

## Evaluation Complete

An evaluation of the BCID Fund was carried out last year by a team of producers and a government representative. Rod Bailey, long time consultant for CIDC acted as secretary and resource person for the team of John Farrow, Walter Goerzen and Edward Dunnet.

The team reviewed 174 projects that had been approved for BCID Funding assistance since 1995. The Evaluation Report is available on request, and concludes: "Many individuals and organizations have done a tremendous amount of work and we commend them for the fine job that has been done, is being done and yet still to be accomplished in the future."

The CIDC manages the BCID Fund in a way that will effectively enhance the profitability, viability and sustainability of the beef cattle industry in BC for the short, medium and long term.

The BCID Fund has proven to be an important tool for the beef industry in matching funds for projects in the priority areas.



## Projects 2002

<b>ANIMAL CARE</b>	<b>\$8,450</b>	
Promotion National Livestock Id Program . . . . .		3,450
BC Holstein Branch		
Animal Health Project . . . . .		5,000
BC Association Of Cattle Feeders		
<b>EDUCATION</b>	<b>\$40,400</b>	
Bonanza 2002. . . . .		2,000
BC Junior Hereford Association		
Noxious Weed Field Guide . . . . .		5,000
Southern Interior Weed Management Committee		
Summer Institute 2002 . . . . .		16,250
BC Agriculture in the Classroom		
Seeing the Common Ground - Conference . . . . .		2,100
Community Futures Dev. Corp. & Kootenay Livestock Assoc.		
Marketing Seminar . . . . .		3,000
Okanagan Feeders Coop Association		
UCC Range Club . . . . .		9,000
UCC Range Club		
Cattle Marketing Seminar . . . . .		3,050
Lakes District Cattlemen's Association		
<b>ENVIRONMENT</b>	<b>\$319,017</b>	
Environmental Awareness Seminar . . . . .		1,568
Nechako Valley Regional Cattlemen's Association		
Bio Control Insects - impact and dispersal . . . . .		73,312
Agriculture and Agri-Food Canada		
Farming Weeds and Insects . . . . .		35,330
Agriculture & Agri-food Canada, R. De Clerck-Floate		
Source Tracing and Survivability of E. coli . . . . .		196,932
Agriculture and Agri Food Canada		
Weed Education & Prevention Boundary District . . .		6,875
Boundary Weed Management Committee		
Agriculture Stewardship Coordinator . . . . .		5,000
Community Futures Development Corporation of Nadina		
<b>FORAGE &amp; FEED</b>	<b>\$93,655</b>	
Advanced Field Corn Production - Publication . . . . .		3,000
Pacific Field Corn Association		
Pasture & Woodland Mgmt Workshop Series. . . . .		13,220
Peace River Forage Assoc. of BC		
Integ. Prod. Functions of timber, forage & cattle . . .		77,435
Mixedwood Ecology and Management (Forestry)		
<b>PROMOTION</b>	<b>\$93,039</b>	
Beef Promotion - BC Winter Games . . . . .		2,185
Cariboo Cattlemen's Association		
Benefits of Intensive Ag - Radio Promotion . . . . .		1,075
Nechako Valley Regional Cattlemen's Association		
Milestone's Restaurants Fall Promo 2002 . . . . .		50,000
Milestone's Restaurants		
abc Country Comforts Restaurant Promotion. . . . .		37,500
abc Country Restaurants Inc.		
Buy BC Bulls Campaign. . . . .		479
BC Hereford Assoc & Other Breed Assoc.		
Agriculture on the Air - Radio Promotion . . . . .		1,800
Nechako Valley Regional Cattlemen's Association		
<b>SERVICE &amp; STUDIES</b>	<b>\$44,859</b>	
Website Development Project . . . . .		3,500
Peace River Forage Association		
Aboriginal Affairs Committee Special Project . . . . .		13,359
BC Cattlemen's Association		
Ranching Intervention in Haida II . . . . .		28,000
BC Cattlemen's Association		





# CATTLE INDUSTRY DEVELOPMENT COUNCIL

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*Producers Working For Producers*

## About the Funds

Cattle producers in British Columbia have supported the levy (check-off) on cattle for many years. The current \$2 per head CIDC levy paid at the time cattle are marketed in BC is working for the good of the beef industry. \$1 per head is designated for the National Check-off. These funds go to increasing sales of beef (domestic and export promotion), and finding better and more efficient ways of producing beef and cattle. The other \$1 per head becomes the CIDC fund which is used to promote the cattle industry in BC, and to support research or educational programs for the development of the cattle industry in BC.

