ended July 31, 2022

| | 2022 | 2021 |
|---|---------------------------|----------------------------|
| CASH FLOWS FROM (FOR) OPERATING ACTIVITIES | | |
| Cash receipts from customers | \$ 5,954,577 | \$ 5,798,599 |
| Cash paid to suppliers and employees | (7,858,258) | (5,565,232) |
| Interest and investment income | 293,841 | 325,399 |
| Goods and services tax | (23,533) | (1,593) |
| Cash Flows From (For) Operating Activities | <u>(1,633,373)</u> | 557,173 |
| CASH FLOWS FROM (FOR) INVESTING ACTIVITIES | | |
| Purchase of capital assets | - | (32,916) |
| Purchase of investments | (831,286) | (515,818) |
| Proceeds from sales of investments | 1,359,913 | 243,636 |
| Cash Flows From (For) Investing Activities | <u>528,627</u> | (305,098) |
| INCREASE (DECREASE) IN CASH FLOWS | (1,104,746) | 252,075 |
| Cash - beginning of year | <u>1,794,697</u> | 1,542,622 |
| CASH - END OF YEAR (Note 3) | <u>\$ 689,951</u> | <u>\$ 1,794,697</u> |

See notes to financial statements

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Notes to Financial Statements
Year Ended July 31, 2022

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 (ASNFPO).

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, 2022

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

Financial instruments

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

Cash equivalents

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

Check-off revenue

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

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Notes to Financial Statements
Year Ended July 31, 2022

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

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SASKATCHEWAN CATTLEMEN'S ASSOCIATION

Notes to Financial Statements

Year Ended July 31, 2022

3. CASH AND CASH EQUIVALENTS

| | <u>2022</u> | <u>2021</u> |
|-------------------------------|-------------------|---------------------|
| Chequing - Scotiabank | \$ (136,079) | \$ (35,502) |
| Chequing - Affinity | 59,544 | 8,835 |
| Restricted - Affinity | 5,149 | 5,014 |
| Restricted - Scotiabank | 753,287 | 1,813,666 |
| Investment cash account | 8,045 | 2,679 |
| Credit union membership share | 5 | 5 |
| | <u>\$ 689,951</u> | <u>\$ 1,794,697</u> |

4. INVESTMENTS

| | <u>2022</u> | <u>2021</u> |
|----------------------------|---------------------|---------------------|
| <u>Current Investments</u> | | |
| Cash equivalents | \$ - | \$ 8,458 |
| Fixed income securities | 1,736,122 | 2,144,627 |
| Equities | 216,764 | 316,750 |
| Other assets | 1,910,444 | 2,176,237 |
| Equity funds | 1,762,502 | 2,097,330 |
| Long term investments | <u>(382,156)</u> | <u>(66,281)</u> |
| | <u>\$ 5,243,676</u> | <u>\$ 6,677,121</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>\$ 382,156</u> | <u>\$ 66,281</u> |
|-----------------------|-------------------|------------------|

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

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Notes to Financial Statements
Year Ended July 31, 2022

5. FINANCIAL INSTRUMENTS

The organization is exposed to various risks through its financial instruments and has a comprehensive risk management framework to monitor, evaluate and manage these risks. The following analysis provides information about the organization's risk exposure and concentration as of July 31, 2022.

Credit risk

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

Liquidity risk

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

Market risk

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

Interest rate risk

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

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

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Notes to Financial Statements
Year Ended July 31, 2022

6. CAPITAL ASSETS

| | Cost | Accumulated amortization | 2022 Net book value | 2021 Net book value |
|-------------------------|-------------------|-----------------------------|------------------------------------|---------------------------|
| Computer equipment | \$ 24,854 | \$ 23,302 | \$ 1,552 | \$ 4,121 |
| Educational video | 30,000 | 6,000 | 24,000 | 30,000 |
| Furniture and equipment | 47,613 | 19,874 | 27,739 | 34,796 |
| Leasehold improvements | 17,030 | 6,812 | 10,218 | 13,624 |
| | \$ 119,497 | \$ 55,988 | \$ 63,509 | \$ 82,541 |

7. BOARD LEVIES

| | 2022 | 2021 |
|-------------------------------|---------------------|---------------------|
| Check-off Revenue | \$ 5,990,208 | \$ 5,823,141 |
| Dealer Rebate | (58,191) | (56,660) |
| Subtotal of check-off revenue | 5,932,017 | 5,766,481 |
| National check-off agency | (3,334,041) | (3,051,837) |
| Levy refund | (40,906) | (51,060) |
| | \$ 2,557,070 | \$ 2,663,584 |

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

| | 2022 | 2021 |
|--------------------|------------------|-----------|
| SBIDF levy refunds | \$ 31,880 | \$ 47,691 |

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

SASKATCHEWAN CATTLEMEN'S ASSOCIATION

Notes to Financial Statements

Year Ended July 31, 2022

9. LEASE COMMITMENTS

The organization has a long-term lease with respect to its premises. The association is required to pay a portion of common area cost which is adjusted each year for actual operating costs and property taxes. Future minimum lease payments as at July 31, 2022, are as follows:

| | | |
|------|----|---------------|
| 2023 | \$ | 29,744 |
| 2024 | | 30,742 |
| 2025 | | 30,742 |
| | | <u>30,742</u> |
| | \$ | <u>91,228</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, 2022

| | 2022 | 2021 |
|-----------------------------|-------------------|-------------------|
| Administration | | |
| Accounting services | \$ 10,176 | \$ 9,646 |
| Amortization | 19,032 | 6,929 |
| Bank charges and interest | 270 | 1,139 |
| IT support | 16,306 | 5,206 |
| Insurance | 1,912 | 2,106 |
| Investment advisory fees | 54,502 | 50,403 |
| Office rent | 53,153 | 47,989 |
| Office supplies | 1,448 | 2,715 |
| Photocopying | 730 | 2,591 |
| Postage and courier | 1,859 | 1,400 |
| Professional development | 440 | - |
| Telephone | 7,383 | 7,674 |
| Travel | 572 | - |
| Administration Total | \$ 167,783 | \$ 137,798 |
| Board | | |
| Accommodations | \$ 17,142 | \$ 7,093 |
| Business cards | - | 2,434 |
| Facility rental | 12,078 | 10,576 |
| Meals | 8,328 | 3,692 |
| Per diems | 67,356 | 58,532 |
| Registration fees | 6,891 | 288 |
| Travel | 38,530 | 14,245 |
| Board Total | \$ 150,325 | \$ 96,860 |
| CEO Expenses | | |
| Accommodations | \$ 1,719 | \$ 937 |
| Industry meeting meals | 347 | - |
| Meals | 315 | 89 |
| Registrations | 1,736 | 125 |
| Travel | 4,549 | 945 |
| CEO Expenses Total | \$ 8,666 | \$ 2,096 |
| Committee | | |
| Research | \$ 110 | \$ 439 |

SASKATCHEWAN CATTLEMEN'S ASSOCIATION

**Expenses by Fund (continued)
(Schedule 1)**

Year Ended July 31, 2022

| | | |
|--|---------------------|---------------------|
| Communications | | |
| AGM facilities | \$ 20,614 | \$ 22,273 |
| Advertising | 136,019 | 177,829 |
| Education | 13,224 | 237 |
| Fees, memberships, and subscriptions | 3,524 | 900 |
| Producer meetings | 24,053 | 12,962 |
| Promotion and marketing | 6,895 | 3,873 |
| Promotional events | 22,030 | 2,841 |
| Publication | 10,345 | 13,633 |
| SBIC | 13,335 | 14,089 |
| Trade show | 2,360 | 19 |
| Communications Total | \$ 252,399 | \$ 248,656 |
| Industry Development Fund | | |
| External memberships | \$ 70,562 | \$ 130,078 |
| Investment projects | 1,150,000 | - |
| Industry development fund | - | 5,618 |
| Levy refund | 40,906 | 51,060 |
| SCAIDF research funding (Schedule 3) | 648,875 | 802,890 |
| Athletic program | 5,812 | - |
| Sponsorships and funding | 356,200 | 4,750 |
| Verified beef production funding | 75,000 | 75,000 |
| Industry Development Fund Total | \$ 2,347,355 | \$ 1,069,396 |

SASKATCHEWAN CATTLEMEN'S ASSOCIATION

**Expenses by Fund (Continued)
(Schedule 2)**

Year Ended July 31, 2022

| | 2022 | 2021 |
|--|---------------------|---------------------|
| National Policy and Trade Advocacy Programs | | |
| Canadian Cattlemen's Association - assessment | \$ 534,098 | \$ 658,878 |
| Legal assessments | 37,841 | 37,280 |
| National check-off agency | 3,334,041 | 3,051,837 |
| National Policy and Trade Advocacy Programs Total | \$ 3,905,980 | \$ 3,747,995 |
| Staff Expenses | | |
| Accommodations | \$ 1,751 | \$ 1,201 |
| Meals | 1,188 | 430 |
| Registrations | 4,902 | 2,336 |
| Travel | 6,334 | 3,116 |
| Staff Expenses Total | \$ 14,175 | \$ 7,083 |

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Schedule of Industry Development Research Funding (SCAIDF)
(Schedule 3)
Year Ended July 31, 2022

| | 2022 |
|--|---------------|
| EXPENSES | |
| Agriculture & Agri-Food Canada | |
| Investigating the role of copper fertility in ergot infestation of forage crops | \$ 4,500 |
| | <u>4,500</u> |
| University of Regina | |
| Sulfate removal from Agricultural ponds for improved cattle health: Evaluating regional and local controls | 15,000 |
| Genomic epidemiology and rapid detection of Mycobacterium paratuberculosis infections (Johne's disease) in Saskatchewan cattle | 30,000 |
| Development of forage wheat lines with high biomass yield and high quality | 7,500 |
| | <u>52,500</u> |
| Saskatchewan Forage Council | |
| 4R Nitrogen use in mixed forage stands Part 2 | 5,600 |
| A critical review of best management practices for pasture rejuvenation | 5,739 |
| Funding agreement | 60,000 |
| | <u>71,339</u> |
| University of Saskatchewan | |
| A screen for drugs that reveal Mycoplasma bovis to the bovine immune system | 16,200 |
| Alternative trace mineral supplementation strategies for improved cow performance | 10,000 |
| Assessing the Impacts of Forages on GHG Sequestration in Saskatchewan crop rotations | 15,000 |
| Beef & Forage award | 1,500 |
| Developing hybrid bromegrass with improved neutral detergent fibre digestibility | 15,000 |
| Development of a novel vaccine for protection against Mycoplasma bovis infections in feedlot cattle | 97,632 |
| Development of salt tolerant alfalfa cultivar adapted in Western Canada | 25,000 |
| Effect of Annual and Perennial Forage systems on plant, water, soil, and economic parameters, grazing animal performance and preference dynamics | 5,400 |
| Enhancing diagnostic methods for rapid and accurate detection of macrolide resistance in mannheimia haemolytica | 5,000 |
| Enhancing seed and biomass production and drought tolerance of plains fescue using novel seed treatments | 11,500 |
| Evaluating premiums for weaned calves marketed with value - added management characteristics. | 5,000 |
| Evaluation of animal variability in fibre digestion and strategies to improve forage use in beef cattle | 20,000 |
| Identifying mycorrhizal fungi to enhance field crop and forage salinity tolerance | 15,000 |
| Identifying new diversity and developing genomic resources for bromegrass (Bromus spp) forage crop breeding | 30,000 |
| Improved manure utilization methods for feedlots in Saskatchewan | 14,220 |
| Including native forages in mixture to enhance late season forage quality and carbon sequestration | 10,500 |
| Investigating the role of GDF11 in muscle and fat deposition in Beef Cattle | 18,500 |
| Level of canola source fat in pregnant cow diets - effects on cow and calf performance | 12,500 |

(continues)

