

# 2025 AGENCY AGM

**AUGUST 19, 2025 - VIRTUAL MEETING**

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## DELEGATE PACKAGE

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# Canadian Beef Check-Off Agency

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# Welcome to the Agency's 2025 AGM

We appreciate that Canadian beef producers and stakeholders are busy providing beef to Canadians and the world. To that end, our entire suite of AGM material has been made available online and is gathered together here in one place, to aide you in having pertinent information accessible and available from anywhere you might be. This will allow us to focus on the key decisions and business of the Agency during the meeting.

A banner for the 2024 Agency AGM. The background is a sunset over a field with silhouettes of cattle. The text is centered and reads: "2024 AGENCY AGM" in large white letters, followed by "AUGUST 19, 2025 - VIRTUAL MEETING" in bold white letters, then "9AM PDT / 10AM MDT / 11PM CDT / 12PM EDT / 1PM ADT" in white letters, and "USE THE BUTTONS BELOW TO LOGIN 15 MINUTES BEFORE THE MEETING STARTS" in smaller white letters. A dark purple rounded rectangle in the center contains the text "DOTS MEETING PLATFORM" in white. At the bottom, it says "LOCATE YOUR DOTS CREDENTIALS IN YOUR EMAIL, OR EMAIL CREDETIALS@DATAONTHEPOT.COM FOR LOGIN ASSISTANCE" in white.

**2024 AGENCY AGM**

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In this package you will find links the information you should require to make informed decisions at the AGM. If you have any additional questions, we urge you to directly contact the provincial cattle association or stakeholder group that you represent, or visit the Agency's AGM website at [www.cdnbeefcheckoff.ca/agm](http://www.cdnbeefcheckoff.ca/agm)

## In This Delegate Handbook:

- Agenda
- AGM Handbook
- 2024 AGM Minutes
- Finance Committee Report
- Governance Committee Report
- Marketing Committee Report
- Youth Member Report
- Resolutions for Debate
- Nominees for Election

## In the Annual Report:

- Message from the Chair
- Message from the General Manager
- Marketing Outlook
- Research Report
- Marketing Report
- Public and Stakeholder Engagement Report
- Financial Statements



# Agenda

## **ANNUAL GENERAL MEETING**

**AUGUST 19, 2025**

**9AM BC/10AM AB&SK/11AM MB/12PM ON&QC/1PM ATL**

*Online meeting opens 15 minutes before start time*

### **1. Welcome & Call to Order**

- Meeting Logistics Overview
- AGM Rules & Declaration of Quorum
- Approval of Agenda
- Approve 2024 Annual Meeting minutes
- Parliamentarian: Howard Bekkering

### **2. Greetings from Farm Products Council of Canada**

### **3. Chair Report**

### **4. Financial Committee Report**

- Auditor's Report

### **5. General Manager Report**

- Financial Statements
- Annual Review

### **6. Governance Committee Report**

### **7. Youth Member Report**

### **8. 2025 Scholarship Award**

### **9. Marketing Committee Report**

### **10. Elections**

- Agency Members
- Marketing Committee Members at Large

### **11. Break**

### **12. Resolutions**

### **13. Service Provider Reports**

- Beef Cattle Research Council; Andrea Brocklebank
- Public & Stakeholder Engagement; Amie Peck
- Canada Beef; Eric Bienvenue

### **14. Special Presentations**

### **15. Discussion & Delegate Questions**

### **16. Adjournment**

**\*ATTENTION AGENCY & MARKETING COMMITTEE MEMBERS\***  
**BOARD MEETING IMMEDIATELY FOLLOWING THE AGM**



# Agency Composition

## THE AGENCY MEMBERS

The 16-Member Agency is elected by the Delegates at the AGM as follows:

- a) eight Agency Members are elected to represent the primary producers of each of the following provinces from among the candidates who are nominated by the provincial cattle association of those provinces:
  - i. Ontario
  - ii. Quebec
  - iii. Nova Scotia
  - iv. New Brunswick
  - v. Manitoba
  - vi. British Columbia
  - vii. Prince Edward Island
  - viii. Saskatchewan
- b) two Agency Members are elected to represent the primary producers of Alberta from among the candidates who are nominated by the provincial cattle association of Alberta
- c) one Agency Member is elected to represent importers from among the candidates who are nominated by the Canadian Association of Importers and Exporters Inc. (I.E. Canada)
- d) one Agency Member is elected to represent the retail and foodservice sector from among the candidates who are employed in that sector and who are nominated by the Delegates at the AGM, and one temporary substitute Agency Member is to be elected by those Delegates from among the candidates who is to hold office until the next AGM, if the Agency Member who represents the retail and foodservice sector resigns or dies, or to act during any period in which that Agency Member is unable to act
- e) four Agency Members are elected to collectively represent the beef and veal processors, traders, brokers and exporters from among the candidates who are nominated by the Canadian Meat Council.



# Agency Member Terms of Office

NAME & AFFILIATION	TERM ENDS	NAME & AFFILIATION	TERM ENDS
<b>Representing primary producers (10) + 1 youth member observer</b>		<b>Representing importers as nominated by I.E. Canada (1)</b>	
Andrea Van Iterson, BC	2025	Coral Manastersky	2026
Mary Paziuk, MB	2025		
Craig McLaughlin, ON	2026	<b>Representing processors, packers, traders and brokers as nominated by the Canadian Meat Council (4)</b>	
Michelle Ball, AB	2026	Jeff Cline	2026
Sheila Hilmer, AB	2025	Andre Forget	2026
Chad Ross, SK	2026	Russ Mallard	2025
Sylvain Bourque QC	2025	Leslie Gold	2025
Trevor Welch, NB	2025		
Bert Meyer, NS	2026	<b>Representing the Retail and Foodservice Sector (1)</b>	
Nick Green, PE	2026	Denis Burelle	2025
Adeleen Bolduc Youth Member	2026 <i>observer</i>	Ajay Talwar <i>temporary substitute</i>	2025

## NOMINATIONS FOR AGENCY MEMBERS

In order to be eligible to be an Agency Member, a nominee must:

- be either a primary producer (Canadian resident) or industry representative
- must be over 18 and under 70 years of age
- not personally bankrupt
- be approved as a nominee by the Governance Committee

The nominating organizations must submit their nominations, on the prescribed form, to the Agency no later than 4:00 p.m. MDT on July 14, 2023. The nominating organizations are the provincial cattle associations, the Canadian Meat Council and I.E. Canada.

## AGENCY MEMBER ELECTIONS

All individuals nominated for election as an Agency Member must attend the AGM in order to be eligible for election, unless otherwise determined by the Governance Committee.

Elected Agency Members hold the seat in their own right as an individual. While they are nominated by their respective associations, they cannot be removed from this seat by that nominating association. It is the responsibility of the associations to nominate eligible candidates for the seat only.

\* The Youth Member observer position is nominated by the Canadian Cattle Youth Council.



# Marketing Committee Terms of Office

REPRESENTING	SELECTION METHOD	CURRENT MEMBER	TERM EXPIRY
Canadian Meat Council	Appointed from Agency	Jeff Cline	2026
		Andre Forget	2026
		Russ Mallard	2025
		Leslie Gold	2025
I.E. Canada	Appointed from Agency	Coral Manastersky	2026
Retail and Foodservice	Appointed from Agency	Denis Burelle	2025
Agency Producers	Appointed from Agency	Michelle Ball	2026
		Chad Ross	2026
Members at Large	Elected by Voting Delegates	Cam Daniels	2026
		Clay Holmes	2026
		Mike Guest	2025
		Jim Clark	2025
Veal Farmers of Ontario	Appointed by Veal Farmers of Ontario	Jennifer Haley	2025

## NOMINATIONS FOR MARKETING COMMITTEE

The organizations and delegates who are eligible to nominate for the Agency Member seats are also eligible to submit nominees for Members-at-Large for the Marketing Committee for a two-year term. At the 2023 AGM, two Member-at-Large positions are up for election.

