



2024-25 ANNUAL REPORT AT A GLANCE

SCAN TO VIEW
THE FULL
ANNUAL REPORT



Trevor Welsh, Chair

“THE CANADIAN BEEF CATTLE CHECK-OFF IS MORE THAN JUST A FUNDING MECHANISM. IT’S A COLLECTIVE INVESTMENT IN OUR FUTURE...”



Melinda German, General Manager

“THIS PAST YEAR, WE MADE IMPORTANT STRIDES IN ENSURING OUR SYSTEMS AND STRUCTURES REFLECT THE REAL NEEDS OF PRODUCERS TODAY.”

NATIONAL CHECK-OFF ALLOCATIONS

55%

Marketing

27%

Research

14%

Provincial Investment

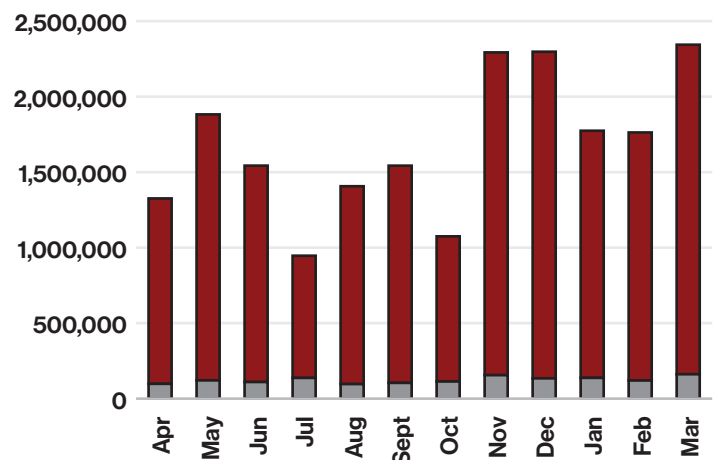
4%

Public and Stakeholder Engagement (PSE)

MONTHLY CHECK-OFF & IMPORT LEVY

Import Levy

Check-Off



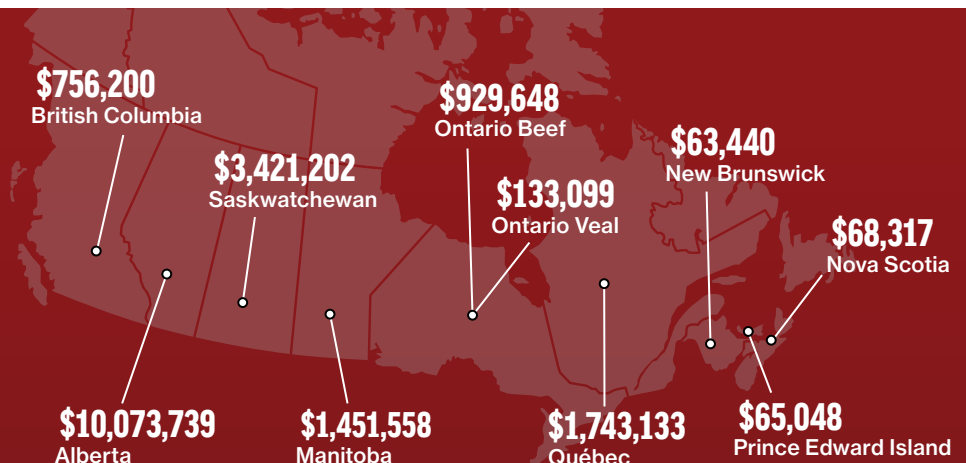
CHECK-OFF & IMPORT LEVY

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.

\$18,705,384 Total Check-Off

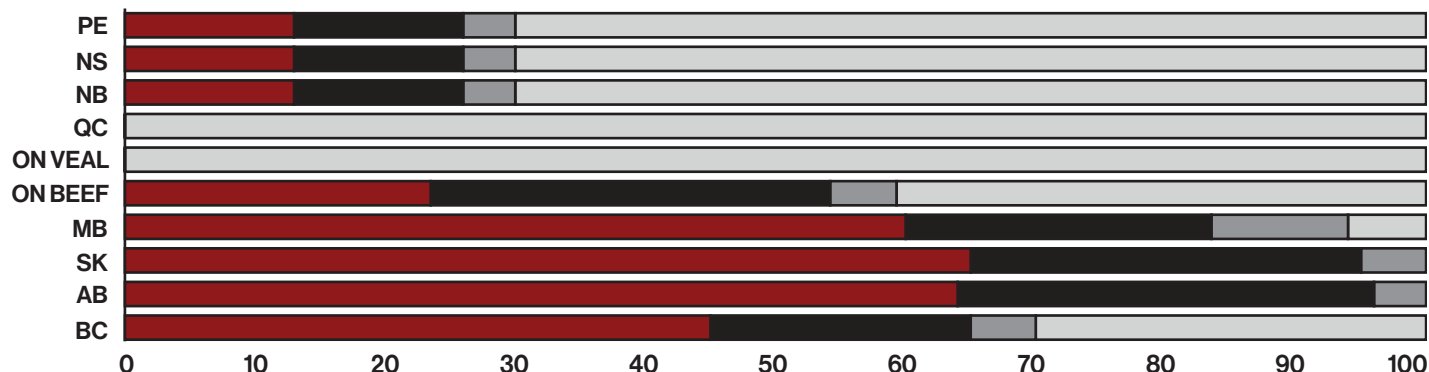
\$1,489,315 Imports

\$20,194,699 Total Revenue



2024/25 PROVINCIAL CHECK-OFF ALLOCATIONS

Marketing Research Provincial Investment PSE



RESEARCH: BEEF CATTLE RESEARCH COUNCIL (BCRC)

27% of Check-Off | \$4.5M

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Canadian Beef Cattle Check-Off dollars helped leverage \$8.21 million in additional support from government and industry partners, enabling the BCRC to invest in research that drives sustainability, productivity, and competitiveness in Canada's beef sector.

- 93 active projects
- 60+ new tools: videos, podcasts, factsheets
- Innovations: hybrid forage cereals, BRD detection, ergot toxicity thresholds
- 4 Research Chairs funded (1 new, 3 continuing)
- 2.5M reached via social media

Learn more: www.beefresearch.ca



PUBLIC & STAKEHOLDER ENGAGEMENT (PSE)

4% of Check-Off | \$720K

Scan to see page 33 of the report

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.

- 785,000 consumers reached through "20 Reasons" short videos
- 8-point increase in Canadians viewing beef as environmentally friendly (68%)
- 27,000+ reached through the Guardians of the Grasslands exhibit
- 500+ advocacy guides distributed
- Award-winning short film: Reduce, Reuse, Ruminare

Learn more: www.cattle.ca



MARKETING: CANADA BEEF

55% of Check-Off | \$8.9M

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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.

- 33% increase in website traffic (1.2M users)
- 10M+ social media impressions
- Burger It Forward: 62,000+ burgers sold, \$61K raised for food banks
- 128 global projects across 14 export markets
- \$4.9B in exports (2nd highest on record)

Learn more: www.canadabeef.ca



PROVINCIAL INVESTMENT

14% of Check-Off | \$2.2M

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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.