See notes to financial statements

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Schedule of Industry Development Research Funding (SCAIDF) (continued)
(Schedule 3)
Year Ended July 31, 2022

| | 2022 |
|--|--------------------------|
| Plant soil interactions & stand decline in alfalfa. Mechanisms and potential mitigation strategies | 5,158 |
| Stocking density and feed bunk space as a risk factor for liver abscesses | 10,000 |
| Strategies to address mineral nutrition in the face of poor water quality | 10,000 |
| Towards 1-step trusting-Rapid Identification of Bovine Respiratory Disease (BRD) viruses to inform vaccine to inform vaccine use & development | 10,000 |
| Use of high-moisture corn products for finishing cattle and the corn stover for extensive grazing | 25,000 |
| Using watering bowls to monitor the respiratory bacterial resistome in cattle by location and time within the feedlot | 10,000 |
| | <u>398,110</u> |
| Other organizations | |
| Irrigation Crop Diversification - Developing target yield nitrogen fertilizer recommendations for irrigated silage and grain corn | 20,000 |
| Olds College Field Crop Development Centre - Collaborative testing and development of forage barley varieties for Western Canada | 35,000 |
| University of Lethbridge - Simple strategies to reduce impacts of ergot alkaloids on beef cattle | 12,823 |
| University of Alberta - Accelerated and targeted discovery of cellulases using high resolution meta-omes of multiple ruminant species | 20,000 |
| University of Waterloo - SAR Proposal | 34,603 |
| | <u>\$ 648,875</u> |

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Industry Development Activities Committed for Future Years
(Schedule 4)

Year Ended July 31, 2022

| | 2023 | 2024 | 2025 | 2026 | 2027 | Total |
|--|-----------|-----------|------|------|------|-----------|
| University of Saskatchewan | | | | | | |
| Alternative trace mineral supplementation strategies for improved cow performance | \$ 10,000 | \$ 10,000 | \$ - | \$ - | \$ - | \$ 20,000 |
| Use of high-moisture corn products for finishing cattle and the corn stover for extensive grazing | 53,500 | 25,000 | - | - | - | 78,500 |
| Effect of Annual and Perennial Forage systems on plant, water, soil, and economic parameters, grazing animal performance and preference dynamics | 7,800 | - | - | - | - | 7,800 |
| Beef & Forage award | 1,500 | 1,500 | - | - | - | 3,000 |
| Development of meadow brome and ricer 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 |

(continues)

See notes to financial statements

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Industry Development Activities Committed for Future Years (continued)
(Schedule 4)
Year Ended July 31, 2022

| | 2023 | 2024 | 2025 | 2026 | 2027 | Total |
|--|-------|--------|-------|------|------|---------------|
| University of Saskatchewan (continued) | | | | | | |
| Assessing the Impacts of Forages on GHG Sequestration in Saskatchewan crop rotations | - | 10,000 | - | - | - | 10,000 |
| Towards 1-step trusting-Rapid Identification of Bovine Respiratory Disease (BRD) viruses to inform vaccine to inform vaccine use & development | 5,000 | - | - | - | - | 5,000 |
| Identifying mycorrhizal fungi to enhance field crop and forage salinity tolerance | 5,000 | - | - | - | - | 5,000 |
| Enhancing diagnostic methods for rapid and accurate detection of macrofide resistance in manheimia haemolytica | 5,000 | 5,000 | - | - | - | 10,000 |
| Development of salt tolerant alfalfa cultivar adapted in Western Canada | 5,000 | 5,000 | 5,000 | - | - | 15,000 |
| Evaluation of animal variability in fibre digestion and strategies to improve forage use in beef cattle | 5,000 | 5,000 | - | - | - | 10,000 |

(continues)

See notes to financial statements

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Industry Development Activities Committed for Future Years (continued)
(Schedule 4)

Year Ended July 31, 2022

| | 2023 | 2024 | 2025 | 2026 | 2027 | Total |
|--|--------|--------|--------|------|------|---------------|
| University of Saskatchewan (continued) | | | | | | |
| Identifying new diversity and developing genomic resources for bromegrass (Bromus spp) forage crop breeding | - | 10,000 | - | - | - | 10,000 |
| Clinical investigation of treatment options for joint infections in Western Canadian feedlot cattle | 18,350 | 5,000 | - | - | - | 23,350 |
| Bovine reproductive syndromic sequencing panel | 48,000 | - | - | - | - | 48,000 |
| Smart farming to optimize productivity – How to put your data to use | 36,000 | - | - | - | - | 36,000 |
| Benchmarking imaging and sensor technologies for capturing novel phenotypes to improve sustainability of the Beef Industry | 29,500 | 10,000 | 4,500 | - | - | 44,000 |
| Genomic analysis of alfalfa for the development of drought and salt tolerant germplasm for breeding programs | 75,000 | 10,000 | 10,000 | - | - | 95,000 |
| Investigation of AMR transmission via horizontal gene transfer in <i>Mycoplasma bovis</i> | 13,000 | 5,000 | - | - | - | 18,000 |

(continues)

See notes to financial statements

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Industry Development Activities Committed for Future Years (continued)
(Schedule 4)

Year Ended July 31, 2022

| | 2023 | 2024 | 2025 | 2026 | 2027 | Total |
|---|----------------|----------------|---------------|---------------|----------|----------------|
| University of Saskatchewan (continued) | | | | | | |
| Genomic characterization of the Prairie forage crop hybrid wheatgrass (Elymus hoffmanni) and its parental ancestors | 50,000 | 20,000 | 10,000 | 10,000 | - | 90,000 |
| Genomic variations associated with gestation length in beef cattle | 25,500 | 12,500 | 12,500 | - | - | 50,500 |
| Including native forages in mixture to enhance late season forage quality and carbon sequestration | 10,000 | 10,000 | 10,000 | - | - | 30,000 |
| Effect of Land Rolling timing on barley grain and Silage Yield | 1,385 | - | - | - | - | 1,385 |
| Strategic Research Initiative on soil carbon mapping | 100,000 | - | - | - | - | 100,000 |
| University of Saskatchewan Total | 537,035 | 144,000 | 52,000 | 10,000 | - | 743,035 |

Agriculture & Agri-Food

(continues)

See notes to financial statements

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Industry Development Activities Committed for Future Years (continued)
(Schedule 4)
Year Ended July 31, 2022

| | 2023 | 2024 | 2025 | 2026 | 2027 | Total |
|---|---------------|---------------|--------------|--------------|--------------|----------------|
| Identification of genetic factors contributing to abiotic stress tolerance in intermediate wheatgrass | 5,000 | 5,000 | - | - | - | 10,000 |
| Exploring the potential of including chicory in pasture for beef cattle | 48,435 | 10,000 | 5,000 | 5,000 | 9,565 | 78,000 |
| Evaluation of polycrop mixtures for swath grazing, soil health and economics | 30,000 | 20,000 | - | - | - | 50,000 |
| Agriculture & Agri-Food Total | 83,435 | 35,000 | 5,000 | 5,000 | 9,565 | 138,000 |

| | | | | | | |
|---|--------|-------|---|---|---|--------|
| University of Regina | | | | | | |
| Genomic epidemiology and rapid detection of <i>Mycobacterium paratuberculosis</i> infections (Johne's disease) in Saskatchewan cattle | 20,000 | - | - | - | - | 20,000 |
| Sulfate removal from Agricultural ponds for improved cattle health; Evaluating regional and local controls | 7,500 | 7,500 | - | - | - | 15,000 |
| Whole genome sequencing of sainfoin: an invaluable resource for a future of sustainable beef and dairy production systems | 13,043 | - | - | - | - | 13,043 |

(continues)

See notes to financial statements

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Industry Development Activities Committed for Future Years (continued)
(Schedule 4)

Year Ended July 31, 2022

| | 2023 | 2024 | 2025 | 2026 | 2027 | Total |
|---|-----------|----------|--------|--------|--------|-----------|
| University of Regina Total | \$ 40,543 | \$ 7,500 | \$ - | \$ - | \$ - | \$ 48,043 |
| Other Organizations | | | | | | |
| Irrigation Crop Diversification - Developing target yield nitrogen fertilizer recommendations for irrigated silage and grain corn | 10,000 | 5,000 | - | - | - | 15,000 |
| Farm & Food Care - Film project | 5,000 | - | - | - | - | 5,000 |
| Saskatchewan 4-H Council - Sponsorship | - | 20,000 | - | - | - | 20,000 |
| Saskatchewan Cattle Feeders Association - Western Feedlot School sponsorship | 20,000 | - | - | - | - | 20,000 |
| Saskatchewan Forage Council - Funding | 60,000 | - | - | - | - | 60,000 |
| SaskBarley - Can Winter Barley be grown in Central Saskatchewan | 5,000 | - | - | - | - | 5,000 |
| South of Divide Conservation Action Plan - Ag Climate solutions | 50,000 | 50,000 | 50,000 | 50,000 | 50,000 | 250,000 |
| South of Divide Conservation Action Plan - Funding | 25,000 | - | - | - | - | 25,000 |

(continues)

See notes to financial statements

SASKATCHEWAN CATTLEMEN'S ASSOCIATION
Industry Development Activities Committed for Future Years (continued)
(Schedule 4)

Year Ended July 31, 2022

| | 2023 | 2024 | 2025 | 2026 | 2027 | Total |
|---|-------------------|-------------------|-------------------|------------------|------------------|---------------------|
| Other Organizations (continued) | | | | | | |
| Southwest Saskatchewan Forage Cooperative Association Ltd. - Demonstrating the advantages of feeding supplemental protein in fall pasture | 10,000 | - | - | - | - | 10,000 |
| STARS - Funding Yorkton Agricultural Incorporated - Perennial Forage Species Demonstration | 5,000 | 5,000 | - | - | - | 10,000 |
| | 5,000 | - | - | - | - | 5,000 |
| Other Organizations Total | 195,000 | 80,000 | 50,000 | 50,000 | 50,000 | 425,000 |
| Grand Total | \$ 856,013 | \$ 266,500 | \$ 107,000 | \$ 65,000 | \$ 59,565 | \$ 1,354,078 |

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

Payee Report

| Personal Service | Expenses | Per Diem | Total |
|------------------|---------------|---------------|----------------|
| Arnold Balicki | 20,620 | 18,300 | 38,920 |
| Keith Day | 12,600 | 6,785 | 19,385 |
| Kyle Hebert | 5,600 | 1,380 | 6,980 |
| Roger Meyers | 5,700 | 1,150 | 6,850 |
| Leigh Rosengren | 3,850 | 3,565 | 7,415 |
| Randy Stokke | 1,450 | 1,610 | 3,060 |
| Rick Toney | 3,526 | 4,900 | 8,426 |
| Jeff Yorga | 800 | | 800 |
| Joleen Shea | 1,975 | 3,335 | 5,310 |
| Shelby Corey | 654 | 2,875 | 3529 |
| Levi Hull | 2,254 | 1,725 | 3,979 |
| Leon Lueke | 1,640 | 690 | 2,330 |
| Dean Moore | 1,220 | 920 | 2,140 |
| Garrett Poletz | 3,450 | 1,150 | 4,600 |
| Kelly Williamson | 550 | 1,150 | 1700 |
| Chad Ross | 5,800 | 1,380 | 7,180 |
| Scott Gerbandt | 200 | | 200 |
| Duane Thmpson | | 2,070 | 2070 |
| Ryan Beierbach | | 4,830 | 4830 |
| Pat Hayes | | 2,530 | 2530 |
| Lynn Grant | | 2,000 | 2000 |
| Harold Martens | | 2,020 | 2020 |
| Garner Deobald | | 920 | 920 |
| Brad Welter | | 1,150 | 1150 |
| Brent Griffin | | 920 | 920 |
| Total | 71,889 | 67,355 | 139,244 |

External Memberships (Threshold \$10,000)

| | |
|----------------------------|----------------|
| Farm & Food Care | 20,000 |
| National Cattle Feeders | 50,000 |
| <u>Ag in the Classroom</u> | <u>50,000</u> |
| Total | 120,000 |

National Activities (Threshold \$10,000)

| | |
|---------------------------|------------------|
| CCA - Operations | 712,130 |
| CCA - Legal | 37,841 |
| <u>National Check Off</u> | <u>3,334,041</u> |
| Total | 4,084,012 |

