



UNDERSTANDING YOUR CHECK-OFF

Canadian Beef Cattle Research, Market Development and Promotion Agency
operating as the Canadian Beef Check-Off Agency




AUGUST 2019

REPRESENTING OUR INDUSTRY

WE ARE STRONGEST TOGETHER

The 16 Agency Members represent industry stakeholders who all have skin in the game - grassroots producers, beef importers, packers and processors, and retail and foodservice organizations. They are your voice at the table.



We are driven by the growth of a healthy industry and the success of our stakeholders.

REPRESENTATION

The Agency is governed by ten cattle producers nominated by the provincial cattle associations, four members named by the Canadian Meat Council, one representative of importers nominated by

I.E. Canada, and another member from the retail and food service sector nominated by the delegates at the Annual General Meeting. Appointed delegates elect eight Members each year.

COMMITTEES & ROLES

The Board works both as a whole and through focused advisory and operational committees to achieve their mandate. The Governance Committee and Finance Committee are advisory committees, and are made up of Agency Members only. The one operational committee, the Marketing Committee, is made up through an appointment of Agency Members, and an election of producers and members-at-large.

The Marketing Committee is responsible for the oversight of Canada Beef, the organization tasked with investing check-off dollars into market development and promotion. The members of this committee are appointed and elected from the best of the best in beef and marketing, ensuring that the Canadian beef industry receives strong value from their marketing investment through check-off.

UNDERSTANDING CHECK-OFF COLLECTION

A UNIFIED, SUSTAINABLE FUNDING STRATEGY

If you own cattle, you pay a mandatory levy each time you sell an animal; a combination of national and provincial check-offs. The collection of the levies in Canada are an integral part of a sustainable and profitable industry.

CHECK-OFF COLLECTION

The term “Canadian Beef Cattle Check-Off”, often called the national check-off, is used to describe the portion of the money that is invested in national beef cattle research, market development and promotion.

THE LEVY

The Canadian Beef Check-Off Agency (the Agency) administers the Canadian Beef Check-Off; a mandatory levy collected on cattle sales throughout Canada to fund research, marketing and promotion activities on behalf of the entire industry. It is collected from producers when they market cattle, using their existing collection systems involving auction markets, order buyers, brand inspectors, private sales and others who handle cattle sales.

