

NATIONAL CATTLE FEEDERS' ASSOCIATION



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ASSOCIATION
NATIONALE DES
ENGRASSEURS DE BOVINS



ANNUAL REPORT 2023

MESSAGE FROM THE CHAIR

Will Lowe, NCFA Board Chair

In the last year, Canadian cattle feeders encountered significant hurdles, including drought, transportation difficulties, and demands to cut down greenhouse gas emissions. All of these have had substantial economic impacts on producers. NCFA works with government and other stakeholders to deliver pragmatic and timely solutions.

NCFA's committed directors, members and staff have exerted significant efforts this year. Collaboratively, they have successfully tackled numerous challenges facing the fed cattle industry. Their combined endeavors have not only positioned NCFA as a strong force, but also garnered substantial support from industry stakeholders, fostering a positive impact on the agriculture sector nationwide.

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 NCFA team to execute our collective decisions and priorities. This year NCFA hired a full-time Vice President of Policy and Government Relations, based in Ottawa. This has given NCFA an effective and ongoing presence in Ottawa.



I am especially pleased to report on some significant achievements this year:

- Successfully advocating the government to commit to legislative changes to exempt Canadian farmers from reporting obligations within the Underused Housing Tax.
- Working tirelessly to get the federal government to establish a Foot & Mouth Disease (FMD) vaccine bank and preparedness strategy. Budget 2023 provided \$57.5 million over five years with \$5.6 million ongoing, to the Canadian Food Inspection Agency (CFIA) to establish a FMD vaccine bank for Canada, and to develop FMD response plans. The government is seeking a cost-sharing arrangement with provinces and territories. NCFA is working closely with CFIA to build an effective response plan.
- Lobby Day in Ottawa: Directors and staff had over 35 meetings with Members of Parliament, Ministers and government officials to discuss and bring awareness to issues facing Canadian cattle feeders. The day was followed by a Board meeting with guests CFIA President Harpreet Kochhar and Minister of Agriculture and Agri-Food Lawrence MacAulay.

MESSAGE FROM THE CEO

Janice Tranberg, President & CEO

Over the past year, our board and staff have dedicated significant efforts to establish connections with both government officials and our partners in the beef industry. This commitment aims to ensure that the best interests of cattle feeders are effectively represented in discussions related to national policy and programming.

Recognizing the vital role our beef industry plays in Canada's economic recovery, we have actively advocated for positive changes across various fronts, including labor, transportation, rural infrastructure, and more. These efforts are geared towards providing robust support to our members and enhancing the overall well-being of the industry.

The cattle feeding sector in Canada is positioned to serve as a key economic driver in the future. Our newly formed NCFA team remains steadfast in its commitment to fostering improved growth, sustainability, and competitiveness within the realm of beef cattle production. With a complete and dedicated staff, NCFA is better equipped to address our primary concerns and engage more proactively with political leaders and regulatory departments.



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

- Strategic Growth
- Competitiveness
- Industry Leadership & Partnerships





GOVERNMENT ENGAGEMENT

In 2023, NCFA continued to actively engage federal politicians and government regulators. And as a result, we continue to influence policy, regulatory and legislative direction in Ottawa. NCFA federal engagement in 2023 included:

- Ongoing meetings with MPs, Senators, political staffers and senior government officials.
- Feedlot tours for MPs and government officials in member provinces.
- Numerous policy and regulatory submissions to the federal government on NCFA priorities including trade, transport, labour, traceability, country of origin labelling, climate, feed, antimicrobial resistance, replacement workers and school food policy.
- NCFA actively advocated on multiple pieces of legislation including Bill C-282 (protecting supply management at trade table) and Bill C-234 (removing carbon tax from propane and natural gas use on farm).
- The annual NCFA Lobby Day in Ottawa– meeting with over 35 MPs, Senators and political staff followed by a Board meeting with guests CFIA President Harpreet Kochhar and Minister of Agriculture and Agri-Food Lawrence MacAulay.
- Appearances and/or written submissions to:
 - » The House of Commons Agriculture Committee (carbon tax, C-275)
 - » The Senate Agriculture Committee (C-234)
 - » The House of Commons Health Committee (C-293)
 - » The House of Commons Transport Committee (ELDs, labour shortages, supply chain)
 - » The House of Commons Environment Committee (methane emission innovations)
 - » The House of Commons Trade Committee (trade barriers, C-282)
 - » The House of Commons Finance Committee (pre-budget consultations)

OTHER ADVOCACY HIGHLIGHTS:



1 Actively engaged through social media to influence government and public opinion – In the past year gained 136 new X followers and had 65,409 post impressions.



2 Collaborations with industry organizations on advocacy campaigns including 'Say No to a Bad Deal' and 'Show Your Support for Bill C-234'.



3 Actively lobbying government for access to innovation, balanced environmental measures, improved rural infrastructure and realistic transport regulations.

BOARD OF DIRECTORS

WILL LOWE

Chair, Saskatchewan

AUDREY KUIK-SCHWEITZER

Vice Chair, Manitoba

JAMES BEKKERING

Past Chair, Alberta

BRAD DELEEuw

Director, Alberta

GREG SCHMIDT

Director, Alberta

David Houley

Director, Quebec

JOE HEEMSKERK

Officer at Large,
British Columbia

NATHAN PHINNEY

President, Canadian Cattle
Association

STAFF

JANICE TRANBERG

President & CEO

GINA DEVLIN

Communications Manager

MELISSA DOWNING

Director, Regulatory
and Sustainability

CJ NOBLE

Vice President, Policy and
Government Relations

KIMBERLI NUMMI

Operations Manager and
Corporate Secretary

JOE NOVECOSKY

Financial Manager

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
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