

# National Cattle Feeders' Association

## Progress Report to the Manitoba Beef Producers

Annual General Meeting  
February 6, 2015  
Brandon, MB



National Cattle Feeders' Association

| Casey G. Vander Ploeg

| February 6, 2015

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# Outline of Presentation

- 1) Introduction
- 2) Strategic Plan
- 3) 2014 Results
- 4) Future Priorities



# Introduction



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# National Cattle Feeders' Association

## Vision

A business-oriented organization advancing the national fed cattle value chain by focusing on growth and sustainability, competitiveness, and industry leadership.

## Mandate

Established in 2007 to represent Canadian cattle feeders on national issues and collaborate with other cattle organizations across the country to strengthen the beef industry.

## Scope

NCFA is truly national in scope, covering all major cattle feeding provinces and regions in Canada.



# Membership and Funding

Membership is comprised of provincial beef organizations, with board representation and funding based on provincial fed cattle populations.

- British Columbia Association of Cattle Feeders
- Alberta Cattle Feeders' Association
- Saskatchewan Cattlemen's Association
- Manitoba Beef Producers
- Ontario Cattle Feeders' Association
- Fédération des producteurs de bovins du Québec



# 2014 Board of Directors

*Executive:* Jeff Warrack, Chairman (AB)  
Larry Schweitzer, Vice-Chairman (MB)  
Bill Jameson , Past Chairman (SK)  
Ryan Thompson, Officer-at-Large (SK)

*Directors:* Bill Freding (BC)  
Herb Groenenboom (AB)  
John Lawton (AB)  
Dale Pallister (ON)  
Michel Daigle (QC)

In 2014, face-to-face meetings of the Board were held in February, September, and November. Conference calls were used for the remainder of the year.





# 2014 Staff

*NCFA Office:* Bryan Walton, General Manager (AB)  
Casey Vander Ploeg, Policy & Research (AB)

*Provincial:* Dimity Hammon (BC)  
Craig Douglas (SK)  
Melinda German (MB)  
Jim Clark (ON)  
Andre Roy (QC)

*Consultants:* Shannon Lyons, Communications (AB)  
Cathy Jo Noble, Political Consultant (Ottawa)  
Peter Brackenridge, Regulatory Consultant (Ottawa)  
John Weekes, International Trade (Ottawa)



# NCFA Strategic Plan



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# NCFA Strategic Plan

## **Pillar #1: Growth and Sustainability**

Create a business and trade environment conducive to the growth and sustainability of the cattle feeding sector.

## **Pillar #2: Competitiveness**

Influence the regulatory and policy regimes to improve the competitiveness of the cattle feeding sector. Ensure that policy-makers, decision-makers, and government regulators understand the business realities and priorities of cattle feeders.

## **Pillar #3: Industry Leadership**

Establish NCFA as a recognized, credible, reputable, and solutions-oriented expert on Canada's cattle feeding sector. Ensure NCFA has access to influential policy-makers, and is the first to be consulted on issues impacting cattle feeding.



# 2014 Results



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# Results: Growth and Sustainability

NCFA actively engages a strategic network that includes industry partners, suppliers, governments, regulators, and the packing industry.

Employing this network allows NCFA to strategically lever resources and support, and most important, effectively influence key decision-makers.

Ag and Food Exchange (AFX)  
Agriculture and Agri-Food Canada (AAFC)  
Barley Council of Canada (BCC)  
Beef Cattle Market Advisory Committee (BCMAMC)  
Beef Cattle Policy Advisory Committee (BCPAC)  
Beef Cattle Trade Advisory Group (BCTAG)  
Beef Value Chain Roundtable (BVCRT)





# Results: Growth and Sustainability

Canada Beef Inc (CBI)

Canadian Agricultural Human Resources Council (CAHRC)

Canadian Agri-Food Trade Alliance (CAFTA)

Canadian Beef Advisors (CBA)

Canadian Beef Grading Agency (CBGA)

Canadian Food Inspection Agency (CFIA)

Canadian Cattle Identification Agency (CCIA)

Citizenship and Immigration Canada (CIC)

Department of International Trade

Employment and Social Development Canada (ESRD)

