



NATIONAL  
CATTLE FEEDERS'  
ASSOCIATION

ASSOCIATION  
NATIONALE DES  
ENGRAISSEURS DE BOVINS

# 2020-2025 Strategic Plan

National Cattle Feeders' Association

Refreshed July 2020



# 2020-2025 Strategic Plan



## VISION

A business-oriented organization dedicated to advancing the national fed cattle value chain in Canada.

## MANDATE

To represent Canadian cattle feeders on national issues and collaborate with other organizations to strengthen the Canadian beef industry.



# Strategic Pillars



Sustainable Growth  
and Profitability



Competitiveness



Industry  
Leadership  
and Partnership



# Sustainable Growth and Profitability



- Purpose**
- Create a business and trade environment that facilitates industry growth, profitability, and sustainability.
- Measuring Success**
- Growth of the national beef herd and increased cattle on feed.
  - Improved profitability and value received.
  - Increased delivery of cattle for both domestic and international markets.
- Strategic Objectives**
- Participate in government and industry initiatives to influence outcomes that benefit the fed cattle industry.
  - Develop strategic partnerships with government and industry stakeholders to leverage our resources, ensure consistent and collaborative approaches, and provide NCFA with the ability to focus and lead on issues specific to cattle feeders.



# Initiatives and Tactical Focus



- Ensure that cattle feeders benefit from government policies and initiatives  
*(e.g., annual federal budgets, National Food Policy, OIE application for BSE negligible risk status, Canadian Agricultural Partnership).*
- Ensure that cattle feeders benefit from industry initiatives and programs  
*(e.g., National Beef Strategy, Canadian Beef Advisors (CBA), Canadian Roundtable for Sustainable Beef (CRSB), Beef Value Chain Roundtable (BVCRT), Animal Health Canada).*
- Take the lead on priority issues specific to cattle feeders  
*(e.g., resolving labour shortages, accessing foreign workers, consumer trust in production technologies, rural infrastructure, potential tax changes, reform of agriculture business risk management programs).*
- Collaborate and support efforts of industry partners on issues of wider concern  
*(e.g., stimulating beef demand, resolving trade issues, expanding access in current markets, securing new markets).*





# Competitiveness



- Purpose**
- Influence the public policy and regulatory regime to enhance the competitiveness of the cattle feeding sector in Canada.
- Measuring Success**
- Opportunities taken to provide input on policy and regulatory issues.
  - Positive impact on policy and regulatory decisions that benefit feeders.
  - Prevent deterioration in the policy and regulatory environment.
- Strategic Objectives**
- Achieve reciprocity with our international competitors through a comparable policy and regulatory environment.
  - Provide policy and regulatory decision-makers with industry perspectives and ensure they understand the business realities and priorities of cattle feeders.
  - Achieve competitive improvements in public policy, regulation, and industry practices.



# Initiatives and Tactical Focus



- Improve public policy and programs that impact competitiveness  
*(e.g., labour, improving the TFWP, immigration reform, taxation, spending on rural infrastructure, trade policy, international market development).*
- Improve regulations that impact competitiveness  
*(e.g., transportation, enhanced traceability, feed regulatory modernization, e-certification, regulatory alignment and cooperation with trading partners, veterinary drug harmonization, smoothing the Canada-US border, improving the Restricted Feeder Cattle Program).*
- Invest and support innovation, research, and industry development programming  
*(e.g., Canadian Feedlot Animal Care Program (CFAC), AMU/AMR Monitoring Project, participation in pilot programming to beta-test new approaches).*
- Focus on policies, regulations, and innovations that facilitate efficient production  
*(e.g., UHF tag technology, digital and electronic manifests, CFIA Digital Service Delivery Platform (DSDP)).*



# Industry Leadership and Partnership



- Purpose** – Strengthen the Canadian beef industry by serving as a credible and solutions-oriented advocate for cattle feeders and undertaking collaborative efforts with industry partners.
- Measuring Success**
- Active participation on industry-wide bodies and organizations.
  - Successful joint projects, programming, outreach, and communications.
  - Invitation to lend our expertise in government and industry initiatives.
- Strategic Objectives**
- Widely recognized as the principle representative and national voice of Canada’s cattle feeders.
  - Leading projects, programs, and initiatives that address the needs and concerns of cattle feeders.
  - Serving as a valued support and partner for industry-wide organizations tasked with a wider focus.





# Initiatives and Tactical Focus



- **Grow, nurture, and maintain cattle feeder champions at the national political level**  
*(e.g., Key Ministers, Shadow Ministers, members of Agriculture, Finance, Trade, and HUMA Committees, political aides, policy advisors, and civil servants).*
- **Collaborate and support our Canadian industry partner organizations**  
*(e.g., Canadian Cattlemens' Association (CCA), Canadian Meat Council (CMC), Canadian Agri-Food Trade Alliance (CAFTA), Animal Nutrition Association of Canada (ANAC), Canadian Animal Health Institute (CAHI).*
- **Establish and maintain partnerships with international organizations**  
*(e.g., Pacific Northwest Economic Region (PNWER), National Cattlemens' Beef Association (NCBA), Regulatory Cooperation Council (RCC), North American Meat Institute (NAMI).*
- **Communicate “our story” through proactive outreach and engaging approaches**  
*(e.g., raising awareness, strengthening consumer confidence, building public trust by engagements with traditional media, use of social media channels, feedlot tours, and other forms of outreach).*