Vendor Payments (Threshold \$10,000)

| | |
|---------------------------------|-------------------|
| 102092655 Sask Ltd- Office rent | 53,153.33 |
| National Bank - Investment fees | 54,502.00 |
| <u>Dudley & Co- Auditor</u> | <u>10,176.00</u> |
| Total | 117,831.33 |

Payee report continued

Industry Development (Threshold \$10,000)

| | |
|---|-----------|
| Farm & Food Care | 30,000 |
| PCAP | 23,000 |
| Sask Cattle Feeders - West Feedlot School | 20,000 |
| Sask Forage Council | 11,200 |
| Saskatchewan 4-H | 20,000 |
| Saskatchewan Stock Growers | 20,000 |
| Saskatchewan Vet Med Preceptorship | 21,000 |
| SODCAP | 25,000 |
| U of Saskatchewan (2020-103) | 15,000 |
| U of Saskatchewan (2020-113) | 15,000 |
| U of Saskatchewan (2020-108) | 10,000 |
| U of Regina (12389) | 15,000 |
| U of Saskatchewan (2018-134) | 12,823 |
| U of Saskatchewan (2017-145) | 10,000 |
| U of Saskatchewan (2020-114) | 15,000 |
| U of Saskatchewan (2020-104) | 10,000 |
| U of Saskatchewan (2016-191) | 14,220 |
| U of Saskatchewan (2020-112) | 20,000 |
| U of Saskatchewan (2018-057) | 11,500 |
| U of Saskatchewan (2019-126) | 12,500 |
| U of Regina (2019-007) | 30,000 |
| U of Saskatchewan (2017-095) | 97,631.62 |
| Irrigation Crop Development (2019-117) | 20,000 |
| U of Saskatchewan (S2021-113) | 60,000 |
| Sask Association of Vet (2021-066) | 25,000 |
| Olds College (2020-110) | 35,000 |
| U of Saskatchewan (2018-097) | 25,000 |
| U of Saskatchewan (2021-100) | 10,500 |
| U of Saskatchewan (2019-121) | 10,000 |
| U of Saskatchewan (2020-114) | 15,000 |
| University of Waterloo (Pitmann) | 34,603.45 |
| University of Alberta (2019-115) | 20,000 |
| U of Saskatchewan (2020-112) | 20,000 |
| U of Saskatchewan (Chair Bree Kelln) | 1,000,000 |
| U of Saskatchewan CFI | 150,000 |

2022-2023 Budget

Saskatchewan Cattlemen's Association Profit & Loss

August 2021 through July 2022

| | Budget 21-22 | <u>Aug '21 - Jul 22</u> | Budget 22-23 |
|---------------------------------|--------------|------------------------------|--------------|
| Ordinary Income/Expense | | | |
| Income | | | |
| Dealer Rebate | -55,000 | (58,511.93) | -51,000 |
| Gain/Loss - sale of investments | 200,000 | (588,941.00) | 370,000 |
| Check off Revenue | 5,400,000 | 5,932,017.00 | 5,350,000 |
| Federal Projects | | 17,075.00 | |
| Cost Share Revenue | 20,000 | 60,963.00 | 10,000 |
| Interest Revenue - Restricted | 10,000 | 7,075.52 | 10,000 |
| Interest Revenue Chequing | 2,000 | 3,338.09 | 5,000 |
| National Bank inv distributions | 17,000 | 283,427.39 | 15,000 |
| Total Income | 5,594,000 | <u>5,656,443.07</u> | 5,709,000 |
| Gross Profit | | 5,656,443.07 | |
| Expense | | | |
| Administration Expenses | 136,200. | 167,783.00 | 136,300 |
| Board Expenses | 83,500 | 150,325.00 | 182,000 |
| CEO Expenses | 12,550 | 8,666.00 | 10,000 |
| Committee expenses | 1,000 | 110.00 | 500 |
| Communication Expenses | 314,500 | 252,399.00 | 260,000 |
| Industry Development Fund | 1,865,000 | 2,347,355.00 | 893,000 |
| Natl Policy & Trade Advoc. Prog | 3,685,416 | 3,905,980.00 | 3,719,352 |
| Staff Expenses | 26,000 | 14,175.00 | 25,500 |
| Salaries & Benefit Expenses | 611,700. | 536,197.00 | 480,000 |
| Total Expense | 6,735,866 | <u>7,382,900.00</u> | 5,707,152 |
| Net Ordinary Income | | | |
| Net Income | -1,141,866 | <u><u>(1,668,035.00)</u></u> | 1,848 |

Research Committee Report 2021-2022

By Marianne Possberg

The SCA Research Committee's goal is to fund projects that will help minimize costs, or increase profitability, for Saskatchewan beef and forage producers. With this in mind, the group commonly looks for projects that specifically benefit Saskatchewan beef producers and their needs and would not be funded by a private company. To encourage projects that would benefit Saskatchewan producers, the SCA connects with researchers in several ways. This includes conversations and emails to discuss concerns which develop throughout the year, but more steps have been taken in the last five years to ensure that producers and researchers speak to one another, such as through the Beef and Forage Research Forum each winter at the University of Saskatchewan. Researchers from various universities and research stations across the prairies can discuss their research ideas while producers and other funding groups are able to bring up their research needs and priorities.

In April, the SCA Research Committee and staff reviewed approximately 75 letters of intent, and then reassessed approximately twenty of the most promising research proposals in September. The projects chosen responded to priority topics, such as: soil quality, invasive species, animal disease, business planning, forage yield and quality, and agricultural waste. Each project's methodology incorporates common practices, and are subject to scientific rigour to ensure the results can be replicated by others.

Once again this year, those projects which are considered "Forage and Feed Grains" have been funded more than any other area, for good reason. As noted in previous years, feed for livestock is by far the highest cost for producers across the province. By improving yields through breeding or management practices, or by reducing invasive species, producers will be able to use the land they already own more efficiently. Other projects, such as those which fit into "Animal Health" were also important as sick animals can significantly reduce producer profitability. However, when reviewing these projects, the Research Committee also took into account whether the diseases noted were of significant concern, and whether the scientific methodology was sound. Nevertheless, the SCA and other funding agencies work with various researchers across Western Canada to ensure concerns over Bovine Respiratory Disease and others are addressed appropriately.

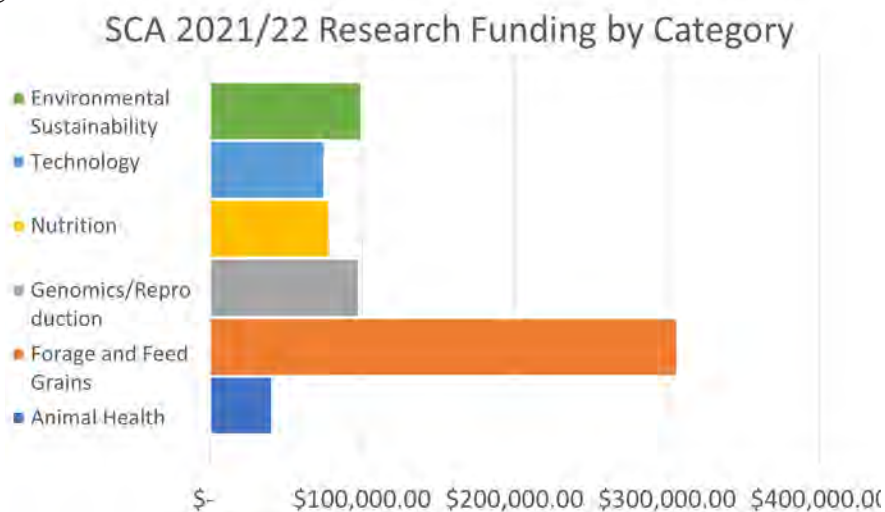
The Research Committee consists of Board members and some ex-officio members. These members, chosen by the Chair of the SCA Board, are from various backgrounds: experts in animal health, forage production, holistic management practices, business management, etc. As a result, deliberations on research funding are clear, comprehensive, and extensive. This in turn helps to guide conversations with researchers.

As noted in the pie chart "SCA Research Leverage" the amount collected from producers only funds a small portion of each project. The SCA uses these funds to emphasize the importance of each project so that other funding agencies, such as the Government of Saskatchewan's Agriculture Development Fund, the Natural Sciences and Engineering Research Council of Canada, and Mitacs have justification to also fund them. As a result, for every dollar spent by the SCA on research, another \$8.63 was spent by a partnering organization. This also allows us to share resources to communicate the results of each project.



The SCA is also proud to work with organizations such as the South of the Divide Conservation Action Plan (SODCAP) to support their Living Labs Initiative. This project, helmed by Kelly Williamson, will note the agricultural practice changes that can sequester carbon, mitigate greenhouse gas production, etc. They are working under three themes: grazing management, cover crop/poly crop use, and the rejuvenation of old pastures and the restoration of marginal lands. Members of the SCA staff and Board have been working within their Knowledge and Tech Transfer plan to ensure the results can be easily understood by producers and the public alike.

Finally, the largest expenditure within this year's research budget is the Saskatchewan Research Initiative, titled "Carbon Sequestration Under Pasture and Forage Resources." The project, led by Angela Bdard-Haughn from the University of Saskatchewan and Cameron Carlyle from the University of Alberta is the next largest project that will help gather information to link forage management practices and various soil types so that producers and other land managers can act accordingly. It will also identify policy opportunities to conserve and enhance carbon storage in perennial forage lands.



Projects Funded in 2020/2021

Clinical investigation of treatment options for joint infections in western Canadian feedlot cattle.

Murray Jelinski, Western College of Veterinary Medicine (WCVM)
\$23,350

Lameness is a major cause of feedlot morbidity, of which 16.1% is attributable to septic arthritis. This disease has a higher fatality rate than other types of lameness. However, its treatment is frustrating, unrewarding, and costly. Currently, there are no antimicrobials with a label claim for septic arthritis.

This project will use Shotgun metagenomics to characterize the relative abundance and diversity of the bacterial communities within the joint. This will help better understand the bacteria present in septic arthritis joints and the complexity of the microbiota in infected joints to potentially lead to better management strategies, such as a short-acting and more affordable NSAIDs.

Murray Jelinski's research team will work with three commercial feedlots in Western Canada to study 225 head of cattle diagnosed with septic arthritis, as well as their outcomes after being treated with three types of antimicrobials. Additional samples will be taken to closely examine the microbiome of the infected joints.

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Investigation of AMR transmission via horizontal gene transfer in *Mycoplasma bovis*

Murray Jelinski, Western College of Veterinary Medicine (WCVM)

\$18,000

Bovine Respiratory Disease (BRD) is the most significant feedlot cattle disease, responsible for approximately 60-70% of cattle morbidities in Canada. *Mycoplasma bovis*, or *M. bovis*, is a major component of this disease complex, though there is no effective vaccine for it. An even greater concern is that the antimicrobials used to treat *M. bovis* have become more susceptible to resistance.

Dr. Murray Jelinski and his team at the University of Saskatchewan's Western College of Veterinary Medicine will research how this antimicrobial resistance occurs by understanding how these traits jump from cell to cell, including how biofilms, which can be up to 5000 times more tolerant to antimicrobials than other bacteria, can assist in this transfer.

Whole genome sequencing of sainfoin: an invaluable resource for a future of sustainable beef and dairy production systems

Stacy Singer, Agriculture and Agri-Food Canada (AAFC)

\$15,000

As genomic sequencing has been used for a variety of other projects, its cost has been reduced. This has given way to sequencing genomes for various plant species, but this work has yet to be completed on sainfoin.

Sainfoin is a legume with bloat-reduction capabilities, condensed tannins, and has high nutritional value, palatability, and digestibility. However, it is underutilized likely to its low dry matter yield, persistence, and regrowth.

This research, lead by Stacy Singer, would become a vital foundation for economically important traits while improving the precise replication of these genes. DNA will be extracted from the young leaf tissue of an AAC Mountainview Sainfoin plant for the completion of short and long read DNA sequencing. After its analysis, it will help set the stage for future sainfoin breeding programs.

