

2025-26 ANNUAL REPORT AT A GLANCE



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"The check-off is more than just dollars collected at point of sale. It's producers and importers investing together in the future of this industry."

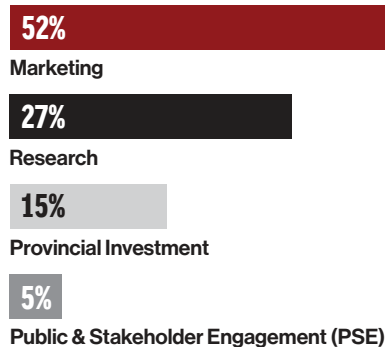
Trevor Welch, Chair



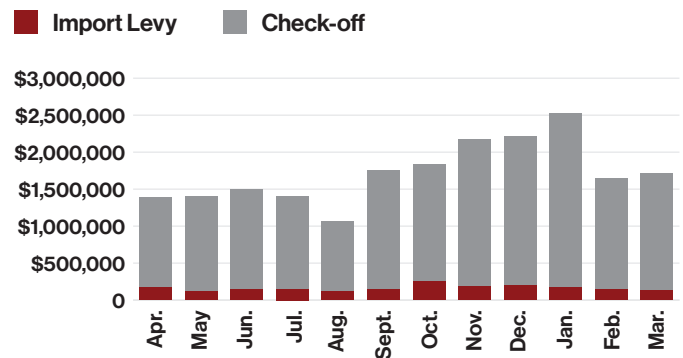
"Looking back, the year was defined by practical progress. It was a year of implementation, follow-through and careful coordination."