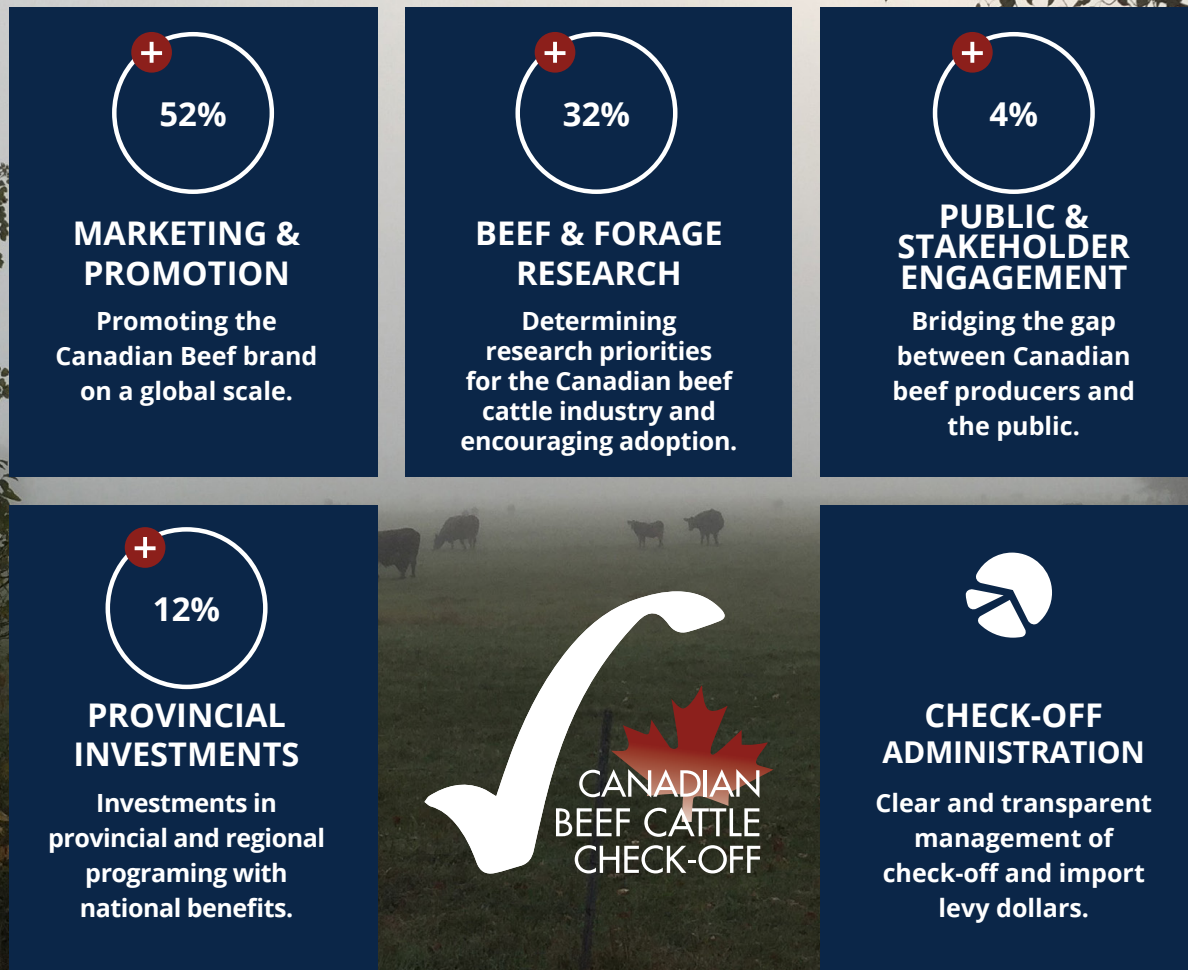
The provincial check-off is the portion used by the provincial cattle associations to carry out their mandate, which includes provincial advocacy, policy and trade initiatives, including the Canadian Cattlemen’s Association provincial assessments.

OTHER FUNDING

While the Canadian Beef Cattle Check-Off provides the core industry funding for research, marketing and promotion programs, it does not fully cover the costs of all programs and activities. Supplementary funding is available through government programs, and is obtained by leveraging the Canadian Beef Cattle Check-Off through the investments into research, market development and promotion.



Securing value and return on investment for our industry is the most important aspect of what we do.



The Canadian Beef Cattle Check-Off is allocated to marketing, research, and public and stakeholder engagement by the provincial cattle associations that remit the check-off. Each province submits the percentage that they wish to allocate to each of the functions, and can also allocate back to their home provincial organization to conduct marketing, research, and public and stakeholder engagement programs that show a benefit to the Canadian beef industry as a whole. Canada Beef conducts marketing work, the Beef Cattle Research Council has been contracted to undertake research and public and stakeholder engagement activities are undertaken by a dedicated team, with oversight from the Canadian Cattlemen's Association, Canada Beef, and the Canadian Beef Advisors.

YOUR DOLLARS ARE MAKING A DIFFERENCE. HERE'S HOW:



\$600/HEAD ADDITIONAL VALUE

Driving demand for Canadian beef around the world.

\$600 per head in additional value is added for Canadian producers through export markets. This is about getting the right cut to the right customer, and delivering an exceptional Canadian beef experience.



\$61 MILLION IN SAVINGS

Declining feed to gain ratios have saved producers millions since '11.

Feed efficiency research continues to deliver practical, real-time results for Canadian beef producers. Improvements have come from each sector, from cow-calf, backgrounding and through to the feedlot industry.