Including native forages in mixture to enhance late season forage quality and carbon sequestration

Jonathan Bennett, University of Saskatchewan (U of S)

\$50,500

Both tame and native grasses can hold benefits for Saskatchewan grasslands, though there is not enough information for producers who would like to grow them together in a stand.

Western and northern wheatgrass produce forage yields and forage quality similar to - or better than - many common tame grasses when grown in binary moisture with tame legume species. Establishing these native species can be difficult, especially given high seed costs. However, native species do have advantages; little bluestem is a perennial warm season grass that can perform well in mixtures with western wheatgrass. Other species, such as Canada milkvetch, has been shown to outperform alfalfa in forage production and digestibility in some studies.

There are reasons tame and native mixtures have not been emphasized in the past, likely due to tame grasses growing earlier than native grasses, giving them a better advantage. Harvest intervals might also play a role in the success of various stands.

This project, based at the Livestock and Forage Centre of Excellence (LFCE) and the AAFC Research Station at Swift Current, will identify mixes with native and tame species that maximize the growing season, compare early season one cut systems to an early season two cut system, and note environmental benefits (i.e., carbon sequestration and nutrient retention.)

As feed costs are the highest costs on farms and ranches, the economic value of these stands are critical. This research team will note changes in production and hay prices between wet and dry years and find the most economically viable tame and native species mixture.

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Genomic analysis of alfalfa for the development of drought and salt tolerant germplasm for breeding programs

Andrew Sharpe, Global Institute for Food Security (GIFS)at the University of Saskatchewan
\$95,000

Alfalfa is the most important forage crop due to high yield and nutritional quality. While many note the importance of developing more alfalfa varieties, especially for salt and drought tolerance, the conventional approach of recurrent selection is time consuming and labour intensive. Also, salt and drought tolerance mechanisms in alfalfa are poorly understood due to lack of genomic resources and because alfalfa needs long-read sequencing to understand its structural variants.

This project will develop new genomic resources to understand the salt and drought tolerance mechanisms in alfalfa and will also be used for association and linkage mapping studies to develop breeding tools for the creation of salt and drought tolerant cultivars/varieties.

To do so, existing and new assemblies of genes will be used to establish a resource that will help to understand alfalfa genome evolution for breeding purposes. The research team, lead by Dr. Andrew Sharpe of GIFS, will analyze genetic structures and relationships, heterozygosity, and genetic distance using various population genetic analysis tools. To do this, they will use 10 plants, yielding genotypes for 960 plants by mapping them against the newly developed reference genomes. After screening plants and the using advanced physiological phenotyping facility for drought trait screening and phenotyping for salt tolerance, they hope to identify superior parents and develop newer, superior varieties

Genomic characterization of the Prairie forage crop hybrid wheatgrass (*Elymus hoffmanni*) and its parental ancestors

Andrew Sharpe, Global Institute for Food Security (GIFS) at the University of Saskatchewan
\$90,000

As you drive through certain parts of the province, you might notice white soil on which few crops are able to grow. Salinity maps of Saskatchewan from the 1980's show that much of the province had a moderate level of salinity. In order to retain value on these soils, hybrid wheatgrasses have been developed to grow on these areas. They have played a key role in the reclamation of salinized soils. However, there is still a great deal of variation in salinity and drought tolerance.

This research project, lead by Andrew Sharpe at GIFS and Bill Biligetu at the University of Saskatchewan College of Agriculture, will create a foundational genomic resource for wheatgrass and quack grass, with the intent of creating a cross that is more saline and drought tolerant.

While it might seem unusual to cross wheatgrass with quack grass, these crosses have already been successful throughout the world because it tolerates a variety of soils, stresses, and fungal pathogens. It has been crossed with wheat in the past to create resistant lines. Crossing wheatgrass with quack grass might also help a hybrid dominate over downy brome or foxtail barley.

This research will also generate a foundational genomic platform for hybrid wheatgrass - something that is not currently available. It will also decrease the amount of time to generate new cultivars compared to traditional breeding programs.

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Bovine Reproductive Syndromic Sequencing Panel

Yanyun Huang, Prairie Diagnostic Services Inc.
\$48,000

When a large number of cows abort, or when there is an unusually high number of open cows, producers and veterinarians often search for answers, including a search for potential pathogens which could have caused these issues.

There are 12 pathogens linked with reproductive failure, all of which require lab testing. Vets often choose the most likely tests, but when those fail, additional testing is necessary. Those tests also often fail. Only 64% of cases related to abortions had a final diagnosis. Repeating tests for additional pathogens takes time, and samples might have already deteriorated. As herds continue to amalgamate, it will increase this risk of pathogen transmission.

Dr. Yanyun Huang from the Prairie Diagnostic Services will design a bovine reproductive sequencing panel, (BovReproSeq) with a list of selected pathogens, to reduce diagnostic time and to serve as a one-for-all test for bovine reproductive failure. After comparing this panel with the already available diagnostics, Dr. Yanyun and his team will note the costs of the different procedures.

Genomic variations associated with gestation length in beef cattle

Mika Asai-Coakwell, University of Saskatchewan (U of S)
\$50,500

Increased gestation lengths are correlated with calving difficulty and can increase the post-partum interval for cows. The selection for shorter gestation length has similar benefits as smaller birth weight, without an association to low growth rates and weaning weights. A shorter gestation also ensures that cows have a longer period to recover. Researchers have already narrowed the search for potentially associated genes with shorter gestations, which span across Angus, Charolais, Limousin, and Holstein-Friesen breeds.

This work, from Dr. Mika Asai-Coakwell at the U of S will track sires with long and short gestation lengths, identifying their genomic differences. Her team will then test the predictive value of the genomic data assumed to be responsible for this trait, which could reduce gestation length without inhibiting calf development.

Exploring the potential of including chicory in pasture for beef cattle

Aklilu Alemu, Agriculture and Agri-Food Canada (AAFC)
\$78,700

Chicory is a perennial, drought-tolerant (deep-rooting), herbaceous, high-yielding, multi-purpose crop found in natural grasslands of Europe, Australia, and North America. Winter-hardiness has been noted in parts of the US and Atlantic Canada, though little information has been collected in this part of North America and Canada for the livestock industry.

Considering that chicory has been noted for its own NDF and high crude protein, good weight gain, nitrogen efficiency use, milk production, low methane and low parasite load compared to conventional grass-legume pasture, the SCA Board thought it was worth further investigating this forage.

Dr. Aklilu Alemu from the AAFC Research Station in Swift Current will note the yield and nutritional quality of forage chicory as fresh biomass and as hay at AAFC Swift Current and LFCE over the course of 3 years. He and his team will also study the grazing behavior of livestock on pasture, and their associated performance and nutrient use, as well as their parasite load and methane emissions.

Plant survival is also quite important, so it will be assessed over four years, as well as chicory's association with soil health. An economic analysis will also be included, coupling forage establishment costs with animal performance and yield data over time.

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Smart Farming to Optimize Productivity - How to Put Your Data to Use

Terry Fonstad, University of Saskatchewan (U of S)

\$36,000

There are vast amounts of environmental and crop performance data, using cameras, human observations, and sensors. It can be difficult to understand the health and productivity of your animals and land when the data programs and equipment do not interact with each other, leaving the producer to dive into various platforms and information sources to piece it together.

Integrating the data into an application/dashboard with increased functionality can improve efficiency and productivity, as it is more easily gathered and interpreted.

Dr. Terry Fonstad will create this platform to meaningfully apply the application of smart farming and the Internet of Things to Ag in Saskatchewan using the existing wireless sensor networks at the Livestock and Forage Centre of Excellence and SaskTel. He and his team will also add analytics tools to test, develop, and commercialize new opportunities. Throughout this process, they will also engage with farm managers, researchers, and industry to ensure the effectiveness of the dashboard as it develops.

Benchmarking imaging and sensor technologies for capturing novel phenotypes to improve sustainability of the beef industry

Jaswant Singh, Western College of Veterinary Medicine (WCVM)

A major impediment to implementing phenotyping in the beef industry is the cost and difficulty of capturing the phenotypic info, especially regarding fertility, feed efficiency, disease susceptibility, welfare related traits, environmental footprint, and carcass/beef quality. Many are multi-variate and have unknown heritability. Current methods are inefficient and labour intensive as they require animal handling and multiple trips through the shoot.

This project will examine technologies to monitor cattle performance remotely by validating the information using the current “gold standard” measurements. This includes activity monitors, feed bunk and water proximity sensors, GIS/GPS data, 3D imaging, and other tech to describe animal behavior, puberty/breeding predictions, disease predilection, resilience, and other physical attributes over the course of three years.

The study will include an initial study at the Livestock and Forage Center of Excellence (LFCE) using 75-100 yearling heifers, 100 pregnant heifers, 200 multiparous cows, and 15-20 bulls. Similar work will be verified on 700 cow/calf pairs at the University of Alberta in a tandem study.

The researchers will also note the cost of purchasing and operating the necessary equipment for this work, to complete an economic analysis.

A critical review of best management practices for pasture rejuvenation

Greg Penner, University of Saskatchewan (U of S)

\$6,600

Saskatchewan is comprised of many different soils, different climates, and different ecosystems. A noted beneficial practice in Southwest Saskatchewan will not necessarily benefit producers near Melfort or Nipawin.

There have been many research and demonstration projects highlighting how forages can be rejuvenated throughout the past few decades, but due to varying weather conditions, and the different influences each region can have on forages and grasslands, general or even specific advice is hard to provide.

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This research project will gather previous work conducted throughout the province on practices affecting the success of pasture rejuvenation strategies and weigh their results on their statistical power. That is, how likely the same practice will produce the same results when repeated.

It will also consider the soil zone, original pasture composition, and rejuvenation methods so that fact sheets and other extension material are shared within the beef and forage network, and with agronomists throughout the province.

Evaluation of polycrop mixtures for swath grazing, soil health and economics

Aklilu Alemu, Agriculture and Agri-Foods Canada (AAFC)

Polycrop mixtures have become a popular part of many discussions at beef and forage conferences and events. Producers already extend the grazing season by swath grazing polycrop mixtures late in the year, and some have tested polycrop blends in their annual forage crops. Proponents have noted that polycrop mixtures improved biomass yields, forage quality, soil fertility, weed control, and utilization of sunlight water and nutrients in other studies.

This research would provide detailed evaluations on forage growth and nutritional quality, grazing animal performance and behavior, physical and chemical soil properties, and system economics. Dr. Aklilu Alemu and his team will complete this work at the AAFC Research Station in Swift Current and at the LFCE near Clavet. A simple polycrop mixture will be compared to a complex polycrop mixture with 8 species. Both will be grown alongside a control of forage oats.

Carbon Sequestration Under Pasture and Forage Resources

Angela Bedard-Haughn, University of Saskatchewan (U of S) and Cameron Carlyle, University of Alberta (U of A)
\$100,000

Various soil types and varied management practices result in an array of soil carbon sequestration levels. Producers who conduct the same practice in different parts of the province can have very different levels of soil carbon, which grow at different rates. In order to manage soil health and to potentially claim soil carbon offsets, it is necessary to better understand how this occurs, and perhaps predict how much soil carbon will grow over the course of several years.

This project will help gather information to link forage management practices coupled with various soil types, so that producers and other land managers can act accordingly. It will also identify policy opportunities to conserve and enhance carbon storage in perennial forage lands.

Projects Funded in 2021/2022

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

Jeff Schoenau, University of Saskatchewan (U of S)
\$21,000

During times of drought, beef and other livestock producers depend on various sources of feed such as straw to fill out their rations. However, it has been difficult to place a value on straw, as is also a source of nutrients for the soil.

In addition, a large accumulation of straw in some cooler or lower-lying areas could inhibit the seedling emergence.

This research project will note how straw removal affects crop yield, nutrient uptake and removal, soil carbon, microbial biomass, water infiltration and storage, soil temperature among other measurements to determine the most effective practices and their associated costs moving forward.

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Combined herbicide and fertilizer application for absinth control

Jonathan Bennett, University of Saskatchewan (U of S)

\$35,500

Absinth is a difficult invasive species, as its toxins cannot be detected in feed tests, and it is spreading rapidly throughout the prairies through non-agricultural routes. The available herbicides for absinth are expensive, and often result in losses of legume in the stand.