The Marketing Committee is responsible for the Agency's mandate with respect to the promotion and development of the marketing of beef cattle, beef and beef products through Canada Beef. The Committee is responsible for planning and establishing the strategic, business and operational goals and objectives of Canada Beef and for the overall management and operation of the business and affairs of Canada Beef in relation to those goals and objectives.

In order to be eligible to be a Marketing Committee Member-at-Large, a nominee must:

- must be over 18 and under 70 years of age
- not personally bankrupt
- possess skills in one of the following three areas:
  - general marketing experience
  - beef/veal marketing experience
  - in-market experience
- be approved as a nominee by the Governance Committee





# Rules & Procedures

1. A more detailed explanation of elections, moving and seconding motions, discussion and voting will follow in the delegate packages expected to be delivered no less than two weeks before the AGM.
2. The reference manual used to settle disputes arising from the conduct of this meeting shall be that of "Roberts Rules of Order" except as agreed to below.
3. Visitors shall have the privilege of the floor, at the request of a Delegate or Agency Member and with the approval of the AGM Chair, to provide information or clarification on a matter being considered by the Delegate body.
4. Visitors and non-Delegates do not have voting privileges and cannot move, second or amend motions.
5. The Governance Committee has determined where resolutions should be considered with general resolutions to be debated by the Delegate body and the balance of the resolutions going to the Agency Members or the appropriate committee for consideration.
6. The mover, seconder and anyone speaking to a motion must give his/her name before speaking.
7. After the motion has been moved and seconded, the mover has the first privilege of speaking, followed by the seconder. The mover of a motion has the privilege of closing the debate on the resolution. Any Delegate or speaker other than the mover may speak only once to a resolution.
8. After a motion has been duly moved and seconded and no one speaks in opposition, the vote may be taken without further debate.
9. Each speaker to a resolution shall be limited to three (3) minutes. The AGM Chair will provide a visual signal to indicate a 15 second warning on the allowed speaking time.
10. Delegates wanting debate on a resolution to be closed may ask informally for the "question" to be called or formally move the "previous question." A motion for the "previous question" must be moved, seconded, and carried by a two-thirds majority of the Delegates present and voting.
11. Delegates may submit resolutions for debate by the Delegate body. These resolutions must be submitted in writing to the Agency as per the deadlines stated in the AGM Handbook. The Governance Committee reserves the right to determine which resolutions will be debated at the meeting. All resolutions will be distributed in advance of the meeting. Resolutions from the floor will not be accepted.
12. All announcements must be made by the AGM Chair or displayed on the screen.
13. Ensure all devices are set to silent or muted unless required.
14. Abusive language or personal attacks will not be tolerated.



# Resolutions Protocols

1. Resolutions to be debated at the AGM would be those proposing a significant change in regulatory, industry or Agency policy or which would have a significant impact on organizational budgets or procedures and may include resolutions regarding planning, budgeting and performance measurements or guidelines.
2. The Agency will prepare the resolutions to be distributed to the Delegates in advance of the meeting. The resolution should be read and shown on the screen. The AGM chair would indicate at the resolution section of the agenda that a resolution has been brought forward, and the resolution would be read. In order to be debated, the proposed resolution must be moved and seconded.
3. At the closing of the resolution submission deadline, the Governance Committee will finalize the grouping, sorting, wording and assignment of the resolutions. They will ensure that resolutions are technically sound, that there is a logical flow to the resolutions and if a resolution is edited, the original intent of the resolution is not lost. When there are resolutions with similar intent they may be combined into one resolution. The Governance Committee reserves the right to reject any proposed resolution which does not fall within the mandate of the Agency.
4. Any discussion or amendments to resolutions will be administered through the Meeting Chair, or in the event of a virtual meeting, the meeting platform's chat function, Q&A function, request to speak/raise hand, or unmute function.
5. Resolutions passed at the AGM are not binding on the Members of the Agency.
6. Resolution voting may not necessarily be by secret ballot.



## Data on the Spot (DOTS) Online Meeting Platform

This year, the Agency will be utilizing DOTS to host the election and resolution portion of the meeting, allowing our voting delegates to vote in real time online during the virtual meeting.

### Credentials/Secure Access

Each voting delegate will receive an email from [credentials@dataonthespot.com](mailto:credentials@dataonthespot.com) with a username and password. Please write this down or save it somewhere. You may need to check your junk/spam if you don't see it in your inbox. These credentials grant access to the voting platform ONLY to registered voting delegates. [Click here for a tutorial on logging in.](#)

### View the Meeting

All voting delegates and observers will view the meeting on Zoom, just as you would a normal broadcast. To vote, login to [dotsconnect.live/sign-in](https://dotsconnect.live/sign-in) with your credentials found above and have that open on your chosen voting device.

### Moving/Seconding a Motion

To move or second a motion, please use the Raise Hand function in Zoom. This can be found under 'React' in the bottom toolbar. If you don't see 'React,' try pressing 'More' first.

### Voting

Voting will occur in the DOTS online platform, and each vote will appear as it is open to cast a ballot. Ensure you have a voting device like an internet-connected smartphone, laptop, PC or tablet available. [Click here for a tutorial on voting.](#)



# Election Procedures

The nominating organizations must submit their nominations, on the prescribed form, to the Agency no later than 4:00 p.m. MDT on July 15, 2025. The nominating organizations are the provincial cattle associations, the Canadian Meat Council and I.E. Canada.

The process to nominate Members-at-Large for the Marketing Committee is the same as for an Agency Member. The appropriate forms will be made available, and deadlines for submission will be identical to the Agency Member nominations.

**This year's AGM will be held virtually. The Agency will be working with a trusted online election and meeting platform Data on the Spot (DOTS) to deliver an online meeting with the ability to engage with voting delegates and stakeholders. Voting delegates will be required to vote in real time with a device of their choice.**

**Delegates can find their voting credentials in their email inbox, sent by [credentials@dataonthespot.com](mailto:credentials@dataonthespot.com). If you are unable to locate your login information, please email that address. See page 8 for more details.**

## **DURING THE AGM THE GOVERNANCE COMMITTEE WILL:**

- a) present the nominees for Agency Members submitted by the provincial cattle associations, the Canadian Meat Council and I.E. Canada, and approved by the Governance Committee;
- b) present the nominees for the retail and foodservice sector, and the nominees for temporary substitute for the retail and foodservice sector received from the Delegates, in the event the Agency Member representing that sector is unable to act;
- c) present the nominees for the Marketing Committee Members at Large submitted by the voting delegates and approved by the Governance Committee.

In the event there is more than one nominee for each position open for nominations, an election will be held, which may not necessarily be by secret ballot. Where only one individual is nominated to fill each position, the returning officer shall declare the individuals nominated as being elected by acclamation.

# Voting Delegates

The AGM is the opportunity for producers and industry stakeholders to provide feedback and comments to the Agency and its Agency Members by being appointed as Delegates to the AGM. Delegates are entitled to nominate retail and foodservice sector candidates to hold office as an Agency Member and as a temporary substitute Agency Member, vote in elections for Agency Members and Marketing Committee Members-at-Large, present resolutions for consideration and vote on resolutions presented at the AGM.

Delegates will be required to sign in to the meeting with their first and last name to ensure that quorum is met, and to ensure voting integrity.

As per the Agency's Bylaws, the provincial cattle associations and I.E. Canada are entitled to appoint Delegates to the AGM in accordance with the formula based on total Canadian Beef Cattle Check-Off, and the Canadian Meat Council is entitled to appoint Delegates matching the lowest number of delegates by a provincial cattle association.

Only Agency Members and Delegates present at the AGM are eligible to vote on any question put to a vote at the AGM. Proxies and anonymous attendees are not permitted.

Representatives who are sitting Agency Members on the Canadian Beef Check-Off Agency as of the opening of the AGM should not be submitted as a part of the association's voting Delegate list. The number of voting Delegates assigned to each group is on top of their sitting Agency Member. If an association wishes to have an incoming Agency Member vote on elections or resolutions, they must be listed as a voting Delegate.