616 ADVOCATES REGISTERED

Beef Advocacy gives stakeholders the tools to tell our story.

Producers and other stakeholders are our best advocates. By giving them access to shareable resources, key messages, and social media training, Beef Advocacy Canada ensures our industry has access to spokespeople across the country.



16 POSITION PAPERS

Sharing factual, sourced information on beef and health.

Position papers are targeted to Canadians looking for information on including beef in their diet. From women's health to the protein needs of infants, the papers offer the science and data references that show how and why beef belongs in Canadian diets.



\$10.7M IN BURGER SALES

Provincial investments deliver benefits nation wide.

The Prince Edward Island Cattle Producers have delivered millions of dollars of industry benefits through their PEI Burger Love campaign over the past nine years. Loyalty to Canadian beef through provincial partners brings value for the whole country.



LEARNING CENTRE OPENS AUGUST 2018

Beef and forage research provides for Canada.

Investing in the Manitoba Beef and Forage Initiative (MBFI) addresses the need for increased beef and forage research and knowledge transfer capacity and continues to improve the productivity and competitiveness of prairie grasslands.

INVESTING THE IMPORT LEVY

BEEF BELONGS ON THE PLATE OF CANADIANS

ThinkBeef.ca is dedicated to spreading the word about the taste, nutrition and goodness of beef, through funding from Canada's beef import levy.



35G PROTEIN

WITH ONLY 245 CALORIES IN A
SINGLE 100G SERVING



100%* B₁₂

ENCOURAGING RED BLOOD
CELL FORMATION



2x IRON

THAN MOST OTHER
PROETIN SOURCES

IMPORT LEVY & GENERIC BEEF

On June 5, 2013 the Beef Cattle Research, Market Development and Promotion Levies Order was gazetted and amended to include the import levy which had been mandated as part of the Proclamation in 2002.

The import levy is set up to be equivalent to the domestic check-off on a per head or carcass equivalent basis, and can only be invested into

generic beef marketing. Generic beef marketing is the promotion of generic beef, which is supported by import levy dollars. These activities focus on keeping beef on the plate of Canadian consumers by promoting the healthfulness of beef, growing consumer culinary skills, and reinforcing food safety practices. Generic beef marketing resources and programming can be found online at ThinkBeef.ca.

NUTRITION & CULINARY SKILLS

Data trends indicate that Canadian eating patterns have shifted over the past 10 years, away from foundational foods like beef, eggs, and milk. The ability to prepare beef in different ways brings more Canadians to the table with an inclination towards a balanced plate that includes beef as a choice protein.

As one of the most nutrient dense foods available, meat makes an important contribution to the food security and diet quality of Canadians. Beef is one of nature's powerful protein options; it has an important role to play in a healthy eating pattern and belongs as part of a healthy plate for Canadians.

*100% recommended daily value

THE CANADIAN BEEF CATTLE-CHECK-OFF BY THE NUMBERS

\$17,156,824

**COLLECTED
ON CATTLE MARKETINGS**

Eight of nine provinces are collecting an increased national check-off of \$2.50 as recommended by the National Beef Strategy.