Instead, the use of 2,4-D combined with other management practices could reduce absinth, as these practices have helped to control pasture sage and spotted knapweed.

To complete this work, Dr. Jon Bennett will determine if fertilizer can work with herbicides in a cost-effective manner and improve legume regrowth. He will also determine if a short rest from grazing following herbicides can increase legume recovery

Role of Serotonin in Acute Interstitial Pneumonia in Feedlot Cattle

Emily Snyder, Western College of Veterinary Medicine (WCVM)

\$19,400

Acute Interstitial Pneumonia causes 5.3% of mortalities in the feedlot, usually at the end of the feeding period - when a great deal of resources and costs have been spent. Despite a great deal of research in this area, conclusive answers have been elusive. Therefore, this researcher, Emily Snyder, is reviewing methods used in human health to help better understand this disease and how it can be diagnosed.

Normal serotonin levels, which is associated with gut health in humans, will be measured in finishing calves. They will then be compared to calves that are diagnosed with pneumonia. Further research can then study why this difference might occur, which could result in treatments to improve gut health.

Succession Planning and Business Model Innovation in Saskatchewan Agriculture

Eric Micheels, University of Saskatchewan (U of S)

\$14,250

Farms and ranches, like other businesses, have expanded and innovated over the decades in Saskatchewan. Business management innovations which expand beyond crop varieties but also added processing, direct marketing, and cooperative arrangements have led some businesses to expand despite a stagnant land base. However, there are a number of risks involved in creating new business opportunities, including time, needed skills, and other factors.

Dr. Eric Micheels will examine and analyze perceived barriers to business model innovations by communicating with successful farms and ranches, then developing a series of case studies to guide other producers to similar strategies.

Livestock Re-Integration in Cropping Systems for Soil Health Improvement

Maryse Bourgault, University of Saskatchewan (U of S)

\$75,000

A key tenant of holistic management is the building of soil organic matter, as it has benefits which include soil moisture retention, improved nutrient cycling, and crop productivity. Integrating livestock is a key recommendation to make this improvement, though the previous recommendations to do this are based on semi-arid landscapes,

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which do not have adequate information on type of grazing plan needed. Short grazing durations of 7-14 days, as shown in a Northern Montana study, might be adequate, though more information is needed to identify the range and magnitude of potential trade-offs in yield, soil health, water use, and profitability over time.

Dr. Maryse Bourgault will also study intercropping, cover crops, winter broadleaves, and other alternative systems while working with a multidisciplinary team.

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

Diego Moya, University of Saskatchewan
\$43,200

Despite a great deal of effort, Bovine Respiratory Disease is still the most common and costly disease in the North American beef cattle industry. Recognizing the disease early in its infection can allow for custom antibiotic treatments, which in turn reduces costs for producers.

Dr. Diego Moya from the University of Saskatchewan will use computer-assisted electronic stethoscopes, accelerometers or automatic behavior monitoring systems to monitor, recognize, and manage 200 calves.

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

Bill Biligetu, University of Saskatchewan (U of S)
\$74,500

Cicer milkvetch is a useful grazing legume to include in pasture stands, as it does not cause frothy bloat, can tolerate intensive grazing, regrows rapidly, tolerates frost, and has higher digestibility than alfalfa. However, the plant traditionally has poor stand establishment due to hard seeds and weak seedling growth. It will normally take several years before cicer milkvetch becomes prevalent.

To better understand the problem of establishing cicer milkvetch, Dr. Bill Biligetu will develop a high-quality genome so that locally adapted populations can be bred. They will find the genetic relatedness of the germplasm, note which molecular markers are associated with seed germination and seedling vigour, and test their growth with other legumes.

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

Philip Griebel, VIDO-Intervac (VIDO)
\$9,500

Vaccine protocols are an essential method to ensure your herd is healthy and productive. Part of that protocol involves vaccinating your cows, though the transfer of maternal antibodies to calves, and interaction which helps or hinders the effectiveness of BVDV and BHV-1 vaccines for calves.

Dr. Phillip Griebel and his team of researchers will collect blood samples from pregnant cows at preg testing in the fall. These cows will have used either the modified live vaccine protocol in the previous 3 years, or a killed virus vaccine protocol. They will then collect blood samples of their calves at spring turnout and analyze it for any neutralizing antibodies. They will then note whether there are any increased risks of early or late term abortion with each vaccine regime.

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Identification of Bacterial Enzymes Associated Beef Production Efficiency and Carcass Quality

Antonio Ruzzini, Western College of Veterinary Medicine (WCVM)

\$27,000

Research in the past decade has highlighted bacterial modification of bile acids in an animals' body, and how it affects the composition of its gastrointestinal microbiome and/or stimulating its immune system. As there are more methods to report on animal health, production efficiency and carcass quality using non-invasive methods, bile acid status is most often reported on. It could also be a potential biomarker.

This study, which has previous success on bison, will note how bacteria modifies steroid products to determine how bacteria associated with beef feedlot cattle can modify acids. Those that correlate with average daily weight gain will be of particular interest.

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

Denise Stilling, University of Regina (U of R)

\$5,400

Plastic waste is often contaminated by rotting grain and other organics, rendering them difficult or impossible to recycle. This has resulted in a 2256 tonnes of grain bags entering the waste system - a 44% increase from 2018. Landfill fees could put pressure on producers who have slim economic margins.

Denise Stilling from the U of R will investigate methods to recycle contaminated agriculture plastic waste by considering processes that will use these contaminants to increase the strength of the recycled materials.

SCA AGM Agenda - 1:30 PM January 26th, 2023

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

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

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

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.

Resolutions & Nominations

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

Other Considerations

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

Resolutions from 2022 District Meetings

The following resolutions were passed at the SCA district meetings held October 2022. These local meetings provide a chance for producers to hear from SCA and provide input. The resolutions below have been reviewed by the Governance Committee and brought to the floor at the Annual General Meeting on January 26th at the Saskatoon Inn, Saskatoon. AS was stated at the district meetings motion supporters are encouraged to be at the annual meeting to speak to their resolutions. At that meeting, resolutions can also come from the floor and from the Board for the consideration of the attendees.

District 1 – Alameda

Resolution 1

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

District 2- Milestone

Resolution 1

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

District 3A – Assiniboia

Resolution 1

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

Resolution 2

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

District 3B – Swift Current

Resolution 1

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

District 7 – Kindersley

Resolution 1

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

Resolution 2

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

Resolution 3

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

District 8 – Tisdale

Resolution 1

Whereas the \$50,000 min on farm income is too robust for an emerging young producer, this creates a disadvantage to qualify for any CAP programs.
That SCA to lobby the Federal Government/ CAP program to have a different margin for Young Producers in order to qualify for these programs.

District 9A – Shell Lake

Resolution 1

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

Resolution 2

That SCA lobby LPI to analyze heifer data in order to be able to publish a heifer table and offer a heifer program alongside the current steer program.

Saskatchewan Cattlemen’s Association
AGM
Friday January 28, 2022
Virtual 1 – 4pm

1.0 Call to Order

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

MOTION AGM 2022-01: Chad Ross / Leigh Rosengren

“To accept the following 5 by 5 as Scrutineers & Brad Wildeman as Parliamentarian.”

Motion Carried

2.0 Approval of the Agenda

MOTION AGM 2022-02: Levi Hull / Kyle Hebert

“To approve the agenda.”

Motion Carried

Introductions:

The board in attendance was introduced to the assembly.

New Board Members:

District 6- Shelby Corey replacing Brent Griffin

Member at Large – Chad Ross

1st call for CCA nominations

1st call for Resolutions

CCA

Pat Hayes nominates Philip Lynn

Pat Hayes nominates Duane Thompson

YCC

Keith Day nominates Scott Gerbrandt

3.0 Review of 2021 AGM Minutes

Review of the February 1,2021 AGM minutes.

No errors or omissions were brought forward.

There was no business arising from the minutes.

MOTION – AGM 2021- 03: Brad Welter / Rick Toney

“That the 2021 AGM minutes be approved as circulated.”

Motion Carried

4.0 Finance Report

Ryder Lee, SCA CEO presented the financial report.

MOTION – AGM 2022-04: Randy Stokke / Rick Toney

“That the 2021 Financial Report be accepted as presented.”

Motion Carried

5.0 Appointment of Auditor

MOTION – AGM 2022-05: Kyle Hebert / Levi Hull

“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 2022-06: Arnold Balicki / Kyle Hebert

“To accept the Chair Report as presented.”

Motion Carried

Presentation of Buckles to the outgoing Directors:

District 6 – Brent Griffin

7.0 CEO’s Look Ahead

Ryder Lee, SCA CEO, presented his report.

Question and Answer period.

MOTION - AGM 2022-07: Lynn Grant / Shelby Corey

“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

MOTION 2022-08: Pat Hayes / Chad Ross

“That all Nominations cease.”

Motion Carried

8.0 Resolution Session

No resolutions were brought forward.

9.0 Results from the Elections

CCA

Philip Lynn – one - year term

Duane Thompson - two - year term

YCC

Scott Gerbrandt

11.0 Adjournment

MOTION AGM 2022-09: Shelby Corey

“To adjourn the meeting.”

Motion Carried

Meeting adjourned at 2:33 pm

Canada Beef Report for the Saskatchewan Cattlemen's Association Annual Report 2022

Canada Beef is pleased to provide the Saskatchewan Cattlemen's Association (SCA) with a fiscal 2022-2023 overview of domestic and export market efforts to increase demand for Canadian beef while ensuring the maximum value for producer dollars.

Domestic Market Development

Canadian Beef Information Gateway

The Canadian Beef Information Gateway (Gateway) launch in Loblaw Companies Ltd. Real Canadian Superstore (RCSS) locations began in fall 2022. The Gateway's first partnership with a national retail banner was achieved within the debut year of the Canada Beef initiative to keep beef on the dinner plates of consumers.

The first phase, Canadian Beef edition of the Gateway launched in January 2022 for smaller retailers and those looking for easy to implement solutions. Partner editions of the Gateway were developed for major retailer banners in preparation for pilot launches. Pilot content included materials for a major producer-owned beef brand as well as retailer beef brands. Presentation and customized animations created for national retail banners helped communicate Gateway partnership opportunities.

A new database-driven platform for the Gateway provides enhanced capabilities that include automation of content creation to reduce manual labour; automatic translation; a system to enable partners to manage their

own Gateway editions; and incorporation of capabilities to support electronic coupons and promotions.

The Gateway is among Canada Beef's most important initiatives to date and has the potential to share a broad range of consumer friendly beef information in a digital format that aligns with current consumer behaviour and preferences for information.

Consumer and Digital Marketing

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

For January to November 2022 **canadabeef.ca** reported 568,893 active users on the website, and a 28-day average of 61,965.

Mobile is the main device used to access Canadabeef.ca with 344,647 (58%) of users. Top landing pages included: Oven Roast Know How (104,113), Recipes (78,876), Main landing page (48,801), and Ground Beef Know How (13,595).

Site searches encompassed a combination of recipes and beef cuts – ground beef, Swedish meatballs, sirloin tip roast, inside round, brisket, beef and broccoli and beef stew.

Recipes had over 455,988 page views. Top recipes were for comfort and barbecue foods such as stews, pot roasts, meatballs, smoked brisket, burgers and chili.

Canada Beef Report continued

Canada Beef had a total of 72,843 followers across seven social networks, a gain of 2,190 new followers. Facebook was the top social network referral site to Canadabeef.ca followed by Pinterest and Instagram.

Contests helped to attract new followers and increase engagement.