% OF CANADIAN BEEF CATTLE CHECK-OFF AND IMPORT LEVY (2020/21)	# OF DELEGATES
>2%	2
2% - 5%	3
5% - 10%	4
10% - 15%	6
15% - 20%	8
20% - 25%	10
>25%	15

ORGANIZATION	# OF DELEGATES
British Columbia	3
Alberta	15
Saskatchewan	8
Manitoba	4
Ontario - Beef	4
Ontario - Veal	1
Quebec	4
New Brunswick	2
Nova Scotia	2
Prince Edward Island	2
Canadian Meat Council	2
I.E. Canada	4
Retail Foodservice Substitute	1
Current Agency Members	16
<b>Total Voting Delegates</b>	<b>68</b>



# 2024 AGM Minutes

## 1. Meeting Registration from 7:30am CST

## 2. Welcome & Call to Order

Chad Ross, AGM Chair, called the meeting to order at 8:00am CST and welcomed all delegates and guests. He then introduced Julie Mortensen as AGM Co-Chair and youth representative on the Agency's board. Brian Douglas, Samantha Haverkamp and Jean-Francois Lefier were introduced as representatives from Farm Products Council of Canada (FPCC), Chloe Belchamber representing Pork Promotion-Research Agency, and Howard Bekkering as Parliamentarian. There followed a quick introduction of Board members and staff, quorum was declared as met, rules and procedures were reviewed, and delegates verified they were in possession of voting cards and an annual report.

- **Approval of the Agenda**

Julie Mortensen called for approval of the agenda, checking that no additions were required.

**MOTION:** Approve the agenda as presented. (Trevor Welch/Larry Weatherby). Carried.

- **Approval of 2023 AGM Meeting Minutes**

She then called for approval of the 2023 AGM minutes. No errors or omissions were noted.

**MOTION:** Approve the minutes as presented. (Russ Mallard/Mary Paziuk). Carried

## 3. Greetings from Farm Products Council of Canada

Council Member Samantha Haverkamp brought greetings from the Council. She confirmed that Morgan Moore had been reappointed for a 2 year term by the Honorable Lawrence MacAulay. On the 16th May FPCC had the pleasure of hosting their annual meeting with the Agency, meeting with Jeff Smith (Chair) and Melinda German (General Manager) to review the 2024/25 business plan. On 11th June FPCC reviewed a change in the levy order pertaining to definitions of veal cattle put forward by Quebec and Ontario and also extended the cessation of the order to 30-June 2025. She continued by thanking the Agency for the support of the Pork Promotion-Research Agency and took this moment to mention that the establishment of a new promotion research agency (PRA) was in progress, the Canadian Industrial Hemp Promotion-Research Agency. She concluded by recognizing Jeff Smith's leadership, excellent leadership is what the Agency is know for.

## 4. Chair Report

Jeff Smith presented the 2023/24 Annual Report to the delegation, along with the Chair Report. A written report was included in the Annual Report. He commented that when he was first elected to the Agency in 2016 it was a very contentious AGM at the very first Canadian Beef Industry Conference, half of the board was brand new. The Agency's mission from each member's home organization was to transform the Agency into a fiscally transparent organization that operated separately from those who invested check-off dollars into programming. It took years of restructuring, building new bylaws from the ground up, recruiting dedicated Agency Members with skills to better the organization, and delivering on all the deliverables the provincial cattle associations had asked for. Little by little the Agency was restructured from what it once looked like into what it is today, a prudent and transparent organization that works on behalf of the Canadian beef industry to deliver value on every dollar invested.

Jeff Smith continued by mentioning that the Agency is now working to bring Newfoundland into the fold. It has also built a relationship with the Farm Products Council of Canada (FPCC) that has fostered strong trust, enough that the Agency's advice in administering a promotion and research agency in Canada is sought by the Council, and by other commodities exploring the opportunity for themselves. Other recent achievements include the inspection and education program that has delivered exceptional results in a short period of time; and the youth program

which has boosted communications with young producers, fostered a stronger relationship with the Canadian Cattle Youth Council, and been a key resource in the development of the Agency's scholarship program.

He concluded by confirming that this was his last meeting as a member of the Agency, but that he would continue to be an advocate for check off and the Canadian beef industry.

## **5. Finance Committee and Auditor's Reports**

Sheila Hillmer, Finance Chair, presented the Finance Committee Report, referencing the written report included in the delegate package. She gave a brief overview of the 2023/24 numbers: \$19.5 million gross check-off was collected and \$1.3 million in import levies. Distribution of funds was split 57% to marketing, 27% to research, 11% to provincial investment, and 5% to public and stakeholder engagement. She noted that year over year this is very similar to last fiscal in all aspects, and there was very little change to allocations from the provincial associations. There was an increase in administration with the new inspection program, but this program identified around \$200,000 in slipped check-off in two provinces during the year. The Finance Committee priorities included creating and approving the annual budget, continued work on SR & ED program, a review of safeguard policies for business continuation during crisis situations including if there is a sufficient allowance held in the wind down and crisis funds.

James Melnyk, MNP LLP, expressed the opinion of MNP LLP that the non-consolidated financial statements present fairly, in all material respects, the non-consolidated financial position of the Canadian Beef Cattle Research, Market Development and Promotion Agency as at March 31, 2024, and the non-consolidated results of its operations and its non-consolidated cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations. He added that key internal controls were tested, risk of fraud and error was assessed, and no significant issues were found.

Melinda German, General Manager, presented a detailed look at the financial statements, a copy of which was provided in the Annual Report. Highlights included: a significant increase in check off from British Columbia which can be credited to inspection work the Agency carried out in the province; a higher than expected revenue from import levies, from beef rather than live cattle; interest rates continue to be high; and Canada Beef has been able to leverage national check off to source a good amount of government funding, both federal and provincial. Noteworthy was a significant increase in Marketing Committee expenses as they have increased the number of meetings and saw additional costs during the transition period between the two presidents. There has also been a couple of changes going into the new fiscal year for check off allocations as BC will take a provincial investment for the first time, and the Maritime provinces have shifted their allocations so that all three align. With a higher than anticipated revenue from imports Canada Beef ended up with a surplus on that line which will be carried over into future years; but overall both the Agency and Canada Beef ran a deficit budget during the year. On the balance sheet net assets show a positive position at \$13.6 million; the restricted cash represents \$4 million for any wind down of the Agency including Canada Beef, and \$375k is designated for any emergency or crisis that may arise for the Agency. The majority of both the Accounts Receivable and Accounts Payable relate to check off amounts to be received and then paid out.

Jack Chaffe (Board Member, Ontario) clarified that although the Marketing Committee expenses are double what they were the previous year, they are still below budget.

## **6. General Manager Report**

Melinda German presented the General Manager's Report, also included in the Annual Report.

She highlighted the inspection program led by Brad McCallum. Through a combination of desk work and work out in the field the Agency is seeing fantastic results, especially with Brad McCallum's focus in Ontario over the past year. She added that the BC compliance challenge has now been resolved; through 28 field inspections \$165k has been recovered in BC, and \$42k in Ontario. The overall goal of the inspection program is to educate on processes and procedures.

She also mentioned the development of national service provider audits. Brad McCallum and Emily Taylor have developed an audit program to follow the check off dollars and tested this with Canada Beef last summer. They found 100% compliance, no issues were expected but through the audit the Agency was able to demonstrate that it does check that service providers are investing check off dollars correctly. The next audit will be the Beef Cattle Research Council (BCRC) in the Fall, and then the Canadian Cattle Association (CCA) next year.

Other notable events included the continued development of the Agency's youth program. The Agency has learned a lot from Julie Mortenson, through investing in young producers the hope is that they return to the Agency later as a voting member.

