

March 31, 2015

## Annual Report 2014-15

Report by Chair, Linda Allison

I am pleased to present this report on behalf of the producer members of the Cattle Industry Development Council.

### CIDC Income

Collections for this year are ahead of the previous year; collection on 248,000 head for total check-off collected of \$744,000. Producer refunds were down to \$500, and dealer refunds were down to \$24,000. In this past year \$75,700 was received for 37,850 head of BC cattle sold in Alberta and Saskatchewan (inter-provincial check-off). Council appreciates the efforts of the many agents, dealers, sales yards and slaughterhouses, and Ownership Identification Inc., who all assist in the collection of check-off at time of sale or slaughter.

Earning of the Beef Cattle Industry Development Trust was available for Association project funding to trigger a match for the check-off dollars. These matching dollars have enabled the CIDC to continue to support the associations' applications for project funding. In the 2014-15 funding window we were able to support the four provincial cattle association applications with \$592,000. In addition, \$108,000 from the check-off funds was provided to assist with BC's assessment for participation in national organizations (Canadian Cattlemen's Association and National Cattle Feeders' Association).

### National Check-Off

\$1 per head of the check-off in BC is the non-refundable national check-Off. On behalf of BC producers, \$234,000 was remitted to support the national and international efforts of promotion and marketing, development and research. Grant Huffman served as BC's representative to Canada Beef Inc. for which there is a separate report from on their work. Representatives from BC also participated in Canada Beef Inc.'s annual forum in the fall. It is important to note that BC has chosen to submit the entire National \$1 and does not retain any portion of that for provincial initiatives.

### Beef Cattle Industry Development Fund

Since 1995, the Beef Cattle Industry Development Fund has contributed over \$11.5 million to projects that benefit the beef cattle industry. With the extension of the Trust to 2075, Council can now take a longer term view of investments and operations. CIDC has undertaken an investment review process and made recommendations for changes considering that long term view. With the improvements realised, the BCID Trust fund showed sufficient earnings to permit the fund to be re-opened to general project applications. Council decided to allow up to \$200,000 per year, for the next three years, for this purpose. Applications were received in September, and five new projects were initiated. Nine applications received in March are being considered.

The BCID Fund is operating with a schedule of priorities has been developed under these headings:

- Build Industry Association Capacity
- Build the BC Beef Advantage
- Build Industry for Sustainable Growth
- Build Opportunities through Research

This year Council reviewed and updated The Operational Plan for the BCID which had been written twenty years ago when the Fund was established. A few changes were made to have the plan meet the industry's needs of today and into the future.

### **Presidents' Meeting**

Council considers the annual meeting of association presidents an important activity of Council to facilitate an exchange of ideas and to be sure that all are aware of the various concerns and activities. This year the meeting was held in January 2015 and all associations were represented for a good meeting and discussion. The associations also discussed the recently announced National Beef Strategy and the potential increase in check-off that will be required to meet its goals.

With the announcement of the National Beef Strategy, the CIDC became involved in the national meetings of provincial associations for discussions about the potential increase to check-off since in BC, the CIDC is responsible for management of the check-off. There is concern that various aspects of the agency agreements about the national check-off permit retention by provinces for provincial activities that meet the guidelines, and this has led to varying levels of contributions (and retentions) throughout the country. Discussions are on-going to resolve these variances prior to going forward with discussions about increasing the national check-off.

### **Horn Levy**

The Horn Levy of \$10 per head of cattle sold with horns is collected in BC and management by a Committee which meets independently of CIDC. The funds collected are available for associations which have cattle producing members for projects to benefit the cattle industry. After a very busy 2013-14, the committee found the funding down to a level which required closing the application process for several months this year, but opened up again in January.

Our thanks to the representatives on the Horn Levy committee: August Bremer (BCACF) is the committee chair and Bill Bentley (BCCA) is vice-chair. They served together with Bob Storey (BCCA), and Marvin Tonn (BCBFA). Thanks to Bob Storey for several years of participation on the committee, BCCA will be represented by Leroy Peters in the coming year. Bob Miller of OII and BC Ministry of Agriculture Beef and Bison Specialist, Don Low also participates in the meetings.