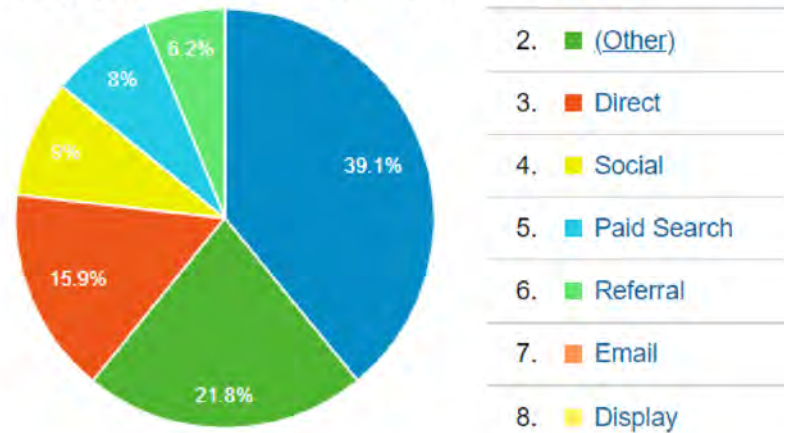
Overall top post content: 1) Contests
2) Sustainability topics and 3) Nutrition posts.

Canada Beef launched several consumer campaigns to promote the Gateway. This included a four-week placement on fitness centre TV screens across the country through Gym TV media in June (1.8 million impressions), a contest with Canadian Living, Food & Drink Canada and Globe & Mail Insert (2,300 Gateway fridge magnets distributed), and a cross promotion with Furlani Garlic Bread, called Great on the Grill.

The #MyCanadianBeef campaign features advocates and influencers sharing their Canadian beef stories with consumers and followers. Now in its third year, the campaign was refreshed this fiscal to include world cuisine – a move that proved popular with Canada Beef’s target audience and provided more opportunities to encourage users to visit the Gateway.

For the current fiscal year, the campaign has seen over 25 million ad views which resulted in 141,963 clicks to the website, and key performance indicators on each platform have exceeded industry benchmarks to date. The campaign runs until March 31, 2023.

January 1, 2022 to November 30, 2022



Public Trust

Canada Beef partners with the Canadian Cattle Association to jointly-deliver the Public and Stakeholder Engagement (PSE) program, and works with other beef industry groups to address public and consumer concerns about beef production, while also working to support Canadian beef brands.

Membership/collaborative initiatives with the Canadian Roundtable for Sustainable Beef, included articles in the Toronto Star and Cooking by Degrees online campaign launched in June for eight weeks.

The Cooking by Degrees digital and social media marketing campaign, published in the Star Metroland family of newspapers, featured recipes submitted by university and college chefs that highlighted their favourite Canadian beef cut. The chefs demonstrated a wide variety of creative and delicious dishes that featured healthy and affordable ground beef. In the articles, the chefs also shared how they developed their menu items and how they included Canadian beef on their menus.

The Cooking by Degrees consumer digital and social media marketing campaign was recognized with two awards from the Canadian Agri-food Marketers Alliance (CAMA) in November 2022.

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. A recent campaign with Influencer Ted Reader, also known as “Godfather of the Grill” earned a total outreach of over 1 million consumers, consisting of:

- BTV national broadcast + website (976,000)
- Social (33,000 reach, 7,585 engaged actions) on Facebook and Instagram

View this and other campaigns and information at: <https://thinkbeef.ca/explore/>

Health and Nutrition

The Health and Nutrition team monitors newly released nutrition studies focused on red meat in the diet on an ongoing basis and identifies topics and findings that are of interest to the public, the media and to Canada Beef.

After reviewing the research, the team distills and organizes the

information, and finds the pieces that are relevant to Canada Beef. The information helps to update resources such as Canada Beef’s Health and Nutrition Fact Sheet, and inform research summaries as well as position papers that provide intelligence to organizations involved in policy work. The findings also serve to inform communications direct to health professionals, such as medical doctors and nurse practitioners. The resources are located on the ThinkBeef.ca website.

Work completed this fiscal includes resources to help navigate Health Canada’s new front-of-package (FOP) nutrition labelling regulations, which came into force on July 20, 2022, and a position paper with the findings of a review of the most recent evidence between red meat consumption and Alzheimer’s disease.

The Second Edition of ThinkBeef’s Ground Beef Toolkit was launched. This comprehensive resource for food and nutrition professionals, culinary students and educators was a key resource for developing proof points and statements in defense of beef from mandatory FOP labelling on saturated fat content. A digital version of the 65-page toolkit is available online at thinkbeef.ca/groundbeeftoolkit.

The Iron Matters campaign involved one-on-one outreach to physicians and nurse practitioners about the recent iron findings of concern for Canadians. The three month campaign delivered key messages to 1,200 healthcare professionals and promoted the distribution of the team’s patient education resources which they also distribute through their clinics.

Domestic Channel Market

Canada Beef launched a trio of new demand-building resources for retail meat departments to inspire and promote the expansion of beef assortments. The demand-building planners focus on value-cuts from the hip and the chuck as well as thin meats. The Canada Beef developed resources feature a total 82 value-cut merchandising solutions to maximize carcass utilization and value optimization. The featured cuts offer value and cost savings to the customer, and opportunity to build incremental gross profit for retailers. Find the resources at <https://cdnbeefperforms.ca/retail/>

Canada Beef was a sponsor of Restaurant Canada Show in Toronto featuring a Canadian Beef Pavilion that included four partners. Various advertisements and marketing efforts were executed to promote the Gateway and Canadian Beef Grading information.

Export Market Development Programs and Services

The Export Market Development (EMD) Program provides partner funding in five key areas for eligible activities to promote and grow sales of premium quality Canadian beef brands in the export marketplace.

The Export Market Adaptation (EMA) category of the EMD Program helps provide cost-shared support for travel costs of Canadian beef clients in export markets to visit Canada. With travel severely disrupted during the COVID-19 pandemic, there was limited opportunity for these missions. Now that

travel restrictions have eased, there has been renewed interest from Canadian beef clients to visit Canada

For the current fiscal year to date Canada Beef's EMD program has approved and provided cost-shared support to Canadian beef exporters and their clients for 12 separate incoming Export Market Adaptation missions from a variety of different markets including Japan, Vietnam, Europe and Mexico.

Additionally, two outgoing Export Market Investigation missions, 15 trade show Export Market Diversification activities, 17 Promotion and Marketing initiatives and two Competitive Advantage Benchmarking projects have also been approved and supported under the program to date.

Canadian Beef Centre of Excellence

The Canadian Beef Centre of Excellence (CBCE) continues to play a key role in communicating the Canadian Beef Advantage across digital platforms to consumers, students and meat professionals worldwide.

The CBCE can live-stream custom Canadian beef content to suppliers, customers and partners and create digital content to support trade and consumer marketing programs. The CBCE team provides merchandising solutions for retail and foodservice operators, delivers new and exciting eating experiences to customers and consumers, and inspires future industry professionals to seek involvement in the Canadian beef industry.

CBCE participated in a beef quality study focused on sensory testing effects of

intra-muscular fat (marbling) in the cooking process in partnership with Lacombe Research and Development Centre, and participated in a Chefs Federation Conference in Saskatoon in June. The focus there was on beef learning solutions and recovery strategies for operators, culinary educators, distributors and purveyors.

Staffing Update

Canada Beef welcomed three new staff this year. Shelby VanSickle started as Senior Director, Channel Marketing in FQ3.

VanSickle is responsible for leading Canada's domestic beef marketing strategy for increasing demand, client confidence and competitive position in the Canadian marketplace.

Kelly Hyde was named Director, Canadian Beef Information Gateway, and Mauricio Arcila joined the team as Director of Technical Services in FQ2. Both are industry veterans and bring tremendous expertise to the team. Hyde's focus is on the implementation of the Gateway with new and existing partners. Arcila will focus the majority of his time on initiatives related to market intelligence, regulatory and market access support, as well as work to advance our beef quality strategy and other areas that require applied research.

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 the latest information on the activities of Canada Beef and its international offices, please subscribe to Canada Beef Performs . For a detailed overview of the prior fiscal year, please see the Canada Beef Annual Report 2021-2022.

About Canada Beef

As the marketing division of the Canadian Beef Cattle Research, Market Development and Promotion Agency, Canada Beef is the cattle producer-funded and run organization responsible for domestic and international beef and veal market development. It has staff in Canada, Japan, China, Taiwan and Mexico. In addition to National Check-Off and import levy funding, Canada Beef leverages cattle producer dollars with private market partner investments and government industry development funding to maximize the benefits of producer check-off investment.

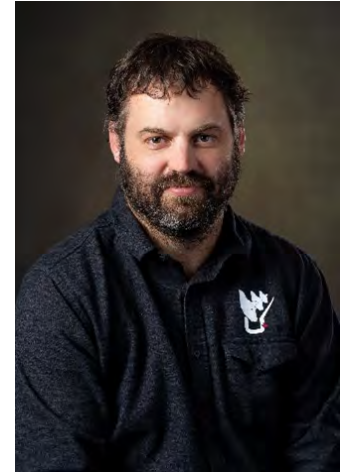


2022 Report

National Cattle Feeders Association

Over the past year Canadian cattle feeders have faced serious challenges with drought, difficulty accessing feeds, transportation disruptions and pressure to reduce greenhouse gas emissions. All of these have had significant economic impacts on producers. NCFA works hard with government and other stakeholders to find practical and reasonable solutions.

NCFA's dedicated directors, talented staff and committed team of consultants made considerable efforts throughout this year. Together they have been able to address and resolve many of the issues facing the fed cattle industry today and their collective efforts have positioned NCFA to be a strong influence with industry stakeholders that results in positive support of the agriculture sector across the country.



James Bekkering, NCFA Chair

NCFA is governed by an eight-member board that includes seven directors appointed by our provincial member organizations, plus another director representing the Canadian Cattle Association (CCA). Each province also appoints a staff representative to work with the board and execute our collective decisions and priorities. NCFA maintains an effective and ongoing presence in Ottawa through a highly dedicated team of consultants who lend their expertise and advice on our various political, regulatory and policy issues. 2023 should be a strong year as NCFA's key consultant, CJ Noble, will be moving to a full-time staff position, giving NCFA a greater presence in Ottawa. NCFA has also added a Communications Manager and is in the process of hiring a Director Regulatory and Environment that will round out the staff, giving NCFA a large presence in the industry.

KEY RESULTS

This year the cattle industry faced a number of challenges - challenges that NCFA and its members have addressed with strategic resilience. In partnership, we have delivered meaningful solutions to Canadian cattle feeders, and worked to minimize the impact of challenges and harness opportunities for growth and competitiveness for Canadian fed cattle producers. NCFA action on key issues include:

- Successfully advocating for a timely resolution to the CP Rail strike and overall supply chain barriers.
- Halting Health Canada's proposed requirement for front-of-package (FOP) warning labels on ground beef.
- Supporting the successful movement of legislation to expand the carbon tax exemption to all farm fuels.
- Tyson agreed to use NCFA's FLAT program in Canada in place of their own Farm Check Audit when auditing Canadian feedlots.
- NCFA's Feedlot Animal Care Assessment tool received Professional Animal Auditor Certification Organization (PAACO) certification for the 5th year in a row
- Guidance on animal transport and transfer of care (with CFIA), including a transfer of care checklist.

NCFA report continued from previous page

- Working on a methane reduction strategy by supporting innovation in feeds including the many advantages that gut modifiers, like 3-nitrooxypropanol (3NOP) and other feed additive companies, have for cattle health and the reduction of greenhouse gas emissions from enteric fermentation.
- Securing ongoing improvements to the temporary foreign workers program and permanent residency pathways while advocating for a meaningful agriculture labour strategy.
- Seeking resources for a Canadian foot and mouth vaccine bank and preparedness strategy.
- Actively lobbying government on labour shortages, access to innovation, balanced environmental measures, business risk management changes, rural infrastructure and transport requirements (for drivers and livestock).
- NCFA President & CEO Janice Tranberg was invited to co-chair the industry-government Animal Protein Roundtable.