A focus area for the Agency during the year was the bylaw review; Melinda German explained that they are reviewed for housekeeping purposes every year, but every 3 years the Agency takes a deeper dive and presents recommended changes to AGM delegates for comment before the Board votes on them. She gave a brief overview of the changes. Article 1 is a definition change to add Veal Farmers of Ontario and Newfoundland & Labrador Cattlemen's Association. Article 12 is to clarify term length; Article 14 creates flexibility to tender a resignation; Article 26 clarifies Chair terms; Article 42 clarifies the schedule for regular bylaw reviews; Article 54 is a change to reflect current practises. She continued by noting that Article 64 is new and lays out restrictions that Agency Executive can't also sit on the Marketing Committee; Article 77 has been updated in relation to this. Articles 101 and 103 relate to stipends and have been updated to reflect Schedule B. Articles 116 to 119 have been rewritten to clarify expectations of reporting from Marketing (Canada Beef); and Article 124 has been changed to give management more flexibility in when they report back to the Agency. The last few changes included Article 133 which has been updated to make it clearer how the number of delegates per province is calculated. Article 140 clarifies that only one voting method can be used in elections, there are a number of options and the one to be used in a given year will be pre-determined prior to the AGM. Article 186 has been updated to given members flexibility in who they can give updated contact information to; and Schedule B has a small modification to clarify that mileage rates are updated every calendar year using CRA prescribed rates. Melinda German then called for any comments or discussion from the floor, adding that there will be a discussion at the next Board meeting and then a 30 day notice period before the Board votes on whether to approve the changes.

Jason Leblond (Ontario) questioned Article 12, asking how long before a member can come back. Melinda German responded that this is still in discussion and the Agency will work on a policy; it is hard to recruit members, if the Agency has a good member they will want to bring them back.

## **7. Governance Committee Report**

Larry Weatherby, Governance Chair, presented the Governance Committee Report, and included a written report in the delegate package.

He explained that the Governance Committee has been working on a thorough governance review of the Agency, looking at the Agency's bylaws, roles and duties. He added that the bylaw review was extensive with the aim of ensuring that the Agency is overseen in a way that our stakeholders can be confident in. Following the bylaw review, the Governance Committee will carry on with a total policy review and update, to make sure that the intent of the bylaws still remains in the policies that further inform those bylaws.

Another area of focus for the Committee was to encourage growth and education for Agency Members. There are many opportunities to ensure Agency Members have the right tools to govern the Agency with the best interests of its stakeholders in mind and this year the focus was on a deeper dive into financial training and indigenous awareness.

Larry Weatherby noted that the Governance Committee reviewed prior AGM feedback and made the decision to continue hosting the meeting along side the CBIC based on 95% of the result being in favour of doing so.

## **8. 2023 Scholarship Award**

Julie Mortenson expressed that in 2024 the Agency was proud to select the second recipient of the Canadian Beef



Check Off Agency Scholarship. There were over 20 video submissions, the Committee had a very difficult job to pick just one, the top 5 scored incredibly close, and overall the Committee was thrilled at the quality of submissions. The winner was announced by playing their video submission. Gus Halibert from, Saskatoon, SK was then welcomed on to the stage and presented with his cheque.

## **9. Marketing Committee Report**

Russ Mallard, Marketing Chair, presented the Marketing Committee Report, and included a written report in the delegate package. Significant to the Committee this year was the change in management as Eric Bienvenue took over the role of Canada Beef's President; there was a seamless transition period during which he was trained by Michael Young, outgoing President.

He continued by noting that the Government of Canada's CAP program has concluded, Canada Beef was successful in applying for its successor SCAP (Sustainable Canadian Agricultural Partnership) for a 5 year agreement effective April 1 2023. Another area Marketing has focussed on is the Provincial Marketing Alliance, this is a chance for Canada Beef and provincial associations to share strategic goals, four partnerships were established during the year.

Russ Mallard concluded by referencing a trip to Asia that he was able to take with Michael Young and Albert Eringfeld which afforded him the opportunity to meet Canada Beef staff in Japan, S. Korea and Vietnam, he was pleased to report that they are in very good hands. He added the news that he took over as Chair of Canadian Meat Council (CMC) in June, which has created some awkwardness and so he is stepping down as Chair of the Marketing Committee, the Agency has since put a policy in place that doesn't allow a member to chair two related organizations.

## **10. Agency Member Elections**

Howard Bekkering started by calling for a motion to appoint two scrutineers for the 2024 AGM election.

**MOTION:** Appoint Brad McCallum and Maureen Cousins as scrutineers for the 2024 AGM election. (Kirk Jackson/Larry Weatherby). Carried.

Howard Bekkering then explained the procedure if there were a tie, there would be a runoff, then a second, after 3 if there is still no winner it would be determined by a coin flip. The same procedure would be in place if there were 3 nominations for 2 seats and a tie in second place. The first election was for the Retail and Foodservice Seat, both candidates had also put their name forward for the Member at Large seat and so the successful candidate would immediately be withdrawn from the Member at Large election. He then invited Denis Burelle and Clay Holmes to the stage to give a brief introduction.

Denis Burelle presented himself as someone with 24 years in the food industry, he was born and raised in Ontario, started his career at Canada Packers, remained in the beef industry and is now VP National Sales at Buckhead, a division of Sysco.

Clay Holmes has been a Marketing Committee Member at Large for 2 years and has 30 years experience in the protein sales industry. He is currently National Account Sales at Intercity Packers and has been a member of CRSB for the past 5 years.

Delegates were instructed to cast their votes on the ballots provided, staff collected the ballots and gave them to the scrutineers to count. While the votes were counted Howard Bekkering continues by introducing the rest of the Agency Board nominees:

Running and uncontested:

Producers:

- Michelle Ball, Alberta Beef Producers
- Craig McLaughlin, Beef Farmers of Ontario
- Bert Meyer, Nova Scotia Cattle Producers
- Nick Green, Prince Edward Island Cattle Producers
- Adeleen Bolduc, Youth Member

Industry Representatives:

- Coral Manastersky, IE Canada
- Jeff Cline, Canadian Meat Council
- Andre Forget, Canadian Meat Council
- Leslie Gold, Canadian Meat Council
- Ajay Talwar, Retail and Foodservice Temporary Substitute

**MOTION:** Accept the uncontested nominees as elected by acclamation. (Russ Mallard/Sheila Hillmer) Carried.

Howard Bekkering announced that Denis Burelle had been successful in the election for the Retail and Foodservice representative and had withdrawn from the Member at Large election.

## 11. Break

15 minute break from 9:35am to 9:50am CST.

## 12. Marketing Committee Member at Large Elections

Howard Bekkering introduced the Marketing Committee Member at Large elections, explaining that there are 2 seats available and 3 candidates. He invited Clay Homes and Tom Kroesbergen to the stage, Cam Daniels was unable to attend but had supplied a brief video.

Tom Kroesbergen introduced himself as a cattle buyer with 20 years marketing experience. He has previously sat as Vice Chair and Chair on Veal Farmers of Ontario, has been a member of Ontario Cattlefeeders for 2 years and is in his first term at Beef Farmers of Ontario.

Clay Holmes gave his congratulations to Denis Burelle, and added to his speech from earlier that he would love to continue working in his role with Canada Beef.

Cam Daniels gave his apologies for not being there in person and presented himself as someone with 40 years experience across all sectors of the industry, including 18 years with CBEF.

Delegates were instructed to cast their votes on the ballots provided, ensuring to select 2 names, staff collected the ballots and gave them to the scrutineers to count.

While the votes were counted Howard Bekkering noted that the Agency Board election was now complete and called for the below motion.

**MOTION:** Accept the Agency Members for the 2024/25 year. (Sheila Hillmer/Larry Weatherby) Carried.

Howard Bekkering then announced the 2 successful candidates for the Member at Large seats were Clay Holmes and Cam Daniels. He then called for the below motion.

**MOTION:** Accept the Marketing Committee Members for the 2024/25 year. (Russ Mallard/Trevor Welch) Carried.

**MOTION:** Destroy the ballots. (Larry Weatherby/Mary Paziuk) Carried.

### **13. Service Provider Reports**

#### **Beef Cattle Research Council (BCRC)**

Chad Ross introduced Andrea Brocklebank, explaining that BCRC received 27% of check off collected in the past year to be invested in research and development priorities for the Canadian beef cattle industry.