Melinda German, General Manager

NATIONAL CHECK-OFF ALLOCATIONS

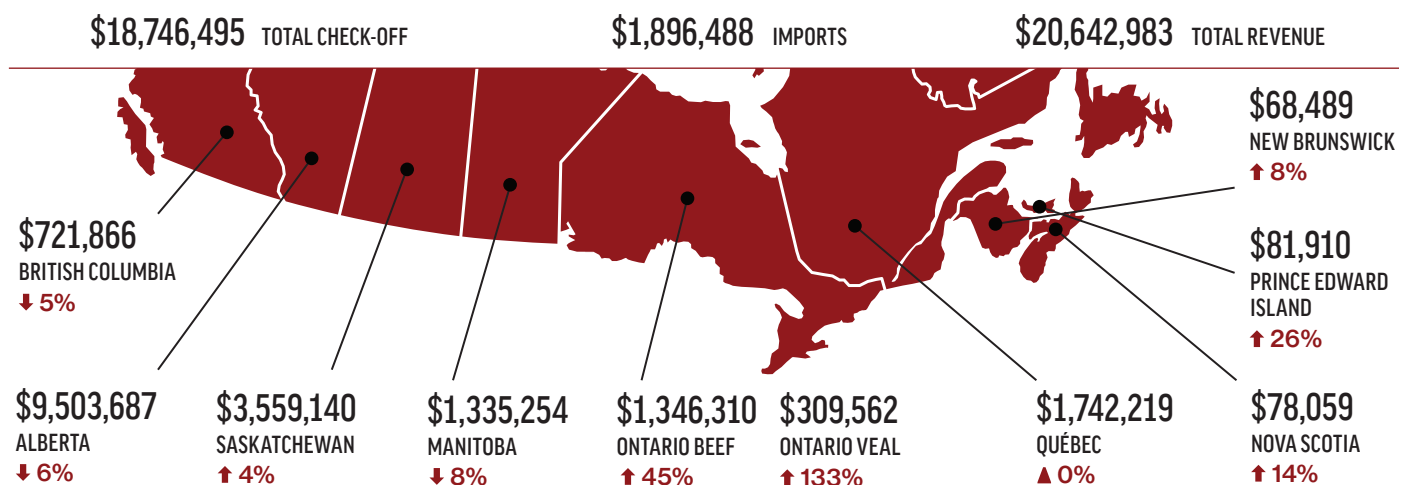


MONTHLY CHECK-OFF & IMPORT LEVY

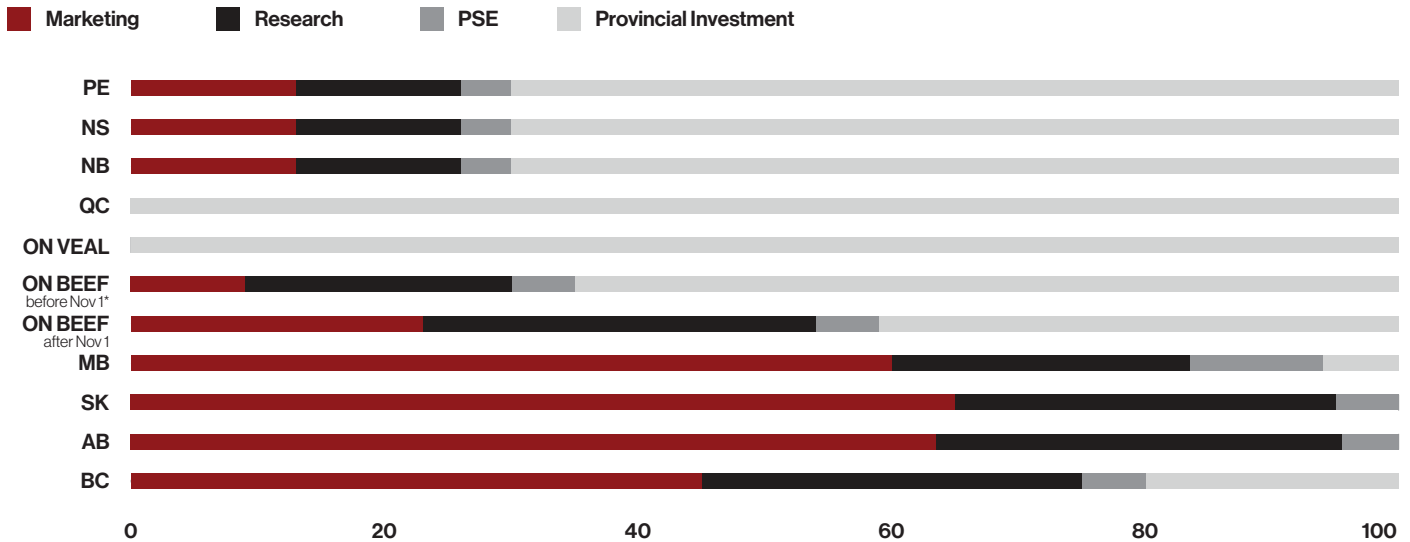


CHECK-OFF & IMPORT LEVY

Check-Off is collected on all cattle marketed in Canada, and the import levy is applied to all beef cattle, beef and beef products imported into the country.



PROVINCIAL CHECK-OFF ALLOCATIONS



* Beef Farmers of Ontario adjusted their allocations on November 1, 2025 in coordination with the Ontario increase to the national check-off.



Research: Beef Cattle Research Council (BCRC)

27% of Check-Off | \$4.5M

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Using Canadian Beef Cattle Check-Off dollars and leveraging strategic partnerships with government and industry, the BCRC invested in research that supports the long-term sustainability, productivity, and competitiveness of Canada's beef sector.

- 91 active projects
- \$4.97 million extra value for research funding
- Research Highlights: GHG emissions on pasture wetlands, advancements in sainfoin and alfalfa breeding, and understanding respiratory disease
- Four Research Chairs funded (one new, three continuing)
- 261,505 views of new videos posted by BCRC

Learn more: www.beefresearch.ca



Marketing: Canada Beef

52% of Check-Off | \$10.3M

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Facing rising competition, high cattle prices, and evolving consumer preferences, Canada Beef deployed a broad range of strategic marketing initiatives to reinforce the value, quality, and trust associated with Canadian beef.

- 1.1M website users
- 243M impressions across all consumer and trade programs
- Burger It Forward: 111,000+ burgers sold, \$71K raised for food banks
- 157 global projects across 16 export markets
- \$1.2M in import levy invested into generic beef marketing

Learn more: www.canadabeef.ca



Public & Stakeholder Engagement (PSE)

5% of Check-Off | \$747K

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The Public and Stakeholder Engagement (PSE) program continued to champion public trust through proactive communication, strategic partnerships and an effort to correct misconceptions about beef production.

- 18.5M impressions generated through The Confessions of a Canadian Beef Farmer campaign
- 1.9M impressions generated through influencer ranching experiences
- 74% of Canadians view beef as an environmentally friendly food choice
- 25,000+ reached through the Guardians of the Grasslands exhibits
- Award-winning short film: *Homes on the Range* released on National Wildlife Day

Learn more: www.cattle.ca



Provincial Investment

15% of Check-Off | \$2.5M

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Provincial allocation programs are currently delivered by eight provincial cattle associations that allocate a percentage of check-off dollars back to their own province. Check out our full report for an overview of over 20 provincial investment projects.