\$629,683

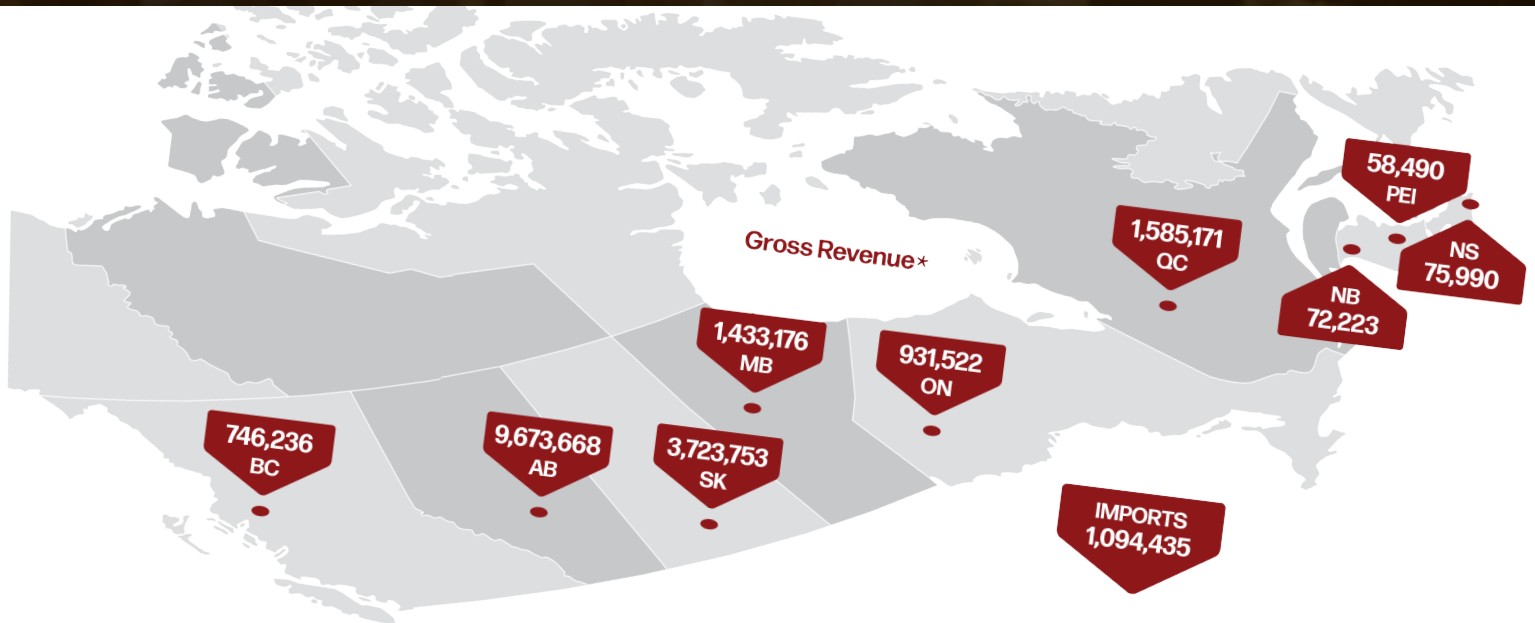
**AGENCY ADMINISTRATION
EXPENSES**

An investment in the Agency means an investment in transparency and accountability.

\$1,094,435

**COLLECTED FROM BEEF
IMPORT LEVY**

The import levy collection crossed the \$1 million mark for the first time since its implementation.



16

MEMBERS
GUIDING OUR
STRATEGY



8

PROVINCES
COLLECTING \$2.50
CHECK-OFF



124%

INCREASE IN
GROSS REVENUE
SINCE 2017/18



78%

DOMESTIC
CONSUMPTION
SOURCED BY
CANADIAN BEEF





VISION

Deliver measurable value to the Canadian beef industry through prudent and transparent management of the Canadian Beef Cattle Check-Off.

MISSION

A unified and sustainable national funding strategy for Canadian beef cattle research, market development and promotion.

It is important that we manage producer and industry dollars transparently and prudently. Our board of grassroots producers and industry representatives are committed to deliver the best possible return for our industry, enabling growth, profitability and sustainability.

As a Canadian beef producer or industry stakeholder, your voice matters. Whether it is electing your representative, voting at our annual meeting, attending a provincial cattle organization meeting or connecting with us on social media, we take each interaction to heart every day.

Whether you write letters or tweets, we want to hear from you. We have an open door policy and pride ourselves on transparency, so stop in, ask questions and provide feedback! Sign up for our monthly newsletter The Gatepost on our website.



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