Andrea Brocklebank presented the research report from the Beef Cattle Research Council (BCRC). A written report was included in the Annual Report. She noted that BCRC is producer led; high risk research is tested with a trial small project before funds are invested; food safety and public trust are key; and if industry won't invest in research neither will the government. As an example Andrea Brocklebank referenced the forage industry which saw a significant decline in investment at the turn of the century; a decline in investment equals a decline in researchers so BCRC talked with Agriculture & Agri-Foods Canada (AAFC) and institutions across the country. As check off collections grew it funded more research and gave BCRC more leverage to apply for government funds. That led Andrea Brocklebank to the Science Cluster, she noted the benefits of collaboration between provinces, especially as forage and grassland ecosystems are very different from east to west. To boost the number of researchers BCRC have started a research mentorship program which helps individuals from overseas or those that don't have an agriculture specific background to conduct research in the field. BCRC also funds research chairs and provides transition funds to cover any training overlap between a retiring researcher and their replacement.

Andrea Brocklebank continued by listing a few ongoing priorities which included: reaching out to producers to see what they need; the cow-calf strategy survey which showed that Calf 911 resources, distributed country wide through veterinarians, have led to a drop in the number of calf losses; and feed testing/ration developing through Cowbytes, a program BCRC took over from the Alberta Government and launched in Aug 2023. She continued with news of new partnerships and focus on biosecurity, especially Foot and Mouth Disease (FMD), even with a closed herd there are still risks through contact points such as grain trucks. BCRC is partnering with Animal Health Canada to work on FMD education. BCRC is also involved in the National Beef Strategy renewal, this gives clear direction now and renewing the 5 year strategy as a collaborative effort will help drive future direction.

#### **Public & Stakeholder Engagement (PSE)**

Next Chad Ross welcomed Amie Peck, Manager of the PSE program which received 5% of check off funds in the last year.

Amie Peck provided an update on the Public and Stakeholder Engagement (PSE) program, jointly delivered by Canadian Cattle Association (CCA) and Canada Beef (CB). A written report was included in the Annual Report. She explained PSE's mandate as to increase public trust in the way beef cattle are raised in Canada, with objectives coming from the National Beef Strategy. She also noted that PSE's target audiences have evolved over the last couple of years; there are Canadian beef supporters who were not sure about the environmental footprint turning from supporter to champion; scepticism needs to be overcome, entrenched and moral beliefs are a challenge. In 2024/25 the PSE program will be funded 20% by grants, with SCAP providing \$66.4k and Alberta CAP \$78.4k.

Amie Peck explained that PSE continues to focus on issues management which helps them be prepared ahead of a crisis; carry out media monitoring and track emerging issues, including those that originate outside of Canada; and issue effective and timely responses. They have completed a third documentary – Reduce, Reuse, Ruminare – this addresses that 90% of Canadians are working to reduce food waste, and was produced in partnership with Cavendish Farms. There have been screenings and the video is now available on YouTube, it has a media value of \$62k and a reach in the millions. PSE continues to employ influencer generated content. The Guardians of the Grasslands game, aimed at junior high and high school students, is now also available in French; 175 schools have registered with over 7,500 student plays. PSE is now exploring other places to put this resource, for example museums; it is credible science based information in a fun format.

#### **Canada Beef**

Lastly Chad Ross introduced Eric Bienvenue from Canada Beef; they received 57% of check off in the last year, and 100% of the import levy which goes to generic beef marketing.



Eric Bienvenue presented an update on Canada Beef's strategies, programs and activities from the past year, and included a written report in the Annual Report. He noted that consumption has declined 7.2% and prices have increased 8.7% (2023); the value of exports has been record breaking. Notable in the past year the Canadian Beef Centre of Excellence (CBCE) has focused on commercial recipes and online courses; the Beef Information Gateway (BIG) has introduced retail programs and barcode scanning; and a new campaign 'Pick the Beef with the Leaf' was rolled out. Eric Bienvenue added that from farm to table is what it is all about; Canada Beef's mission is to create entire chain value with authenticity, respect and collaboration; their vision is to promote Canadian beef as the protein of choice. To fulfil these Canada Beef want to grow consumer trust using market intelligence and research, stakeholder communications, promotion through nutrition, health and wellness; they will run collaborative promotions and partner programs, support government and trade development, and promote underutilized beef cuts.

Eric Bienvenue continued with a watch list that included geopolitical climates, economy and currency value, market volatility, health concerns and protein alternatives, climate change and land use, industry consolidation, government policy development, public perception, and biosecurity. Other impacts include the USA voluntary country of origin labelling, imports from Australia, New Zealand and Uruguay, ungraded beef, grass fed versus grain fed, e-commerce. He concluded with a note on unrestricted reserves which Canada Beef is working to reduce over the next few years, leaving \$1 million as a contingency fund should any crisis arise. Jack Chaffe (Board Member, Ontario) added that there is also a \$4 million restricted reserve fund.

Ryan Elliot (British Columbia) asked, with markets down, if research shows an effect on numbers from buying direct rather than through stores, allowing for transactions with private abattoirs etc. Eric Bienvenue responded that the data is still accurate with private sales taken into account.

Richard Horne (Ontario) asked what the \$430k allocated to the CBCE was used for. Eric Bienvenue explained that the BIG incorporates digital assets that the CBCE can supply. He added that the vision was to reach chefs, retail, wholesale and restaurants; to promote underutilized cuts; to engage chef influencers on social media to elevate the CBCE.

Henry McCarthy (Saskatchewan) asked about entities such as the WHO and suggestions on consuming plant based alternatives, what is science's standpoint, how is methane to carbon addressed. Amie Peck answered that it is a collaborative effort to work with these international institutions, PSE can't directly work with organizations such as COP in setting policies. She added that papers from these international groups have the ability to affect public perception, the aim of the Biodiversity COP should be to help countries and continents with the worst emissions such as India or Africa. Henry McCarthy questioned the emissions issue. Amie Peck responded that 2030 beef industry goal is a 33% reduction in greenhouse gases, the Canadian Government methane pledge is on track.

#### **14. Special Presentations**

Jeff Smith, Julie Mortenson, David Francis, Larry Weatherby, Jack Chaffe were all presented with a thank you gift; John Curtis was acknowledged but not in attendance. Trevor Welch thanked them for their service to the Canadian beef industry through the Agency. He added that the departing members put a great amount of passion and energy into their Agency roles, and the Agency was incredibly lucky, they have been, and will continue to be, great advocates for Canadian beef producers and the greater industry.

#### **15. Resolution Results**

No resolutions were submitted by the delegate body. Chad Ross opened the floor for an open Q&A and comments by the delegate body.

#### **16. Adjournment**

**MOTION:** Adjourn the meeting at 11:45pm CST. (Sheila Hillmer)



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**ENGLISH**

**FRANÇAIS**

# **2024-25 ANNUAL REPORT**

# Finance Committee Report

## CHAIR: SYLVAIN BOURQUE

*Committee Members: Mary Paziuk, Russ Mallard, Nick Green, Sheila Hillmer*

This was my first year serving as Chair of the Finance Committee, and I'm grateful for the commitment and professionalism of the team around the table. Together, we navigated a busy and impactful year for the Agency, with a number of large-scale initiatives that shaped our work.



“

*We approved one of the Agency's largest budgets to date, ensuring strategic use of reserves to support priority projects and long-term value for producers.*

”

The Finance Committee held five formal meetings this year, and continues to receive and review monthly budget updates from staff for transparency and oversight. A core responsibility of the Committee is working with our auditors at MNP to ensure the Agency is operating responsibly and transparently. This involves meeting with the audit team both before and after the audit to review processes, outcomes, and the draft financials. I'm pleased to report that this year's audit was clean, with no adjustments required. A big thank you goes out to Emily Taylor and the staff for the excellent work on audit preparation.