Triggering a match from the Beef Cattle Industry Development Trust earnings doubles these producer dollars. The BC Government established the \$9.3 million, 20-year Trust Fund in 1995. When industry funds are allocated and designated toward projects that fit the priorities of the fund, matching funds are available from the earnings of the Trust. During the first seven years of the Fund operation, \$ 5.3 million was triggered from the trust fund to contribute to the projects with a total value of \$13.8 million.



Linda Allison, CIDC Chair, presents a token of appreciation to Rod Bailey who served as consultant for CIDC from 1994 through 2002.

## Changes To Levy

A change to the levy was undertaken this year, as a means to co-ordinate collection of check-off on a national scale.

BC's 50 cent check-off that was previously collected on cattle shipped out of province was eliminated and check-off is now only collected in the province of sale. There will be a transfer of funds between provinces for cattle sold from other provinces. This change coincided with an agreement between Ownership Identification Inc. (OII) and the CIDC for brand inspectors to collect check-off dollars on private sales that are brand inspected.

The Council appreciates the co-operation of OII and the brand inspectors in this regard. The process is proving to be more efficient in the collection of the check-off on these transactions, ensuring that all producers are contributing as required.

## Levy For Cattle With Horns

Cattle producer associations in British Columbia have indicated that in order to encourage de-horning of cattle, to prevent injury and damage of beef product, that it wishes to continue with a penalty for cattle with horns in British Columbia. When the BC Government decided to rescind the Cattle (Horned) Act, the CIDC agreed to administer a new horn penalty to be implemented as a new levy under the authority of the CIDC Regulation and the Farming and Fishing Industries Development Act.

An industry-wide committee has been working together to form the outline for the collection of the horn penalty and administration of the funds. It is anticipated that the fund will function very similar to the way that it has in the past.

There has also been an indication that industry wishes to see the levy for horns increased to a penalty of \$10 per head. The current plans are to have the levy established at the current rate of \$2 per head, with any increase to be in the future, and with a long lead time to permit proper promotion to the industry of the change.

# CIDC - Elected Producer Volunteers

CIDC is the group of producer volunteers elected by industry organizations to administer the CIDC check-off, and the Beef Cattle Industry Development Fund. Council meets quarterly to review operations and consider funding applications. Currently serving on Council:

## **BC Association of Cattle Feeders**

Bill Freding  
Oliver (250) 498-3077

## **BC Breeders and Feeders Association**

Connie Patterson  
Dawson Creek (250) 782-6272

## **BC Milk Producers' Association**

David Janssens  
Surrey (604) 576-6874

Heather VanDalfsen  
Enderby (250) 838-6725

## **BC Cattlemen's Association**

Linda Allison  
*Council Chair*  
Princeton (250) 295-6574

Laura Grafton  
Prince George (250) 967-4272

Grant Huffman  
Riske Creek (250) 659-5633

John Miller  
*Council Vice-Chair*  
150 Mile House (250) 296-3282

## BCID Fund Enables B.I.C. Restaurant Promotions

The Beef Information Centre's mandate is to promote beef on a national scale. BC producers have long been supporters of BIC through the \$1 designated for BIC since 1977, which is now collected through the CIDC for the national check-off. BC's contribution to BIC has averaged \$300,000 per year. Why then should the BCID Fund spend more dollars on promotion?

