

CCA Update to SCA AGM

January 2017



National Voice Of Cattle Producers





CCA Policy Division

Operating Divisions

Animal Health and Care Committee

Domestic Ag and Regulations Committee

Foreign Trade Committee

Environment Committee

Value Creation and Competitiveness Committee



Canfax Research Services



CCA Priorities

1. Industry Profitability

- Competitiveness
 - Production competitiveness
 - Regulatory competitiveness
- Market access
- Value creation
- Innovation

2. Advocacy - Positive Public Attitudes

- Positively positioning the importance of cattle producers and the beef cattle industry
- Public Confidence

3. Crisis Management Preparedness



CCA's Core Services

1. **Advocacy: (Government focused)**
 - Trade, policy development, government relations, regulations
2. **Knowledge Transfer (Producer focused)**
 - Improving production practices, innovations, business practices
 - BCRC, Beef Advocacy, VBP+, other program and partner support
 - Sustainability, animal welfare
3. **Crisis Management**
4. **Issues Management and Social License
(consumer focused, production related)**



TRADE AND FOREIGN POLICY



Canada - United States

- NAFTA to be renegotiated – Opportunity?
- MCOOL requires constant vigilance to and opposition by our allies
- CCA will step up activities in the USA in year one of the Trump Presidency



Canada EU Comprehensive Economic & Trade Agreement (CETA)

- New 50,000 tonne duty free quota
 - 35,000 tonnes fresh + 15,000 tonnes frozen
 - Hilton quota (11,500 tonnes) to drop to 0% duty from 20%
- Signed October 2016
 - Now working on implementation strategy
- Key resolution of longstanding technical barriers
 - Particularly with CDN packing plants → carcass washes
 - Commitment to negotiate equivalence of meat inspection



Trans-Pacific Partnership (TPP)

- Under the TPP Canadian beef exports to Japan could double or triple to nearly \$300 million
 - Japanese beef tariffs to be reduced from 38.5% to 9%
- Following U.S. Election in November, little chance of TPP being ratified and implement
 - Requires U.S. ratification to come into effect
- Next step is pursuing a bilateral trade agreement with Japan



Bilateral Negotiations

- Japan
- China
- United Kingdom



DOMESTIC POLICY



Current Domestic Policy Efforts

- Workforce Challenges
 - Annual farm cash receipt losses to Canadian beef producers due to job vacancies are \$ 141 M
 - 6% of labour demand unfilled in primary beef, labour gap could quadruple by 2025
 - CCA participates in a multi-sector Labour Task Force
- Next Agricultural Policy Framework (GF2 successor)
- Traceability



ISSUES MANAGEMENT



Current Consumer Issues

1. Animal Welfare – Livestock Transportation
2. Antibiotic Use and Antimicrobial Resistance
3. Environmental Impacts of Beef Production
 - Canadian Roundtable For Sustainable Beef (CRSB)
4. Growth Hormones and Promotants
5. General Unease with Technology

Human Health- Red meat and cancer links, irradiation



Changing the Conversation

- Changing approach → Proactive vs. Reactive
 - Building/strengthening relationships with key influencers and partners for a coordinated approach
 - Key message and information repository
- Strategies include:
 - VBP+ program
 - Beef Advocacy Canada
 - Issues Management strategy
 - Canadian Roundtable for Sustainable Beef
 - Promoting youth leadership → CYL and YCC





- VBP Plus is the addition of modules in Animal Care, Biosecurity, and Environment
- Working closely with the CRSB and McDonald's to encourage alignment with sustainability indicators and audit requirements
- VBP has the potential to link end-users and producers in an industry-led, credible, cost effective manner
- Animal Care module has been launched





CRSB

CANADIAN ROUNDTABLE
FOR SUSTAINABLE BEEF

TABLE RONDE CANADIENNE
SUR LE BOEUF DURABLE

- **Environmental:** making sure you don't take more than what you put back in (maintaining or enhancing ecological integrity; stewardship)
- **Economic viability:** long-term viability
- **Social well-being:** animal welfare, human health, water quality, young beef producers, **social license**, continuity, fair working conditions
- **Continual Improvement**



Canadian Roundtable for
Sustainable Beef

NATIONAL STRATEGY

Strategy Pillars & Goals

beefstrategy.com



Connectivity

Connectivity Enhance synergies within industry and connect positively with consumers, the public, government, and partner industries



Productivity

Productivity Increase production efficiency by **15%** by 2020



Competitiveness

Competitiveness Reduce cost disadvantages compared to main competitors by **7%** by 2020