The Committee played an important role in developing and approving one of the Agency's largest budgets to date, driven by major projects including the change to the check-off collection mechanism and expanded import levy communications. We nearly fully expended our budget this year and, as we anticipated, ran a deficit, drawing on reserve funds to support the work. This is a strategic use of reserves that allows us to deliver on the Agency's broader goals.

Throughout the year, we continued to bring in additional revenue from external services we provide to the agriculture industry. These included our administration support for the Pork Promotion and Research Agency and the growing inspection and audit program, which staff continue to deliver with excellence. New this year is the introduction of an administration fee for Provincial Cattle Associations (PCAs), which supports the important role they play in collecting the national check-off, particularly notable given their fee had not increased since the program's inception.

The Committee also explored new opportunities to enhance the return on our restricted funds. After thoughtful research and discussion, we opted to invest in a combination of cashable and fixed-term GICs. This



approach allows us to earn a higher rate of interest while maintaining flexibility. The winddown fund was split between cashable and fixed-term GICs, while the crisis/business continuation fund was placed entirely in a cashable GIC to ensure full accessibility if needed.

We continued to monitor progress on the potential establishment of a Scientific Research and Experimental Development (SR&ED) tax credit for beef producers. While most discussions took place between Agency staff, BCRC, and our consultants at KPMG, the Finance Committee received

All Finance Committee members are required to complete financial training annually, and we remain committed to building our financial acumen as a group. It's been a productive year, and I'm proud of the diligence and strategic oversight this Committee continues to bring to its work in support of Canadian beef producers and the industry as a whole.



# Governance Committee Report

## CHAIR: CRAIG MCLAUGHLIN

*Committee Members: Coral Manastersky, Bert Meyer, Chad Ross, Andrea Van Iterson, Adeleen Bolduc (observer)*

The Governance Committee had another productive and focused year, continuing to support strong governance practices and thoughtful succession planning across the Agency.



“

*This year was about strengthening structure, succession, and accountability so the Agency remains transparent, effective, and sustainable.*

”

We reviewed and updated several key policies this year. These included the new attendance policy, often referred to as the “three meeting rule,” which outlines clear expectations around board and committee engagement and provides a process for addressing ongoing absenteeism.

We also finalized a “wipeout policy,” which provides guidelines on how and when former board members can be re-nominated after reaching their maximum terms. These tools support long-term renewal and help maintain strong representation around the table.

The Committee also oversaw the final stages of the bylaw review that was shared with stakeholders at the 2024 AGM in Saskatoon. The changes we recommended were not structural but provide important clarification around the respective roles of the Agency and Canada Beef. These updates help reinforce transparency and proper separation of duties within our shared legal structure. The Agency passed a motion to repeal and replace our bylaws in November 2024.

As part of our commitment to onboarding and member education, the Committee had oversight of the Agency’s welcome and orientation package for new directors. This resource includes board governance materials, training expectations, key reference documents, and access to the member portal. Onboarding is an important tool to help new Agency Members contribute effectively from day one and ensures engagement throughout the Members’ term.

Training remains a priority. This year, we confirmed that all board members are required to complete Respect in the Workplace, Indigenous Awareness, and Governance training. Members of the Finance Committee also receive additional financial statement training to support their work. These programs help ensure our board has the tools and shared understanding needed to lead effectively.

The Committee also reviewed the results of the annual board and committee self-assessments, which indicated high levels of satisfaction and engagement among members. The feedback also pointed to opportunities to improve communication on board decisions and

clarify the general manager review process, both of which are being addressed.

Succession planning and recruitment discussions were another focus this year. While nominations are managed through the stakeholder groups themselves, our group explored options to support broader recruitment efforts, including the possibility of expanding the Nomination Committee's scope in future years to assist in the continued recruitment of strong leaders into the future.

Finally, the Committee oversaw the AGM planning. With the cancellation of the 2025 Canadian Beef Industry Conference, we considered several options before recommending a virtual AGM, aligned with a regularly scheduled board meeting. This decision ensures continued accessibility and cost-effectiveness for delegates and stakeholder groups. We are committed to reviewing stakeholder feedback on the virtual AGM to consider as we look to future annual meetings.

It has been a full year of thoughtful work and forward-looking discussion. I want to thank the members of this Committee for their contributions, insight, and steady focus on ensuring the Agency remains a well-governed, high-performing organization on behalf of Canadian beef producers, and Tayla and all the Agency staff for supporting the Committee on all of our priorities.



# Marketing Committee Report

## CHAIR: JEFF CLINE

*Committee Members: Michelle Ball, Chad Ross, Andre Forget, Russ Mallard, Leslie Gold, Coral Manastersky, Denis Burelle Jennifer Haley, Mike Guest, Cam Daniels, Jim Clark, Clay Holmes*



As chair of the Market Development and Promotion Committee (Marketing Committee), I would like to acknowledge the bench strength of committee members and the value of their collective expertise to the operational oversight of Canada Beef under the Canadian Beef Cattle Research, Market Development and Promotion Agency.

“

*The national consumer campaign Pick the Beef with the Leaf showed Canadians how to ensure the beef they purchased at retail was local and instilled a sense of national pride.*

”

The ability to lean into this expertise was invaluable as we oversaw the strategy to maintain and grow beef's customer base at home and internationally against a backdrop of cattle cycle dynamics - namely tight cattle supplies and high beef prices as we work through the bottom of the cycle - as well as currency fluctuations, economic and geopolitical uncertainties and later, a threat of tariffs from the U.S. administration.

The Marketing Committee's core responsibilities include planning and establishing Canada Beef's strategic, business, and operational goals and objectives, and the overall management and operation of the business and affairs. Additionally, the Marketing Committee collaborates with Canada Beef's President to ensure the business strategy is correct, oversees its implementation, and evaluates its results.

Canada Beef's funding agreement with Agriculture and Agri-Food Canada AgriMarketing, under the Sustainable Canadian Agricultural Partnership (Sustainable CAP), provides \$5.9 million over three-years (2023-2026) to promote Canadian beef and veal exports globally through initiatives that will increase awareness of the value proposition created by farmers and other participants within the beef and cattle supply chain.

The Sustainable CAP contribution funded the development and deployment of global resources and activities to support market development programs for Canadian beef in international markets. Canada Beef undertook and funded 177 distinct generic marketing projects targeting 16 different countries during 2024-2025. Successful market development programs and services in the export marketplace will affirm Canada's position as a global leader in the sustainable production of safe, high quality Canadian beef.



Canadian beef exports reached \$4.9 billion in 2024, the second-highest value on record.

Domestically, Canada Beef deployed strategies to help newcomers embrace traditional recipes utilizing beef. Initiatives for significant newcomer populations in Canada (Chinese, Filipino, Nigerian/African, Middle Eastern/Arabic), included recipe development, 'how to' videos for young adults interested in ethnic food and the young adult children of new Canadians, and advertising for an Explore the World of Beef campaign utilized in ethnically oriented grocery stores.

The national consumer campaign Pick the Beef with the Leaf showed Canadians how to ensure the beef they purchased at retail was local and instilled a sense of national pride.

Canada Beef collaborated with five provincial producer associations on co-branded consumer outreach in their regions under the Provincial Marketing Alliance (PMA). This included the culinary talent for partner events such as British Columbia Cattlemen's Association Pacific National Exhibition culinary stage, Alberta Beef Producers' All Ways Alberta Beef and Stampede Culinary Stage, and Agribition in addition to a contribution to give-away resources for Saskatchewan Cattlemen's Association.

The Canadian Beef Centre of Excellence (CBCE) continued with the production and editing of Canadian beef videos to support foodservice, retail, and wholesale applications. The team engaged young leaders in foodservice, hospitality, and butchery programs and partnered with academic institutions to support skills training and enrollment at Canadian vocational institutions. CBCE staff supported inbound market development missions from key export markets.