GOVERNMENT RELATIONS

NCFA was very active on its federal engagement in 2022 through continued outreach and connection with Ministers, Members of Parliament (MPs), Senators, political staff, public servants and government regulators. Through building and nurturing relationships with key decision makers, NCFA is well positioned to influence policy, regulatory and legislative direction. Federal engagement this year included:

- Ongoing meetings throughout the year with MPs, Senators, senior government officials and leadership candidates (45 MPs/Senators and 20 government officials).
- A feedlot tour for the Minister of Agriculture and Agri-Food (Bibeau) and her staff, as well as feedlot tours for MPs and government officials in BC, Alberta, Saskatchewan, Manitoba, and Quebec.
- Appearances or submissions to:
 - The House of Commons Committee on Agriculture (carbon tax).
 - The House of Commons Committee on Transport (labour shortages, supply chain).
 - The House of Commons Committee on Environment (methane emission innovations).
 - The House of Commons Trade Committee (current trade priorities).
- A written submission to the House of Commons Committee on Finance on NCFA priorities for the Federal Government 2023 Budget.
- Numerous policy and regulatory submissions to the federal government on NCFA priorities including feed, transport, labour, climate, business risk management
- The annual Ottawa lobby week – meeting with over 30 MPs, Senators and political staff
- Youth delegates attended the annual lobby week and NCFA board meeting in Ottawa, Minister Bibeau also attended the NCFA board meeting
- Actively engage through social media to influence government and public opinion – In the past year gained 166 new Twitter followers and had 58,437 tweet impressions

INDUSTRY DEVELOPMENT AND COLLABORATION

NCFA has always believed that industry collaboration—multiple voices speaking with consistent, coherent, and complimentary messaging—strengthens Canada's beef industry by increasing leverage with government and encouraging action on our critical concerns and priorities. Throughout 2022, NCFA worked with our industry partners on numerous working groups across a wide range of issues including Government-Industry Working Group on Animal Health Canada, Government-Industry Working Group on Animal Transport Regulations, Government-Industry Working Group on BSE Negligible Risk Status (application to OIE) and Government-Industry Working Group on FMD Preparedness.

NCFA and its members identify the issues that are of greatest importance to fed cattle producers and ensure we are

NCFCA report continued from previous page

the lead voice in Ottawa on those priorities. We then partner with other national beef organizations and agencies and a multitude of government agencies to provide a key perspective to issues that cut-across the beef value chain or across the entire agriculture sector.

The National Cattle Feeders' Association (NCFCA) serves as a unified voice for Canada's fed cattle producers. Our membership is comprised of provincial beef organizations from Canada's major cattle feeding regions, each of which contributes funding to NCFCA based on their province's proportionate share of total fed cattle production.



Annual Report for The Saskatchewan Cattlemen's Association

Last fiscal year, April 1 2021 to March 31, 2022, the total revenue for the Canadian Beef Check-Off Agency was \$18,875,500 on cattle marketed, net of the provincial portion of the federal levy. The total check-off funds collected from cattle marketing were allocated as:

- 55 per cent to market development and promotion
- 27 per cent to research
- 12 per cent retained by provincial cattle associations for regional marketing and research
- 6 per cent to public and stakeholder engagement

The import levy on beef cattle, beef and beef products imported into Canada was collected at a rate of \$1 per head equivalent, for a total of \$1,065,008. These funds, net administration, are allocated to unbranded, generic beef marketing such as nutrition marketing, recipe development and culinary skills education.

\$675,464 was spent on the administration of the Canadian Beef Check-Off Agency and the Board, which was under budget by \$200,686.

With the continuation of interrupted business caused by the COVID-19 pandemic, it was up to the Agency to find ways to ensure that business could continue as usual, while reducing time in the office and face to face meetings as much as possible. The Agency held over 30 virtual board and committee meeting in the past 12 months, but level of engagement of Agency and Committee Members stayed strong, proving that meeting remotely allowed Members to accomplish more with less. The Agency made a partial shift back into the office and in-person meetings, and will continue to find the right balance to be as efficient as possible, while fostering a culture of collaboration and transparency.

Through the increased board engagement, the Agency was able to develop a new set of strategic five-year goals. It includes many aspects of the Agency's business, including succession planning both at a board and staff leadership level, obtaining national treatment with check-off collection and the import levy, a strong plan for the growth of the Agency's audit and inspection program, and a strategic communications program that will gain strength over the next five years.

Check-Off report continued from previous page

The Agency focused again on regulatory compliance of both check-off and import levy collections. Two new inspectors were trained for the Agency's audit and inspection program, which works on improving remittance compliance through an "education first" approach with a combination of field inspections and desk audits.

The Agency is now also managing the administration and collection of the pork import levy in Canada, which serves as a new source of revenue for the Agency. By working closely with the Canadian Pork Promotion and Research Agency (PPRA), it was determined that the processes and procedures in place at the Agency, as well as the relationships already formed with importers, would make for a simplified process in the collection of both levies by the same organization. The Agency signed a service agreement and began setting up the pork import levy process in 2021, and will be going live with collections in 2022.

The Agency also completed another study to evaluate the benefits of the beef check-off in Canada, with the results ready just after the close of the fiscal year. For this study, a new methodology was put place by new researchers, and involved the analysis of more data than ever before in these studies. Ultimately, researchers found that the total benefit-cost ratio of the check-off and import levy in Canada was \$33:1, which shows there is strong value for the investments made into the Canadian beef industry. More details on the methodology and results can be found online at cdnbeefcheckoff.ca/value.

The Agency Committees continue to work on developing policies and procedures to ensure the organization remains relevant, engaging and actively represents the unique needs of Canadian beef producers and importers. The Agency recently made changes to the bylaws, ensuring that the operation of the organization meets the unique needs and mandates of industry stakeholders. Bylaw changes strengthened governance around succession planning and committee appointments, as well as opening the door to a broader range of skilled industry players to be nominated for Agency and Marketing Committee roles.

The Agency continues to deliver on the business plans and strategies developed by the Agency Members representing producers, processors, importers and retail/foodservice sectors.

The Agency moves through 2022/23 fiscal year with goals to administer the Agency with separate and distinct governance, reduce check-off slippage, and reach out to more Canadian producers about the mechanics and value of the national check-off. The Agency Members approved a 2022/23 administration budget at \$917,000, with \$45,000 in additional revenue coming from the administration of Canada's pork import levy, and an additional \$70,000 to be invested from the Agency's surplus into measurable tactics and programs. The \$115,000 in additional revenue and the estimated \$802,173 from administration revenue balances the Agency's budget.

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

1. Sound Governance and Administration
2. Structured Reporting and Compliance
3. Educated and Engaged Stakeholders
4. Strategic Communications and Collaboration

Check-Off report continued from previous page

Sound Governance and Administration

The current governance structure the Agency is managed under, provides clear direction for both the Agency and its Committees, and continues to move forward on a path of stronger governance and operational separation from the internal marketing division of the organization. The Marketing Committee is fully functional and evolving to tap into the expertise of its entire membership and continues to operate independently, but still under the general oversight of the Agency. Five years into the new structure, the Agency will now undertake a structural review to ensure that the current setup of the Marketing Committee meets the needs that it was initially created to meet.

Structured Reporting and Compliance

The Agency's inspection program will continue to grow in 2022/23, especially if COVID-19 restrictions are relaxed this year, allowing inspectors to become more visible during routine audits areas where slippage is a known issue across provincial borders. Additional inspectors have been added to the Agency, allowing a more widespread footprint from coast to coast. The Agency's appointed inspectors will work closely with provincial cattle associations to ensure aligned priorities and transparent audits.

Engaged and Educated Stakeholders

This year also marks the 20th anniversary of the Agency and kicks off a five year lead up to the 25th anniversary celebration. The Agency will launch a new youth engagement strategy to help usher in a new generation of beef industry stakeholders, all while honoring and respecting the path that has led the Agency to its current role. This new engagement strategy will include outreach and communications, as well as an inward look to bring on a youth observer for a fresh perspective and linkage back to emerging industry leaders.

Strategic Communication and Collaboration

The Agency will ensure that Canadian beef producers have accessible information and resources to show the value of the Canadian Beef Cattle Check-Off. This will come in the form of an enhanced on-line presence, the development of print tools and resources available on multiple platforms, in-person presentations, and by providing simple forums for producers to communicate with those who are administering and investing their check-off dollars.

Jeff Smith

Chair

Canadian Beef Check-Off Agency

Annual Report to Saskatchewan Cattlemen's Association

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 15 member Council, comprised of 14 producers and one member at large, and is funded in part through a portion of the Canadian Beef Cattle Check-Off. In 2021/22, 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 34% or \$1.3 million, and government contributed 66% or \$2.5 million. In addition, the BCRC leveraged an additional \$5.9 million in research funding and \$800,000 in-kind from government and industry partners through initiatives outside of the Beef Science Cluster.

The BCRC Currently Funds:

100+

RESEARCH AND EXTENSION PROJECTS LED BY RESEARCHERS NATIONWIDE, IN PARTNERSHIP WITH MORE THAN 40 FUNDING AGENCIES

37

CONDUCTED AT RESEARCH FACILITIES INCLUDING 6 AAFC RESEARCH STATIONS, 31 UNIVERSITIES AND OTHER RESEARCH INSTITUTIONS

BCRC FUNDING BY PROGRAM AREA

Total 5-Year Funding to All Projects: **\$39.3 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 efficient use of limited funding. It also encourages greater collaboration across funding agencies through a portfolio approach



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

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 Five 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:

- progress on developing new alfalfa varieties that are both higher yielding and more winter hardy.
- confirmation that rest stops during long-distance transport do not provide a benefit to weaned beef calves and,
- new estimates of parasite prevalence indicate that strategic worming programs can help slow resistance to dewormers.

A summary of all Cluster III research projects is available in the **2021/22 BCRC Results Report**.

BCRC Priority Research

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 found that per kilogram environmental impact of Canadian beef had decreased by 15% (GHG emissions), 17% (water use) and 20% (ammonia emissions) between 1981 and 2011.

At the University of Manitoba, Dr. Kim Ominski's research team is determining whether and how growth enhancing technologies (implants, ionophores and beta-agonists) can further reduce our environmental footprint.



Priority research projects funded by the BCRC include:

- identifying which soil types and growing conditions are suitable for growing polycrops,
- low-cost forage establishment strategies,
- new approaches to improve fiber digestibility in feedlot diets and,
- developing ways to effectively clean packing plants and ensure food safety using less hot water.

Summaries of all projects are available on [BeefResearch.ca](https://www.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.

One POC study by Dr. Cheryl Waldner's U of S research team is refining, simplifying and automating BRD testing to treat sick animals with more targeted antibiotics.

Summaries of all projects are available on [BeefResearch.ca](https://www.beefresearch.ca).

Building Research Capacity Through Industry Funded Chairs

BCRC has developed three research chair positions in partnership with other funders.

These chairs focus on priority research, teaching students and transferring knowledge to producers.

Chairs include: **Bree Kelln**, Beef Industry Integrated Forage Management and Utilization Chair for the University of Saskatchewan; **Dr. Cheryl Waldner**, NSERC/BCRC Industrial Research Chair in One Health and Production-Limiting Diseases at WCVI and **Dr. Gleise M. Silva**, BCRC-Hays Chair in Beef Production Systems at the University of Alberta.



BCRC Report continued



Professional agrologist, Bree Kelln has been selected as the new **Beef Industry Integrated Forage Management and Utilization (IFMU)** Chair for the University of Saskatchewan in 2022.

Funded through BCRC and a collective of producer groups, the federal and provincial governments, and others with an interest in realizing the true potential of forage crops, which will require a long-term commitment. The investment earnings will be used to fund the chair position for a full faculty member's career term (anticipated to be 30+ years), catalyzing and delivering the research and knowledge sharing in forage management that the industry needs.

Producer Resources and Industry Engagement

The 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. For example, BCRC staff identified a gap between important veterinary information related to calf health during the early stages of life not being readily available to producers.

This prompted the development of the Calf 911 series. This began with a [series of four videos](#), covering [proper resuscitation techniques](#), [spotting dehydration](#), [how to properly tube feed](#) and [proper colostrum management](#), each with a web and social media posts and printed checklists.



The 2022/2023 BCRC Webinar Series covers the Canadian Cow-Calf Cost of Production Network, opportunities and limitations in nutrition and feed management as well as record keeping for improved production management. The live webinars also qualify for continuing education credits for veterinarians and registered veterinary technologists. Register and watch recordings at BeefResearch.ca.