Market Access Secretariat (MAS)

National Farm Animal Care Council (NFACC)

National Beef Strategic Planning Group (NBSPG)



# Results: Growth and Sustainability

## COOL

- NCFA contribution of \$165,000 to CCA to fight COOL
- Meeting with importers affected by potential retaliation
- Urging hearings at the Canadian International Trade Tribunal
- Urging a firm date for retaliation subject to WTO authorization
- Urging that all domestic processes for retaliation be in place now

## European Union (CETA)

- Elimination of 20% tariff on the 15,000 tonne Hilton Beef Quota
- Duty-free access for an additional 50,000 tonnes

## Canada-Korea (CKFTA)

- Elimination of 40% tariff on beef over 15 years
- Elimination of 18% tariff on offal over 11 years



# Results: Growth and Sustainability

## Feedlot Animal Care Assessment Tool

- A single feedlot animal care protocol
- Completion and pilot testing in 2015
- \$35,000 NCFA investment levered additional \$290,000

## Emergency Preparedness Plan

- Development and piloting in Alberta (\$293,000)
- Plan can be modified and applied in other provinces

## Canadian Beef Grading Agency

- Representation on CBGA Board and Technical Committee
- \$20,000 NCFA investment in modernization initiative

## Feed Grains Research

- Membership and funding for new Barley Council of Canada
- Helping drive the new Feed Coalition





# Results: Competitiveness

## Relationship Building

- Feedlot tour with CFIA President Dr. Bruce Archibald
- Feedlot tours with CFIA officials at the Western Regional Office
- Ottawa “Top-to-Top” meeting with CFIA President and executive

## Submissions on Proposed Regulations

- Feed ingredient authorization and labelling
- Proposed phytosanitary controls on imported feed grains
- Regulations on the humane transportation of livestock
- Product of Canada label

## Speeding the Pace of Commerce

- Input on a new government digital platform and e-certification
- Pilot project using e-signatures for Canada-US live exports
- Interface with RCC on Canada-US regulatory harmonization



# Results: Industry Leadership

## Labour

- Feedlots added to the agriculture stream under TFWP
- Exempted from the new fee and cap on number of workers
- Bridging mechanisms as changes to TFWP roll out

## Building Political Champions

- Annual “lobby week” on Parliament Hill
- Met with over 40 MPs, Senators, and key public servants
- MP Breakfast and MP Reception with Canada Grains Council
- “One-on-one” with Ministers Ritz and Rempel
- “Top-to-Top” with senior officials at AAFC and CFIA

## Industry Synergy

- Participation in development of a new National Beef Strategy
- NCFA chaired the 2014 meetings of the Canadian Beef Advisors



# Future Directions



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# Future: Growth and Sustainability

## International Trade

- Continue to push for completion of the multi-lateral TPP
- Secure a bi-lateral with unrestricted access to Japan
- Pursue agreements with emerging economies of Southeast Asia
- Urge government to stay the course on COOL and retaliation

## Research and Development

- Complete Feedlot Animal Care Assessment Tool (2015)
- Complete Feedlot Emergency Preparedness Plan (2016)
- Identify cattle feeder priorities for future research



# Future: Competitiveness

## Regulatory Reform Initiative

- Identify the most problematic and costly regulations
- Establish priorities for regulatory reform
- Build the business case
- Identify costs, examples, and case studies
- Implement a strategy for change

## Post-BSE Regulatory Roadmap

- Canada is eligible for “negligible risk” status in 2016
- Urge CFIA to identify now possible regulatory changes
- Ensure beef industry can benefit quickly with the new status



# Future: Industry Leadership

## Labour

- Assist processors with their labour requirements
- Develop a long-term solution for labour
- Implement recommendations of the National Labour Strategy

## Political Champions

- Feedlot tours scheduled with CFIA in June 2015
- Aligning grassroots activities for upcoming federal election

## Industry Synergy

- Engage the National Beef Strategic Planning Group (NBSPG)
- Engage the Canadian Beef Advisors (CBA)
- Take “ownership” of elements of the National Beef Strategy
- Website redesign and incorporation of social media





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