Domestic beef demand remained strong in 2024 even with record high retail prices. The retail beef demand index gained 1.8% from 2023. Total beef consumption grew 1.7%. Per capita beef consumption slipped 1.7% to 15.97 kgs as population growth outpaced available supplies (Statistics Canada and Canfax).

In Canada, beef demand has been strong since 2020 with per capita expenditures increasing 13% over five years. As beef supplies tighten across North America, price support is reliant on consumer demand holding up in the face of food price inflation. (Canfax).

The Marketing Committee and Canada Beef will continue to ensure markets and products are prioritized in the strategic planning process. This ensures industry alignment and thus assurances that producer investment is being maximized.



# MECHANISM CHANGE EFFECTIVE AUGUST 1 FOR BC, ALBERTA AND SASKATCHEWAN

As of August 1, 2025, changes to Canada's beef check-off collection rules will come into effect in BC, Alberta and Saskatchewan to bring greater consistency and fairness to how levies are collected across Canada.

Under the new guidelines, the check-off rate applied to a cattle sale will now align with the seller's home province, regardless of where the sale takes place. This change ensures that beef producers' contributions continue to support the programs and initiatives of their own province—even when cattle are sold outside of it.

## WHAT'S CHANGING:

Effective August 1, 2025, the check-off rate applied at sale will be determined by the province where the seller resides, not the location of the sale.

This applies to all interprovincial sales, including auction markets, dealers, and direct farm-gate transactions.

The change affects remittance chains, especially for auction markets, dealers, and processors who will need to adjust how they identify and apply provincial rates.

## WHY IT MATTERS:

The update ensures the right amount of producer dollars stay in their home province, supporting provincial priorities. It promotes consistency and transparency in a system that was previously varied and harder to track, and supports compliance and clarity across the value chain, from farm gate to processor.

## RESOURCES AVAILABLE:

To support a smooth transition, the Canadian Beef Check-Off Agency and Provincial Cattle Associations have developed a full suite of communications tools:

- One-page quick reference guides
- FAQs for accounting and front-line staff
- Explainer graphics and digital ads

All stakeholders, from auction markets to beef producers, are encouraged to familiarize themselves with the new requirements before the August 1 deadline.

Toolkits and updates are available through provincial cattle associations and at [cdnbeefcheckoff.ca/2025change](https://cdnbeefcheckoff.ca/2025change).

**“This is about fairness and alignment. Producers, provincial cattle associations and other stakeholders have been asking for a more consistent system that reflects their home province’s priorities, especially as interprovincial marketing and transport becomes more common. This change delivers on that.”**

**Trevor Welch, Chair  
Canadian Beef Check-Off Agency**

# QUICK REFERENCE GUIDE

## CHECK-OFF COLLECTION

### EFFECTIVE AUGUST 1, 2025



**AUCTION MARKETS, DEALERS AND REMITTERS- BC, AB, SK**

#### WHAT'S CHANGING?

##### **CURRENT COLLECTION (UNTIL JULY 31)**

Check-off rate applied based on where the sale takes place.

##### **NEW COLLECTION (STARTING AUGUST 1)**

Check-off rate applied based on the seller's province of residence.

#### WHAT DO YOU NEED TO DO?

1. Confirm the seller's province of residence for each marketing.
2. Apply the check-off rate for that province, not your own.
3. Ensure your sales software and accounting systems are updated accordingly.
4. Remit funds to the provincial cattle association as usual.

#### TOOLS & AVAILABLE SUPPORT

- Posters, statement stuffers, letters, FAQ
- Newsletter content, social/web graphics
- Ongoing support from your provincial cattle association and the Canadian Beef Check-Off Agency



#### EXAMPLE SCENARIOS

##### **SCENARIO 1: SASKATCHEWAN SELLER, SELLING INTO ALBERTA**

**Seller Residence:** Saskatchewan

**Buyer Location:** Alberta

**Check-Off Rate:** Saskatchewan

##### **SCENARIO 2: ALBERTA SELLER, SELLING INTO BC**

**Seller Residence:** Alberta

**Buyer Location:** BC

**Check-Off Rate:** Alberta

##### **SCENARIO 3: MANITOBA SELLER, SELLING INTO SASKATCHEWAN**

**Seller Residence:** Manitoba

**Buyer Location:** Saskatchewan

**Check-Off Rate:** Manitoba

#### QUESTIONS?

We are here to help! Contact your provincial cattle association or visit [cdnbeefcheckoff.ca/2025change](https://cdnbeefcheckoff.ca/2025change)



## RETIREMENTS

### MARY PAZIUK & MIKE GUEST

On behalf of the Agency Board and Marketing Committee, thank you to both of our retiring members for your continued support of the Canadian beef industry. We'll miss your passion for the industry and your dedication for doing what is right for Canadian beef.





# Resolutions

## **SUBMITTED BY: CANADIAN BEEF CHECK-OFF AGENCY**

Approve the establishment of the Scientific Research & Experimental Development (SR&ED) Committee as outlined in the Terms of Reference presented and authorize the Committee to oversee all matters related to SR&ED tax credit administration and compliance.

*See attached terms of reference on next page.*

**Moved by** Jeff Cline   **Seconded by** Sheila Hillmer  
July 15, 2025



# **Scientific Research and Experimental Development (SR&ED) Committee**

## **Terms of Reference**

### **1. Purpose**

The SR&ED Committee (the “Committee”) is established by the Canadian Beef Check-Off Agency (the “Agency”) and the Beef Cattle Research Council (“BCRC”), a division of the Canadian Cattle Association, to oversee and manage all matters related to the Scientific Research & Experimental Development (SR&ED) tax incentive program. The Committee is responsible for ensuring the organizations fulfill obligations as agents for producers in accordance with CRA requirements and facilitates the efficient, transparent, and compliant delivery of the SR&ED program.

### **2. Authority**

- The Committee operates to manage and oversee:
- The selection and qualification of SR&ED-eligible projects and recipients
- The receipt, allocation, and disbursement of funds related to SR&ED
- Record-keeping and filing requirements
- Communication with stakeholders regarding SR&ED tax credit opportunities

The Committee has the authority to make recommendations to the Agency or BCRC and take necessary operational steps within the scope of these Terms.

### **3. Composition and Appointment**

The Committee will be composed of a minimum of five (5) members:

- Two (2) BCRC producer Council members
- One (1) Agency producer member
- One (1) BCRC Staff (Executive Director or Operations Manager)
- One (1) Agency Staff (General Manager)

### **4. Roles and Responsibilities**

The Committee shall:

- Provide oversight and approval of all projects and expenditures designated as SR&ED-eligible
- Ensure BCRC is recognized as an approved Third Party Payment (TPP) entity under the CRA
- Maintain all required books and records, including:
  - Receipts and disbursements of funds
  - Funding agreements
  - Meeting minutes
  - CRA submissions
- Ensure annual filing of necessary SR&ED forms within the required CRA deadlines
- Ensure communication annually with producers and stakeholders regarding:
  - The proportion of their check-off contribution eligible for SR&ED claims
  - Provincial tax credit rates
  - How to claim the credits
- Monitor CRA criteria and ensure continued compliance
- Oversee onboarding of new research entities and validate SR&ED eligibility
- Ensuring preferential rights to exploit the results of the research for the contributing producers

## **5. Meetings and Reporting**

- The Committee shall meet at least once annually, and more frequently as required.
- Minutes shall be maintained for all meetings.
- The Committee will provide an annual report to the Agency Board summarizing activities, tax credit values, and compliance status to be included as part of regular reporting requirements to the Agency.

## **6. Conflict of Interest**

Committee members must declare any conflicts of interest and recuse themselves from decisions where such conflicts exist.

## **7. Amendments**

These Terms of Reference may be amended by a resolution of the Agency and the BCRC.

