

March 31, 2016

## Annual Report 2015-16

Report by Chair, Linda Allison

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

### Increasing Check-off

Twenty years ago the cattle producers in BC agreed to support \$1 per head check-off for national advertising. With tremendous achievements during those two decades, and the development of the **National Beef Strategy**, the CIDC supports a request to increase the \$1 per head to \$2.50 per head for national research programs and promotion and marketing Canadian beef domestically and internationally. The CIDC provincial check-off has been at \$2 per head since 2009. With reduced cattle herd in BC, and increasing costs, CIDC also supports increasing the provincial levy to \$2.50 per head, for a total check-off in BC of \$5 per head. The CIDC is working with government for gauging the industry's support for the increase, and to achieve the approvals required to begin collecting \$5 per head January 1, 2017.

### CIDC Income

Collections for this year are just slightly ahead of the previous year; collection on 249,264 head for total check-off collected of \$747,792. Producer refunds were up this year at \$2,068, and dealer refunds were down to \$22,814. In this past year \$80,167 was received for 40,080 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 2015-16 funding window we were able to support the four provincial cattle association applications with \$592,650. In addition, \$103,500 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, \$249,264 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. until Spring 2015 when his retirement led to election of Linda Allison to serve in this capacity, and she has recently been elected Vice-Chair of Canada Beef Inc. Representatives from BC also participated in Canada Beef Inc.'s annual forum in the fall, and in provincial association meetings which discussed implementation of an increase to the national check-off.

### 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. The Trust will continue to benefit the industry until it expires in 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 three years (2014-15, 2015-16, 2016-17) for general applications. To date, 15 project

agreements have been signed for work important to the cattle industry. The current low level of earnings in the BCID Trust is a concern that the CIDC is watching closely and will take appropriate steps if the earnings continue at this level. September 30 is the next deadline for general applications.

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

### **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 a meeting was held in July when association presidents heard presentations about the National Beef Strategy, including detailed reports from Canada Beef Inc., and the Beef Cattle Research Council. Discussion about increasing the check-off received general support from the representatives present. A further presidents meeting was held in January when discussion of issues being addressed by the associations was complete and detailed.

### **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. In 2015-16, six projects were approved, which leveraged \$11,325 of the Horn Levy Funds.

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 Leroy Peters (BCCA), and Marvin Tonn (BCBFA). Bob Miller of OII and Geneve Jasper (BC Ministry of Agriculture, Livestock Lead) 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 fall. Council members are always available to provide updates to local/regional meetings. The annual meeting was held in Kamloops last year, at the time of the special association presidents' meeting. If your region is interested in hosting Council or would like a presentation, please contact us.

### **Representation**

This year Council accepted the resignation of Clarence DeBoer, who had represented the BC Dairy Association for the last ten years, while council will miss Clarence's participation, we welcome Gary Baars to Council as his replacement, along with Thomas Wynkers representing the BC Dairy Association. The BC Association of Cattle Feeders will also have a new representative as Marc Fortin has recently resigned. The BC Breeders and Feeders Association representative is Connie Patterson, and from BC Cattlemen's Association are John Anderson, Grant Huffman, Bill Bentley and Linda Allison. 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: vacant

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), Gary Baars (Rosedale)

| <b>CIDC/BCIDF Association Projects Approved 2015-2016</b> |   |                                     |                                    |                             |
|---|---|-------------------------------------|------------------------------------|-----------------------------|
| <b>Association<br/>Total Project<br/>Budget</b>           | <b>Eligible Associations</b>              | <b>BCIDF<br/>Funds<br/>Approved</b> | <b>CIDC<br/>Funds<br/>Approved</b> | <b>BCIDF<br/>+<br/>CIDC</b> |
| 60,150  | BC Assoc. of Cattle Feeders Projects      | 28,750                              | 28,750                             | <b>57,500</b>               |
| 87,400  | BC Breeders & Feeders Assoc. Projects     | 33,250                              | 33,250                             | <b>66,500</b>               |
| 648,010   | BC Cattlemens Assoc. Projects             | 188,500                             | 188,500                            | <b>377,000</b>              |
| 267,000   | BC Dairy Association                      | 45,825                              | 45,825                             | <b>91,650</b>               |
| 121,837   | BC Assessment – portion of CCA (via BCCA) | -                                   | 103,561                            | <b>103,561</b>              |
| 10,000  | BC Assessment – NCFA (via BCACF)          | -                                   | 10,000                             | <b>10,000</b>               |
| <b>\$1,194,397</b>  | <b>TOTALS</b>                             | <b>\$296,325</b>                    | <b>\$409,886</b>                   | <b>\$706,211</b>            |

| <b>BCID Fund - Projects Approved 2015-2016</b> |                            |                  |
|--|----------------------------|------------------|
| Communications/collaboration                   | BC Assoc Abattoirs         | 24,000           |
| Grading Auditing Tech Support                  | BC Assoc Abattoirs         | 24,000           |
| Verified Beef Production Program(3 yrs)        | BCCA Program Delivery      | 100,000          |
| Beef Producer Program Awareness                | BC Breeder Feeders Assoc   | 10,250           |
| Range Forage Quality                           | BCCA Program Delivery      | 17,250           |
| Specified Risk Materials Disposal              | BC Assoc Cattle Feeders    | 28,800           |
| BC Beef Day                                    | BCCA Program Delivery      | 24,300           |
| Applied Sustain Ranching Diploma (2 yrs)       | Thompson Rivers University | 60,000           |
| Water Workshops                                | BC Cattlemen's Assn        | 18,200           |
| Rural Living Resources                         | BC Cattlemen's Assn        | 14,508           |
|  | <b>Total funded</b>        | <b>\$321,308</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), Leroy Peters (Heffley Creek)

| <b>Horn Levy Fund - Projects Approved 2015-2016</b> |                           |                 |
|---|---------------------------|-----------------|
| Cattle Handling workshop Vanderhoof                 | Nechako Valley cattlemen  | 900             |
| Cattlemen Trapping Certification                    | Quesnel Cattlemen         | 2,925           |
| Forest/Range Meeting                                | Kamloops Stockmen's Assoc | 1,500           |
| Beef it Up  | Yale County 4-H           | 1,000           |
| Fall Fair Infrastructure                            | Lakes Dist Cattlemen      | 5,000           |
|   | <b>Total funded</b>       | <b>\$11,325</b> |