Beef Demand

Beef Demand Increase carcass cutout value by **15%** by 2020



BOVINE TUBERCULOSIS



Bovine Tuberculosis

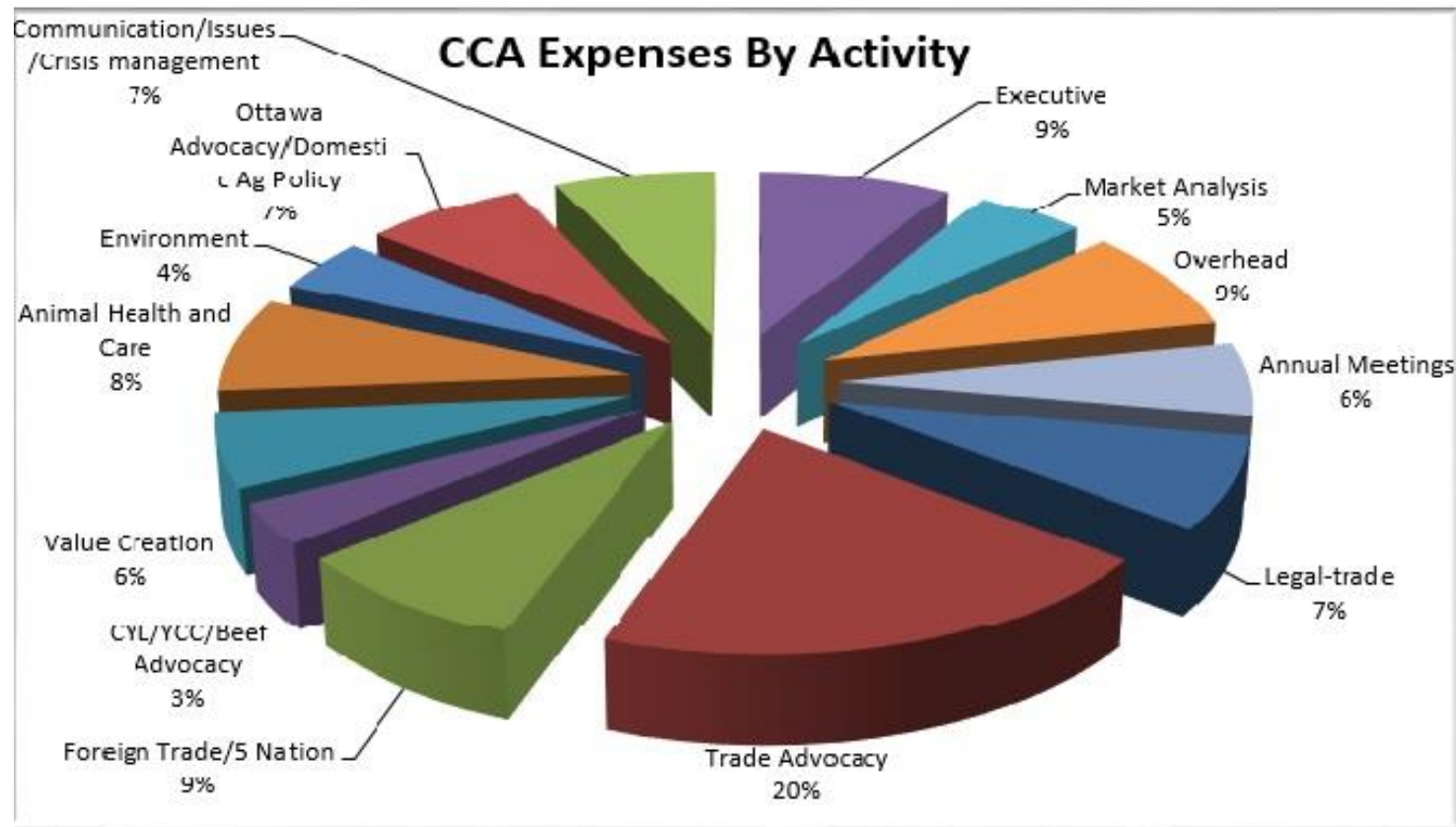
- CCA supporting ongoing efforts of provincial organizations
 - Rob McNabb sitting in CFIA offices, staff participating in weekly updates
 - Working with ABP on producer outreach and agri-recovery
 - Sharing communications and information through various channels
 - Animal health committee will review events and make recommendations for the future



FUNDING



CCA Funding Allocation 2016



Questions?



National Voice Of Cattle Producers

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