# Producer Nominees (5 seats)



## ANDREA VAN ITERSON, BEEF PRODUCER

### **BC CATTLE INDUSTRY DEVELOPMENT COUNCIL**

Growing up on a cattle feedlot in Westwold, BC, Andrea has always had a love for the beef cattle industry. After spending a decade away, Andrea and her husband moved their three boys to Westwold in 2015 where she now farms alongside her brother and parents. In addition to being active in the Canadian Cattle Youth Council and Canadian Cattle Young Leader's Program, Andrea has worked with the BC Association of Cattle Feeder's and National Cattle Feeder's Association since 2014. Areas that Andrea has most interest in are government relations, industry advocacy and public education. Remaining involved in 4-H as a beef leader and active in her children's basketball and school activities keeps Andrea busy in her off-farm time.



## SHEILA HILLMER, BEEF PRODUCER

### **ALBERTA BEEF PRODUCERS**

Sheila Hillmer is an experienced director with Alberta Beef Producers and the Canadian Beef Check-Off Agency, where she currently serves as Vice Chair. A passionate advocate for the beef industry, Sheila brings experience as a producer, mentor, and industry professional. She and her family farm and ranch in Del Bonita, Alberta, where her two sons are actively involved and beginning the succession process. Sheila has also invested in cattle independently, reinforcing her deep personal commitment to the industry. In addition to her role in agriculture, she works in pharmaceutical sales and brings strong leadership and coaching skills to her board roles, with a focus on youth and industry mentorship. She has mentored for the Canadian Cattle Young Leaders program and continues to champion leadership development across the sector. Sheila is known for her collaborative spirit, diverse experience, and steady leadership during uncertain times in the cattle industry.



## TYLER FEWINGS, BEEF PRODUCER

### **MANITOBA BEEF PRODUCERS**

Tyler Fewings is a mixed farmer and beef producer near Pierson, Manitoba, with over a decade of experience in primary production. He holds a Bachelor of Science in Agriculture from the University of Saskatchewan (2007) and has worked across the agriculture sector in both public and private roles, including with the Saskatchewan Ministry of Agriculture, Co-op Feeds, PFRA and Paterson Grain. Tyler also brings nonprofit experience through his leadership in Saskatchewan watershed programming, where he served as a Watershed Stewardship Organization Manager and developed agricultural programs with the Saskatchewan Association of Watersheds. He is a former Director-at-Large with the Manitoba Beef & Forage Initiative and currently serves as District 1 Director with Manitoba Beef Producers. With a strong mix of on-farm experience and industry knowledge, Tyler is a dedicated advocate for sustainable agriculture and Manitoba's beef industry.





## SYLVAIN BOURQUE, BEEF PRODUCER

### **LES PRODUCTEURS DU BOVINS DU QUÉBEC**

Sylvain Bourque started a cow-calf operation in 2004 in the beautiful Beauce region. He migrated his farm to dairy production in 2011. Sylvain studied agricultural production at the Institut de technologies agricoles (ITA) in the early 80s. He decided to get involved in agricultural organizations so he could help his fellow farmers and influence the major orientations of cattle production. Sylvain has always been active in his community through various economic and social organizations in his region.



## TREVOR WELCH, BEEF PRODUCER

### **NEW BRUNSWICK CATTLE PRODUCERS**

Trevor hails from Glassville, NB and operates Garvie Mountain Angus, with a black and red Angus purebred and commercial herd of about 70 head. Trevor is the fourth generation of Welch family to work on or own the farm, which is VBP+ certified. Trevor has extensive experience representing cattlemen on provincial and national boards. He has or is currently serving on the Canadian Angus Association as Past President and Maritime Director, the Maritime Angus Association, President of the New Brunswick Cattle Producers and is currently Chair of the Canadian Beef Check-Off Agency. Trevor is also a past 4-H beef project leader, and the owner and president of Welch Surveys Ltd., a private survey company.

## Industry Nominees (2 CMC seats)



### **RUSS MALLARD, CANADIAN MEAT COUNCIL**

#### **PRESIDENT, ATLANTIC BEEF PRODUCTS**

Russ is the President of Atlantic Beef Products Inc., the only federally inspected beef processor east of Montreal. Russ also spent 7 years in Western Canada in Calgary and Victoria BC with Centennial Packers. In 1992, he went to work for Hub Meat Packers in Moncton as Senior Director of Sales. In 2000, Russ to fulfil a lifelong dream of owning his own business and started M&S Food Service Inc. In 2003 it was acquired by Gordon Food Service and Russ remained and President & CEO until the end of 2006.



### **LESLIE GOLD, CANADIAN MEAT COUNCIL**

#### **ST. HELEN'S MEAT PACKERS LTD.**

Leslie is a dedicated professional with over 15 years of experience managing a prominent meat processing facility. Born and raised in the industry, Leslie's career spans various departments within the plant, giving him invaluable hands-on expertise across operations. Outside of work, Leslie's passions include hockey, golf, and cherishing moments with his two boys. As a family man, Leslie finds joy in balancing his professional life with quality time spent with loved ones. His commitment to the industry and his role as a manager reflects his love for what he does.

## Retail/Foodservice Nominees (1 RTFS seat, 1 Temp Sub)



### DENIS BURELLE, RETAIL/FOODSERVICE

#### **VICE PRESIDENT, NATIONAL SALES, BUCKHEAD MEAT & SEAFOOD, SYSCO SPECIALTY MEAT GROUP**

Denis is currently the Vice President of Sysco's specialty meat group, Buckhead Meat and Seafood. He has held various procurement and account management roles in the food industry, with focus on merchandising and marketing proteins. Denis was the temporary substitute retail and foodservice member for a number of years before he was needed to fill the retail and foodservice member vacancy.



### AJAY TALWAR, TEMPORARY SUBSTITUTE RETAIL/FOODSERVICE

#### **REGIONAL VICE PRESIDENT MERCHANDISING, SYSCO SPECIALTY MEAT AND SEAFOOD COMPANIES**

Ajay has extensive experience in the retail and foodservice sector with Sysco and its specialty meat and seafood companies. He has held roles ranging from business development, process integration and ascending roles in protein merchandising. Ajay resides in Vancouver, BC.

# Marketing Committee Member at Large Nominees (2 seats)



## JIM CLARK, MEMBER AT LARGE

### **EXECUTIVE DIRECTOR, ONTARIO CATTLE FEEDERS AND THE ONTARIO CORN FED BEEF BRAND**

Jim Clark is the Executive Director of the Ontario Cattle Feeders' Association (OCFA) and the Ontario Corn-Feed Beef (OCFB) brand, positions that he has held for close to 25 years. In addition to his responsibilities as Executive Director of OCFA, Jim is also the CEO of the Ontario Beef Market Development program, a partnership between OCFA and the Beef Farmers of Ontario. Previously, Jim served as Chair of the Ontario Farm Products Marketing Commission, as well as a Senior Policy Advisor and Stakeholder Relations Specialist for the Ontario Ministry of Agriculture, Food and Rural Affairs.



## MARK HOIMYR, MEMBER AT LARGE NOMINEE

### **BOX H FARM, GLADMAR, SK**

Mark Hoimyr is a Saskatchewan cattle producer with over 20 years of experience and a strong background in direct-to-consumer marketing. Through Box H Farm, he sells grassfed beef via restaurants, retailers, and farmers' markets, supported by digital outreach at boxhfarm.ca. He brings valuable insight into consumer trends and producer needs. Mark has served as Chair of the Saskatchewan Soil Conservation Association and sits on the board of Farmers for Climate Solutions, contributing a rancher's voice to national discussions. He also works locally on agri-environmental initiatives to support sustainable practices. With proven board leadership and a practical, producer-first approach, Mark is ready to help guide beef marketing efforts forward.



# Returning Agency Members & Marketing Committee



Michelle Ball, AB



Chad Ross, SK



Criag McLaughlin, ON



Bert Meyer, NS



Nick Green, PE



Andre Forget, CMC



Jeff Cline, CMC



Coral Manastersky, I.E. Canada



Jennifer Haley, VFO  
Marketing



Cam Daniels, Marketing  
Member at Large



Clay Holmes, Marketing  
Member at Large



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