### **Communications**

Council's website [www.cattlefund.net](http://www.cattlefund.net) is regularly updated and maintained for producer information. We provide written updates and advertise in *Beef In BC* and *Country Life in BC* and a newsletter was produced and distributed last summer. Council members are always available to provide updates to local/regional meetings. The annual meeting was held in Prince George last year and Council shared a meal and information session with local representatives from the BC Breeders and Feeders Association and cattlemen's associations. If your region is interested in hosting Council or would like a presentation, please contact us.

### **Representation**

The industry associations that make up the Council (BC Association of Cattle Feeders, BC Breeder and Feeder Association, BC Cattlemen's Association and BC Dairy Association) elect their representatives to Council. Eight producer representatives and the Provincial Beef and Bison Specialist, Don Low serves on Council in an ex-officio capacity. Council has had the assistance of Don on Council for the last few years, and wish him all the best in his retirement from the Ministry. This year, Bill Freding retired from Council after serving twelve years as a BCACF representative. Council acknowledges with thanks, the tremendous commitment and wise counsel offered by Bill during those years.

The members of the Cattle Industry Development Council continue to work co-operatively for the best use of funds paid by producers. I would like to thank the Council members for their commitment this year as they worked to ensure that the BCID Fund and check-off dollars are spent for the benefit of the beef industry in BC.

Respectfully submitted,

*Linda Allison*, Chair  
Cattle Industry Development Council



**Council Members:**

BC Association of Cattle Feeders: Vern Baird (Surrey)  
 BC Breeders and Feeders Association: Connie Patterson (Dawson Creek)  
 BC Cattlemen's Association: Linda Allison, Chair (Princeton), John Anderson (Merritt),  
 Bill Bentley (Progress), Grant Huffman (Riske Creek)  
 BC Dairy Association: Thomas Wynker Vice-Chair (Hixon), Clarence De Boer (Delta)

<b>CIDC/BCIDF Association Projects Approved 2014-2015</b>				
<b>Association Total Project Budget</b>	<b>Eligible Associations</b>	<b>BCIDF Funds Approved</b>	<b>CIDC Funds Approved</b>	<b>BCIDF + CIDC</b>
61,500	BC Assoc. of Cattle Feeders Projects	28,750	28,750	<b>57,500</b>
87,250	BC Breeders & Feeders Assoc. Projects	33,250	33,250	<b>66,500</b>
650,010	BC Cattlemens Assoc. Projects	188,500	188,500	<b>377,000</b>
267,000	BC Dairy Association	45,500	45,500	<b>91,000</b>
115,548	BC Assessment – portion of CCA (via BCCA)	-	98,216	<b>98,216</b>
	BC Assessment – NCFA (via BCACF)	-	10,000	<b>10,000</b>
<b>\$1,181,308</b>	<b>TOTALS 2014-2015</b>	<b>\$296,000</b>	<b>\$404,216</b>	<b>\$700,216</b>

<b>BCID Fund - Projects Approved 2014-2015</b>		
Competitive Benchmarking.Can. Cattle Ind	Canfax Research Services	4,414
Unmanned Aerial Vehicles for Ranchers	Thompson Rivers University	17,434
We Heart Local (Beef)	BC Dairy Association	41,500
Wildfire Preparedness Planning/Resources	Cariboo Cattlemen's Assoc.	25,000
Livestock Surface Water Assessmt/Options	Cariboo Cattlemen's Assoc.	17,000
	<b>Total funded 2014-15</b>	<b>\$105,348</b>

**Horn Levy Fund Representatives:**

BC Association of Cattle Feeders: August Bremer, Chair (Enderby)  
 BC Breeders and Feeders Association: Marvin Tonn (Kelowna)  
 BC Cattlemen's Association: Bill Bentley, Vice-Chair (Progress), Bob Storey (Smithers)

<b>Horn Levy Fund - Projects Approved 2014-2015</b>		
Aversive Conditioning of Elk	Kootenay Livestock Assoc.	5,000
Cattle AI Course for Local Producers	Nechako Valley Regional Cattlemen	4,000
Wash Bays Upgrade	Lakes District Cattlemen	3,000
Beef cattle clipping/grooming training	Central Interior Angus Assoc.	2,000
Website Development	South Peace Stockmen`s Assoc.	1,000
	<b>Total funded 2014-15</b>	<b>\$15,000</b>