The BCRC's new **calf resuscitation checklist** can be found on BCRC's **Calving & Calf Management** topic page.

Project Spotlight:

A BCRC-funded study, **Vaccination Programs to Improve Calf Health**, highlighted the important role intranasal vaccines play in improving calf health. The research, led by Dr. Nathan Erickson at the Western College of Veterinary Medicine in Saskatoon, shows that the use of **intranasal vaccines** at birth allows calves to have a better immune response to the injectable vaccine at turn-out. While vaccines cannot compensate for poor mothering or soiled bedding, the time you invest in an effective vaccine program at birth can certainly pay off at weaning time.



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,


Craig Lehr, Chair
Beef Cattle Research Council





Last year ended on a very difficult note. The Canadian cattle community lost a tremendous leader, mentor, and friend, with the sudden passing of Reg Schellenberg, President of the Canadian Cattle Association (CCA).

Reg's leadership and passion for our industry will be missed around the board table and at industry meetings and events. He cared about issues and worked hard for the betterment of our industry. His goal was to leave a vibrant industry for the generations to come. His legacy and contributions will be felt for many years.

I never imagined that this is how I would become CCA President. But I share the same passion as Reg for our cattle industry and it is an honour for me to lead an organization with such a strong and rich history. It's important to me and our entire board that we move forward on the important work that CCA undertakes on behalf of cattle producers across Canada. We will be a strong voice on the issues that matter the most. Our board members and staff are committed to making positive things happen for our industry.

I am pleased to report to you for the first time as CCA President and share a few key highlights of the work undertaken by CCA in 2022.

Adverse Weather

The impacts of adverse weather – drought to flooding to Hurricane Fiona – remain top of mind at CCA. To help with decision-making during urgent times of need, CCA continues to advocate for producers to have the ability to self-elect rather than rely on a geographic determination to access the Livestock Tax Deferral provision. In addition, we are requesting an amendment to the definition of “breeding animals,” cited in the Act, so it includes all classes of cattle and not just the breeding herd.

CCA's work on forage insurance continues through our involvement in the Industry-Government Forage Insurance Task Team. The team, made up of representatives from provincial crop insurance agencies, Agriculture and Agri-Food Canada, and the beef, dairy and forage sectors, is working to improve the uptake of forage insurance. The Task Team is chaired by CCA's Ryder Lee, with Lynn Grant representing the interests of Saskatchewan cattle producers. The team will report its findings in early 2023.



Reg Schellenberg

Don't Label My Beef

This past spring, it was all hands on deck at CCA when it came to engaging Members of Parliament (MPs), Senators, officials at Health Canada, and consumers on the proposed regulatory change that would have seen a warning label for saturated fat placed on ground beef.

This successful outcome was made possible with the help of our provincial member associations, who shared our industry's collective concerns with provincial government officials, as well as with local and regional media outlets. We are also humbled by the strong support that we received from Canadians, who sent thousands of letters to MPs across the country. In the process, we established an important connection on the nutritional value of beef in kitchens from coast to coast to coast. This initiative was truly a #teambeef effort and a win for the entire industry!



CCA's new brand is here

In early July, CCA was proud to launch its new brand as the Canadian Cattle Association, paying tribute to our past, while looking ahead to the future. Our new logo is inspired by the key elements of importance to our organization: Our country, our cattle, and our environment. The new brand will help open new opportunities to continue to tell our industry's positive story when it comes to our environment, our economy, and our future as a country.

Trade Updates

International trade continues to be a key factor in our industry's success. 2021 was the sixth year in a row of hitting export values. In 2021, producers gained \$1,044 CDN per animal through selling in international markets. As of June 2022, total beef and live cattle exports have reached \$3 billion CDN. We continue to see increased growth in Japan, South Korea, and southeast Asia markets. Our staff is engaged in the ongoing free trade negotiations with the United Kingdom, the Association of Southeast Asian Nations (ASEAN), and Indonesia.

The announcement of the Indo-Pacific Strategy in November was good news for the Canadian beef industry. It prioritizes trade and agriculture, and included key recommendations shared by CCA. CCA looks forward to participating in Minister-led trade missions with the goal of facilitating long-term trade and investment opportunities and working with the new agricultural office in the region on preventing and resolving non-tariff barriers proactively and quickly.



Priorities heading into next year

The release of the next federal budget is around the corner and with the Winter Session of Parliament set to resume on January 30, 2023, CCA will keep up advocacy efforts on our key budget recommendations which will help ensure growth and innovation in our sector. These asks include an investment by the Government of Canada in a Canadian FMD vaccine bank is a critical component in preventing catastrophic losses to the sector and the broader Canadian economy should FMD occur in our country.

We are monitoring developments concerning the rollout of the Sustainable Canadian Agricultural Partnership (Sustainable CAP), with our attention focused on enhancements to the business risk management (BRM) suite of programs and actively participating in the consultation process on the review of the AgriStability program. We are pushing back on adding an environmental objective to BRM programming as this will inevitably increase the complexity of already complicated programs.

Showcasing the great work cattle producers are doing across the country through a digital campaign will continue in 2023. The campaign is aimed at raising awareness amongst decision-makers and Canadians about how sustainable cattle production is a part of the climate change solution. We are proud to share our story. If we don't tell our story, we know someone else will.

You can count on us to be at the table representing your interests and ensuring the best outcome possible for cattle producers across Canada, whether it is at home or on the international stage.

Sincerely,



Nathan Phinney
President, Canadian Cattle Association

PUBLIC AND STAKEHOLDER ENGAGEMENT PROGRAM REPORT

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

By Amie Peck

The PSE program continues to build capacity to deliver on public trust initiatives and national issue management coordination with the addition of two part-time staff. Jenna Sarich joined the team in January 2022 as the Technical Consultant, and Emma Cross joined in April as the Social Media Coordinator.

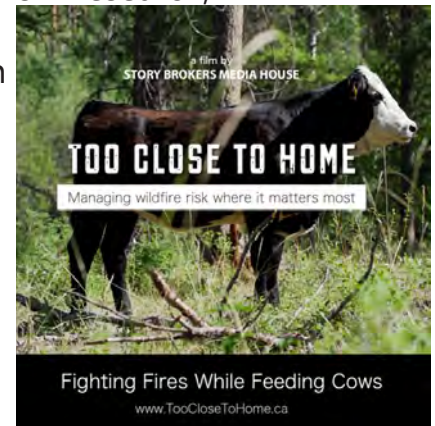
2022 has seen a shift in consumer perception and attitudes around alternative plant proteins. Amie Peck, Stakeholder Engagement Manager, was interviewed for a Toronto Star article in January that highlighted how plant-based proteins may not be as healthy or environmentally friendly as they have been positioned to be. Other notable issues included the proposed saturated fat labels for ground beef, which the PSE team worked on with Dr. Sylvain Charlebois to attract the public profile of the issue. The top ten articles featuring Dr. Charlebois reached an estimated thirty million Canadians.

Equipping beef producers and industry advocates with valuable training and educational opportunities is foundational to earning public trust. Together with the Youth Council, PSE sponsored twenty farmers, ranchers, and industry representatives to attend Aboriginal Awareness and Aboriginal Relations training courses. Introduction to Media Training was offered to Environmental Stewardship Award regional nominees as well as industry representatives, researchers and producer advocates. Additional resources are also available including the Beef Advocacy Canada online training program, issue factsheets and a new informational video on the biogenic methane cycle with Dr. Karen Beauchemin.

Partnerships, both in Canada and abroad, continue to amplify the positive messages of beef production. PSE remains a member in the Canadian Centre for Food Integrity and sponsors

the Simpson Centre for Agricultural and FoodInnovation, based out of the University of Calgary, specifically for its public outreach efforts. 2022 is the second year of partnering with the Global Meat Alliance, which brings together stakeholders to collaborate and align on issues management and international events like the United Nations' climate change conference, COP. Amie Peck continues to chair the Communications Council at the Global Roundtable for Sustainable Beef which hosted a Communications Summit this November as part of its global conference.

Too Close to Home, the second documentary from the PSE program, highlights the role of cattle in mitigating wildfire danger to communities in BC. The launch event in April featured panelists from research, government and primary production and the film has thus far garnered over 130,000 views across Facebook and YouTube. Earned media coverage has included notable environmental



publications like The Narwhal and the Tye, along with the National Observer, Eat North and more. Broadcast media coverage in the past year included two episodes of FoodScapes, a partnership project with the Canadian Roundtable for Sustainable Beef (CRSB) along with the Nature Conservancy of Canada and Ducks Unlimited Canada. Both episodes highlight Cherie Copithorne-Barnes discussing the role of beef cattle in preserving Canada's native grasslands. Airing on BNN, Global Montreal and Global Toronto, the episodes reached more than 300,000 Canadians.

For Food Day Canada in February, beef producers were featured on morning TV in Winnipeg and Montreal, with an estimated reach of close to 5 million viewers.

On the print media side, PSE partnered with CRSB and Canada Beef to deliver the second edition of the Cooking by Degrees campaign. These Toronto Star articles pair beef recipes from college and university chefs with farmer and rancher profiles. All the recipes focus on ground beef, which was advantageous planning during the saturated fat labelling discussions. The campaign highlighted Canadian producers Bob Lowe, Anne Wasko, Brian Maloney, Melissa Atchison and more, with a total reach of over 6 million. The campaign also received two awards at the Canadian Agri-Marketing and Agri-Food Awards for 2022.

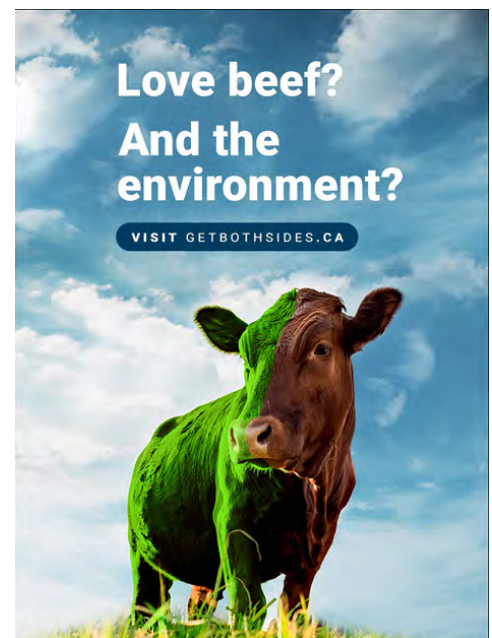
On the social media side, a cross Canada influencer campaign saw chefs, foodies and media personalities visiting farms and ranches to discover the environmental benefits of raising beef cattle in Canada. The campaign was called Good for You, Great for the Environment and resulted in close to 700,000 video views across Instagram and YouTube. Another first for the PSE program was the launch of our own Instagram and TikTok channel aimed at building public trust in the way beef cattle are raised.



Highlights:

- Too Close to Home, which highlights how cattle grazing can help mitigate wildfire risk for communities, has been viewed over 130,000 times.
- Guardians of the Grasslands now has over 300,000 views.
- Training: 20 producers and industry representatives attended Indigenous Training and Awareness Courses.
 - Over 70 participants have graduated from the new Beef Advocacy Canada
 - Reach on newsletters being updated on recent issues?
- Digital and Print Marketing: Cooking By Degrees campaign reaches 6 million Canadians
- Get Both Sides: Love Beef and the Environment? You don't have to choose. This new campaign ran in spring 2022 and highlights the greener side of raising cattle.

The Get Both Sides digital advertising campaign was launched in April and ran for six weeks, generating more than 2.2 million impressions and over 3300 clicks to our new website. The clickthrough rate for the campaign, which divides the number of clicks on the ad by the number of views, reached 0.21, doubling the benchmark for this metric. The campaign microsite house all PSE video content and short documentary projects in one convenient place. For the 2023-2024 fiscal year, PSE will be operating with a \$849,000 budget, of which \$212,000 is allocated to Canadian Beef and the remaining \$637,000 is being administered through CCA, as overseen by the PSE Manager.





DON'T LABEL MY BEEF



Year In Review 2022

Notes

