

CANADIAN BEEF CATTLE CHECK-OFF EVALUATION 2022 UPDATE



The Canadian Beef Cattle Check-Off provides industry funding for the Beef Cattle Research Council (BCRC) responsible for the industry's national research and extension program, Canada Beef tasked with market development and promotion in domestic and international markets, and public and stakeholder engagement, which works to manage issues and build public trust in Canadian beef cattle production.

The Canadian Beef Cattle Check-Off is a mandatory levy of \$2.50 per head collected from beef cattle producers when they market their cattle, with the exception of Ontario, who remains at \$1. The check-off generated \$17.2 million in check-off and \$1.2 million in import levy in 2020/21 for research, marketing and promotion activities on behalf of the entire industry.

THE OVERALL BENEFIT IS 33:1

This study reports that on a five-year average from 2015-21, national research, marketing and promotion activities resulted in the following benefit cost ratios (BCR):

- **Research** had a BCR of \$63.2, compared to \$34.5 and \$46 in the Rude (2011/12 to 2013/14) and Cranfield (2005 and 2008) studies respectively.
- **Domestic Marketing** (including the import levy) had a BCR of \$15.4, compared to \$17 and \$8 in the Rude and Cranfield studies respectively.
- **Public and Stakeholder Engagement** had a BCR of \$16, no comparisons are available.



WHY MEASURE THE VALUE?

You deserve to know how your investments are REALLY doing

Measuring the impact of invested check-off and import levy dollars allows producers to know exactly what their money is doing, and how well it's working for them. This evaluation takes place every five years by the Canadian Beef Check-Off Agency.

FACT SHEET



TO LEARN MORE ABOUT THE
VALUE OF CHECK-OFF FOR THE
CANADIAN BEEF INDUSTRY, VISIT
[CDNBEEFCHECKOFF.CA/VALUE](https://cdnbeefcheckoff.ca/value)
OR SCAN THE QR CODE





ALLOCATIONS 3 YR AVERAGE



51% MARKETING

32% RESEARCH

12% PROVINCIAL INVESTMENT*

5% PUBLIC & STAKEHOLDER
ENGAGEMENT

SCAN FOR MORE INFO:



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WHAT DOES VALUE **REALLY** LOOK LIKE?

RESEARCH

The Beef Cattle Research Council (BCRC) is Canada's national industry-led funding organization for beef, cattle and forage research. BCRC received about 32% of check-off dollars over the past three years.

Calving Resuscitation Video & Calving Tip Series

At calving time, planning and early intervention are key to increasing the likelihood of a live, healthy calf. The BCRC's [#Calf911](#) video series includes practical, calf management strategies focusing on resuscitation of newborn calves, tube (esophageal) feeding, handling colostrum, and treating dehydration. As of mid-May 2022, the four [#Calf911](#) videos have been viewed a combined number of 104,000+ times across social media platforms."

MARKETING

Canada Beef is responsible for domestic and international marketing programs. They received about 51% of check-off dollars and 100% of import levy dollars over the past three years.

Beef Information Gateway

The [Beef Information Gateway](#) showcased

over 400 recipes and 75 beef

cuts through an estimated 200 retailers. Each product has a digital profile that features essential information including recommended cooking methods, food safety and storage information, written recipes along with 'hands-in-pans' instructional videos, nutritional information and shopping lists.

PUBLIC & STAKEHOLDER ENGAGEMENT

The Public and Stakeholder Engagement (PSE) team works to address consumer questions and issues that could erode consumer and public confidence in the beef industry. PSE received about 5% of check-off dollars over the past three years.

Guardians of the Grasslands

Since the 2021 release of the [Guardians of the Grasslands](#), the short documentary has amassed 230,000 views, was selected for 25 film festivals across North America, and won seven awards including Best Short Documentary, Cinematography, Editing and Directing. A recent [article in ABP Daily](#) was quoted as saying, "The award-winning film Guardians of the Grasslands, has impacted consumer perception of the role of cattle as regenerative contributors in a frail environment..."

"This study is one of the most important things we can do for Canadian beef producers, because we can't manage what we don't measure."

**Jeff Smith, Alberta Beef Producer
& Value Assessment Committee**

* The Evaluating the Economic Benefits from the Canadian Beef Cattle Check-Off study excluded the analysis of provincial investment