



# 2018 ANNUAL REPORT



NATIONAL  
CATTLE FEEDERS'  
ASSOCIATION

ASSOCIATION  
NATIONALE DES  
ENGRASSEURS DE BOVINS



## Message from the Chair **Ryan Thompson**

NCFA's key messages continued to hit their mark in 2018 as evidenced by recommendations in the report from Canada's Economic Strategy Table on Agri-Food. These recommendations mirror what NCFA has been saying for years—that reforming regulations, increasing rural infrastructure investment, expanding access to international markets, resolving labour shortages, and creating a supportive tax and investment environment are essential if agriculture is to reach its full potential.

NCFA's messages are being heard and they are helping shape government decision-making.

NCFA's suggested changes to the Restricted Cattle Feeder Program were accepted and implemented by the CFIA, our advocacy in Ottawa helped ensure swift ratification of the new Comprehensive and Progressive Agreement on Trans-Pacific Partnership (CPTPP), Service Canada's consultation on the Temporary Foreign Worker Program (TFWP) included primary agriculture as we insisted it should, and a new pilot for fresh and chilled beef exports to China is now underway.

It has been my pleasure to serve as the Chair of NCFA—a small, nimble, yet highly effective organization that punches well above its weight.

This is a direct result of our dedicated Board of Directors, our committed provincial staff representatives, and our team of experienced consultants on the ground in Ottawa. I thank you all for working so diligently to position Canada's cattle feeders for increased strength and future success. I would especially like to thank Bryan Walton for his excellent service to NCFA over the years, and also warmly welcome Janice Tranberg, our new President and CEO.

## Message from the President and CEO **Janice Tranberg**

Starting a new role as the President and CEO of the National Cattle Feeders' Association obviously has me looking forward, rather than at the year gone by. That being said, one of the big reasons I chose to take on this role is the solid reputation NCFA has earned for effective advocacy on behalf of its members, and 2018 was another prime example of this in action.

NCFA provided input to federal regulators on sector specific issues such as changes to CFIA's Restricted Cattle Feeder Program, as well as on broader agriculture concerns like Canada's Food Guide, proposed front-of-package labelling, and registration fees for veterinary health products.

It is important that we continue to bring our perspective and concerns to the forefront on these issues to help elected officials, civil servants, and regulators understand the impact and benefits our sector has on the national economy.

Trade is another key focus for NCFA, particularly as up to 50% of Canada's cattle and beef products are shipped around the world. This was an important year for trade negotiations with the Canada-EU Comprehensive Economic and Trade Agreement (CETA), and the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) coming into effect, as well as the new Canada-US-Mexico Agreement (CUSMA) being penned. It will be so important in this coming year that government works with us as industry to ensure we are all in a position to take full advantage of these new trade agreements.

I look forward to the year ahead, working with the NCFA Board and staff to move our important files forward. I would also like to take the opportunity to thank our out-going Chair, Ryan Thompson and Director, Larry Schweitzer for their dedication and commitment to this organization. It has been a pleasure working with you.

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# NCFA STRATEGIC PLAN

NCFA's activities are guided by a five-year Strategic Plan.

## VISION

A business-oriented organization dedicated to advancement of the national fed cattle value chain.

## MISSION

Representing Canadian cattle feeders on national issues and working in collaboration with other cattle organizations to strengthen and improve the cattle feeding sector.

## STRATEGIC PILLARS

### GROWTH & SUSTAINABILITY

Creating a business and trade environment that encourages both the growth and sustainability of the cattle feeding sector.

### COMPETITIVENESS

Improving the policy and regulatory regime to enhance competitiveness.

### LEADERSHIP

Establishing NCFA as a credible and solutions-oriented expert on the cattle feeding sector in Canada.

## 2018 IN REVIEW

### ACTION AND ACCOMPLISHMENT

- Improvements to CFIA's Restricted Cattle Feeder Program
- Improvements to the Temporary Foreign Worker Program
- Advance changes to US requirements for fed cattle exports
- Participated on CFIA team to the 2018 OIE meetings in France
- Canadian exports of "bone-in" beef to China
- New pilot for Canadian exports of "fresh and chilled" beef to China
- Issues with CFIA's Manual of Procedures (MOPs) and cattle processed for China resolved
- Feedlot animal care program embedded in the Canadian Roundtable for Sustainable Beef (CRSB)
- Ratification of the Comprehensive and Progressive Agreement on Trans-Pacific Partnership (CPTPP)
- Successful conclusion to negotiations for the Canada-US-Mexico Agreement (CUSMA)
- Priorities reflected in the recommendations of Canada's Economic Strategy Table on Agri-Food
- Collaboration and engagement with the full range of industry partners

### GOVERNMENT RELATIONS

- Implementation of an annual "Ottawa Engagement Strategy"
- Met with five Cabinet Ministers, four Parliamentary Secretaries, and seven Senators
- Met with 50 MPs and 30 aides, regulators, and officials
- Submissions to Parliamentary and Senate Standing Committees (Are these in submissions above?)
- Feedlot tours with USDA and AAFC officials
- Annual Lobby Week on Parliament Hill
- Publication of regular industry updates, profile documents, and policy briefings for federal decision-makers

## SUBMISSIONS

- Electronic Logging Devices (Transport Canada)
- Canada-US and Canada-EU Regulatory Priorities (Regulatory Cooperation Council)
- Front-of-Pack Labelling (Health Canada)
- Canada Food Guide (Health Canada)
- Registration Fees for Veterinary Drugs (Health Canada)
- Agriculture and Aquaculture Regulatory Review (Agriculture and Agri-Food Canada)
- Canada-US Border Regulations (US Department of Agriculture)
- Potential of new FTA with ASEAN Bloc (Global Affairs Canada)
- Ratification of CPTPP (Standing Senate Committee on Foreign Affairs and International Trade)
- 2019 Pre-Budget Consultation (House Standing Committee on Finance)
- Agriculture Priorities for 2019 Election Platforms (All Federal Parties)
- Changes to the Restricted Feeder Program (CFIA)
- Changes to Regulations for Fed Cattle Exports (CFIA)
- Expanding Access to China (Global Affairs Canada)
- Retaliatory Tariffs (Department of Finance)

## THE NCFA TEAM

### Board of Directors

**Chair:**..... Ryan Thompson (Saskatchewan)  
**Vice-Chair:**..... Michel Daigle (Quebec)  
**Officer-at-Large:**..... James Bekkering (Alberta)  
**Directors:**..... Jason Hagel (Alberta)  
 ..... Joe Heemskerk (British Columbia)  
 ..... John Schooten (Alberta)  
 ..... Larry Schweitzer (Manitoba)

### Provincial Staff Representatives

**President and CEO:**..... Janice Tranberg (Alberta)  
**Past President and CEO:**..... Bryan Walton (Alberta)  
**Vice-President:**..... Casey Vander Ploeg (Alberta)  
**Staff Representatives:**..... Christina Betker (Saskatchewan)  
 ..... Brian Lemon (Manitoba)  
 ..... Catherine Lessard (Quebec)  
 ..... Andrea Van Iterson (British Columbia)

### Consultants

**Communications Consultant:**..... Shannon Lyons (Alberta)  
**Government Consultant:**..... Peter Brackenridge (Ottawa)  
**Government Consultant:**..... Cathy Jo Noble (Ottawa)  
**Trade Advisor:**..... John Weekes (Ottawa)



### Contact Us

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