



BCID Fund
Beef Cattle Industry
Development Fund

Evaluation 2002-2006

The Beef Cattle Industry Development Fund is financed out of resources generated by a \$9.347 million dollar trust fund established in 1994. Periodic evaluations are important to making sure that projects are meeting the goal of the fund. The complete report of the evaluation team is available on request or on our website. This is a summary of the 2002-2006 evaluation.

The 2006 Evaluation Team conducted a four year review of eighty-nine BCIDF projects completed from April 2002 to July 2006. This review included twenty-one projects conducted by the provincial cattle associations that utilized check-off funds to trigger matching funding from the BCIDF Trust since 2000.

Evaluation team members include: Walter Goerzen (Chilliwack), John Farrow (Kamloops), Peter Fofonoff (Williams Lake) and Jim Tingle (Prince George).

Observations

The Cattle Industry Development Council (CIDC) has done an excellent job in supporting applicants for BCIDF projects in many facets of the BC beef industry. An expenditure of \$2,691,508 from BCIDF for eighty-nine projects resulted in a total expenditure of \$7,641,516 in the beef industry. Excluding the provincial association category, BCIDF brought in \$3.15 for every dollar spent.

There was an excellent response by CIDC to fund projects that assisted the beef industry to cope with the BSE event. A total of seventeen projects were funded in the market expansion category that achieved the best leveraged BCIDF funding at 18.6%.

Project Scoring

The eighty-nine projects were assigned to best fit the seven priority activities identified in a 2002 Review. The eighth category was the provincial cattle association projects.

The average score for each category was Animal Care 7.2, Association Development 8.6, Environmental Issues 8.3, Land Issues 7.8, Market Expansion 8.7, Production Improvement Practices 8.7, Quality Standards 6.2 and Provincial Cattle Associations at 8.8.

Project Highlights

The highest scoring project at 9.5 (out of 10) was the "Advanced Silage Corn Management" publication by the Pacific Field Corn Association which can be viewed on the

www.farmwest.com website. Money provided by BCIDF and other agencies allowed the Association to realize a profit on sales from this high quality publication that has been recognized across North America.

Five projects achieved a score of 9.4:

- Fraser Nechako Riparian Project by the BC Conservation Foundation
- Forage Beef Seminar Series 2004 – Prince George Cattlemen's Association
- BCFC Field Days 2005 – BC Forage Council
- BC Breeders and Feeders Association 2002-2003
- BC Cattlemen's Association Projects 2004-2005

Other highlights within the review were the health protocols developed by the BC Breeders and Feeders Association (located on their website at www.bcbfa.ca), and the project conducted by the BC Junior Hereford Association using BCIDF funds to host a national show, improve management skills of juniors, and to return a profit to the association.

Many applicants sought projects to support the beef industry following the onset of Bovine Spongiform Encephalopathy (BSE) crisis in May 2003. Five projects were restaurant partnerships to improve current market sales and to enhance sales of secondary cuts of beef. Thanks are due to Milestones Restaurants, Panago Pizza, Quizno's Canada and abc Country Restaurants for their participation.

Two abattoir feasibility studies were funded for Cranbrook and Telkwa area applicants.



Evaluation Recommendations

- 1 That CIDC meet with Ministry of Agriculture and Lands Executive to explore options to transfer BCIDF Trust to BCCA to administer in perpetuity. The Team believes that a trust established now could be transferred to the industry organization to administer. If this is not achievable, it is in the best interest of the beef industry to explore extension of the Trust term beyond 2014 to provide certainty to provincial cattle industry organizations.
- 2 For scientific research applications from post-secondary institutions or AAFC Research Stations, options need to be investigated to reduce Trust trigger requirements as a means to encourage industry research projects.
- 3 A priority review for BCIDF/CIDC Strategic Planning should be accomplished in 2007. In addition to provincial association executive, CIDC could invite representation from BCIDF applicants.
- 4 All project applications including association projects should have cash or in-kind contributions to trigger funds from the Trust.
- 5 CIDC to be proactive in encouraging new applications by providing pre-application assistance to develop projects and reasonable budgets, by drafting a speaker assistance application and/or other templates for small project applications. This would make it easier for small associations with limited volunteer time and expertise to apply for and report on projects.
- 6 Applicants, including producer organizations, should be required to recognize BCIDF funding contributions in any publications or web site material. Consultants must be made aware of this requirement so that the funding source is acknowledged in their reports.
- 7 Monitor projects to ensure adherence to objectives, timelines, and budget. Where necessary, provide additional assistance to keep the project on track.
- 8 Continue to encourage new projects such as the health protocols previously developed by the veterinarian for BCBFA. CIDC could give BCIDF project presentations to regional and local associations to feature completed projects and to invite new applications.
- 9 Encourage project applicants to investigate pre and actual commercialization of products researched or developed in completed projects.
- 10 Continued contact with other funding agencies is recommended so that information is shared to best match projects, to create awareness of BCIDF priorities and application process and to explore the harmonization of budget forms and a common final report template.
- 11 Develop methods to better disseminate project results to a wider client base beyond posting results in the newsletter and on the website.

Application Deadlines:

March 31, June 30, September 30 and December 31.

Contact Us:

Project Applications:
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