Susan Evans of the Vancouver BIC office says, "The BCID Fund provides an exciting opportunity for BIC to be involved in promotions that otherwise are not within our budget. Through the BCIDF, we have been able to establish relationships with a number of restaurant chains located in BC including White Spot, abc Country Restaurants and Milestone's. The funds BCID Fund contributed to promotions with these BC restaurants have meant additional beef items on menus, increased sale of beef in BC and in two cases, the restaurant chains switched from buying imported beef to using only Canadian beef products. This is a huge win for the BC beef industry thanks to the support of BCIDF.

Recently Council members were invited to Milestone's Restaurant to see how the BCID Fund has impacted their operations. Cathy Tostenson, Director of Marketing, and Jim Romer, Executive Chef, were on hand to talk to Council members. The Milestone's team is committed to supporting the Canadian beef industry and they reiterated how the support they receive from BCIDF has enabled them to create successful beef promotions. Linda Allison, chair of the CIDC said, "It was a great opportunity for the Council members to get to know the people who are promoting our product, and to share issues over a delicious beef dinner."

Restaurant industry dollars contributed to an approved beef promotion are eligible to trigger funds from the BCID Fund - since 1995, \$899,000 has gone toward such promotions, a significant contribution made on behalf of the producers in British Columbia.







## Teaching Producers & Other Resource Users

BCIDF contributed to a seminar in Cranbrook titled "Seeing Common Ground." The Kootenay Livestock Association took the lead in arranging this gathering of representatives of all resource sectors affected by the East Kootenay Agriculture Wildlife Pilot Program. Three hundred ranchers, hunters, guide-outfitters and government officials heard a variety of presentations and all opinions were freely voiced. Wrap-up remarks by guide-outfitter, Brian Charlton stressed the need to work together to address the lack of adequate forage in the rangelands in the region.

## Teaching Students

University College of the Cariboo Range Club came to Council seeking funding assistance for the development of British Columbia's first Range Club. The club is an off-shoot of the Bachelor of Natural Resource Sciences program at UCC, with a goal of further developing students' interest and abilities in range issue. Five Range Club members travelled to Caspar, Wyoming this spring to compete in an international plant identification competition at the meeting of the Society of Range Management. Wendy Gardner, faculty co-sponsor of the club was pleased with the group's dedication, noting the "The University of Alberta has a range club as a regular course, but our team did this on top of their regular course load. It is quite an accomplishment."

The BCIDF will match funds raised by the club for use in developing resources and assisting members with costs associated with attending educational events and competitions.



## Teaching Neighbours

Several years ago the Nechako Valley Regional Cattlemen's Association paired up with the Prince George Cattlemen's Association and applied for funding from the BCIDF to assist with a radio promotion in their region. During the summer, four times each day, an informative statement about the cattle industry is broadcast, and at the end of the week, listeners call in trying to answer correctly to win the weekly bar-b-que package prize (Canadian AAA steaks, sauce and cookbook).

## Teaching Teachers

Summer Institute 2002 was deemed a success by the 20 educator-participants and the Institute leaders. The BCIDF has been a significant contributor to these annual institutes since the first in 1998. BCIDF has covered half the costs by matching contributions of the many agriculture organizations and agriculture industry supporters who sponsor teacher participants.

Lindsay Babineau, BC Agriculture in the Classroom Coordinator said, "The summer institute immerses the educators in agriculture for one week, and we teach the teachers how to include agriculture in the curriculum to meet the expected learning outcomes." BCAITC is currently seeking core funding for its on-going programs, and while there will not be a summer institute for 2003, with a list of teachers interested in future opportunities, BCAITC is hopeful that plans will be in place for 2004.

**People are learning  
interesting facts  
about the  
agriculture industry**

Teachers at the Summer Institute



The community support for this project has expanded in recent years. The Fraser Nechako Bred Heifer Co-op Association and the District "C" Farmers Institute have both come on board to share expenses. Kelvin Johnson, president of the farmers institute said, "Our families and friends have had nothing but positive feedback about the radio promotion. People are learning interesting facts about the agriculture industry and the chance to win a great prize is a bonus."

With co-operation from the radio station in providing creative expertise and airtime, these local producers have developed a low-cost, effective beef promotion to benefit their region and the BC cattle industry.