

CANADA'S NATIONAL BEEF STRATEGY 2020-2024

SUMMARY OF GOALS, FOCUS AREAS AND KEY OUTCOMES

THE 2020-24 NATIONAL BEEF STRATEGY IS DESIGNED TO TAKE ADVANTAGE OF THE OPPORTUNITIES FACING THE INDUSTRY WHILE SIMULTANEOUSLY ADDRESSING THE CHALLENGES.

It is about how to best position our industry to compete for a larger share of the world market and to become the high-quality beef product of choice in the world. The industry vision, mission and pillars remain unchanged, from the 2015-19 National Beef Strategy. Focus areas and tactics have been updated to reflect the current market and regulatory environment that producers face.

The 2020-2024 National Beef Strategy has been developed with the aim to achieve specific goals that are aligned with the industry's vision and mission under four pillars. The pillars identify focus areas where industry stakeholders will work together to collectively achieve the outcomes identified. Under each focus area specific outcomes have been defined that work towards meeting the goals established by industry.

VISION

A DYNAMIC PROFITABLE
Canadian cattle and beef industry

MISSION

To be the **MOST TRUSTED** and **COMPETITIVE** high-quality beef cattle producer in the world recognized for our superior quality, safety, value, innovation and sustainable production methods.

PILLARS AND GOALS



BEEF DEMAND

Support the comprehensive cutout above \$270/cwt

METRICS

To support the retail beef demand above 115 (Index 2000=100)

To support the wholesale beef demand above 105 (Index 2000=100)

To support the international beef demand above 100 (Index 2000=100)



COMPETITIVENESS

Encourage a competitive regulatory, policy, and market environment

METRICS

To reduce the labour shortage by 50%

To reduce cost disadvantages compared to main competitors by 2%



PRODUCTIVITY

Improve production efficiencies throughout the supply chain

METRICS

To reduce average open rates by two percentage points in each region

To reduce average calf death losses to 5% in each region

To improve feed efficiency by 5%

To improve national average hay yields by 2-10%



CONNECTIVITY

Enhance industry synergies and connect positively with government and partner industries

THE CANADIAN BEEF ADVISORS

The Canadian Beef Advisors consist of the current chair or president and senior staff of each of the seven national beef organizations responsible for policy, marketing, research and sustainability. They are a diverse group of experienced industry representatives who are leading the implementation of the National Beef Strategy on behalf of producers. They are tasked with prioritizing and reaching the goals outlined in the strategy.



PROVINCIAL PARTNERS



BEEF DEMAND

DOMESTIC AND GLOBAL MARKETING

1. Establish the Canadian Beef Advantage as the most recognized and loyalty-based premium beef program in the world
2. Get the right product to the right customer every time

MARKET ACCESS

1. Reduce non-tariff and tariff barriers in our export markets for beef, live cattle, and beef cattle genetics
2. Increase our capability to utilize preferential access in key exports markets for Canadian beef, live cattle, and beef cattle genetics
3. Eliminate market access restrictions

THE CANADIAN BEEF ADVANTAGE

1. Monitor the Canadian Beef Advantage to assess the effectiveness of efforts to improve the product attributes with the greatest impact on carcass value and beef demand
2. Develop of a National Total Quality Management System to enhance decision making in support of customer satisfaction with Canadian beef and the profitability of the sector
3. Research and development to improve consumer satisfaction with Canadian beef

CONSUMER CONFIDENCE

1. Enhance consumer confidence in Canadian beef across all markets through a focus on enabling industry advocates, leadership in issues management, and partnerships with influencers
2. Improve the effectiveness and reach of consumer communication
3. Promote the health and nutritional benefits of beef to consumers
4. Support consumer food safety education initiatives that demonstrate the effectiveness of Canada's science-based food safety system
5. Research and extension to drive the reduction of food safety incidences and improve food safety along the beef supply chain

PUBLIC TRUST

1. Enhance the public image of the Canadian beef industry emphasizing the many positive benefits our industry contributes along with the continual improvement in environmental sustainability, animal health and welfare, and food safety practices

2. Increase public recognition of the beef industry's direct and indirect contributions to the Canadian economy and society
3. Maintain the Canadian beef industry's social license to operate through communicating production practices and identifying opportunities for continuous improvement in areas of public concern
4. Implement the Stakeholder Engagement Strategy

SUSTAINABILITY

1. Support the activities of the Global and Canadian Roundtables for Sustainable Beef
2. Advance the sustainability of the Canadian beef industry
3. Implement and increase uptake of the Certified Sustainable Beef Framework
4. Science-based information to inform the development of effective public communication and policy development regarding environmental goods and services provided by the beef industry

COMPETITIVENESS

YOUTH INVOLVEMENT AND SUCCESSION

1. Support succession between generations and attract new talent to the beef industry
2. Increase involvement of youth in the beef industry
3. Encourage greater stakeholder engagement in the Young Cattlemen's Council, Cattlemen's Young Leaders, and other programs including direct participation, being a mentor, or networking with participants

SUPPORTIVE REGULATORY FRAMEWORK

1. Improve return on investment and long-term profitability of the beef industry
2. Advocate and uphold a scientific risk based regulatory system
3. Pursue outcome based flexible alternatives to prescriptive tactic-based regulations
4. Pursue regulatory cooperation with major trading partners
5. Ensure that traceability systems are based upon real benefits and fairly allocated costs; through national industry-led cattle identification systems with an emphasis on animal identification, premise identification, and animal movement

A RESPONSIVE MARKETPLACE

1. Develop a National Emergency Management Strategy in event of a major trade disruption (e.g. Foot and Mouth Disease)
2. Address internal barriers to a competitive marketplace
3. Generate science-based information to inform regulatory approvals
4. Proactively address and influence domestic and global food production standards, codes of practices, and potential regulations

ACCESS TO COMPETITIVELY PRICED INPUTS

1. Improve access to affordable skilled labour; most particularly improving processing times
2. Improve access to competitively priced inputs including animal health products, feed grains and forages, new technologies, and other inputs

PRODUCTIVITY

GENETIC SELECTION

1. The Canadian Beef Innovation Network will provide producers with world leading scientific based selection tools that will allow them to make informed herd management decisions
2. Increase producer knowledge and adoption of genetic selection tools

INFORMATION FLOW

- Guiding Principles for industry investments and partnerships in digital technology are outlined

RESEARCH CAPACITY

1. Support the maintenance and renewal of key research capacity supporting Canada's beef industry
2. National food safety, antimicrobial resistance and production limiting disease surveillance programs enhanced or developed, with research capacity and expertise in place
3. Ensure research facilities in each region are maintained and staffed to support activities that address local production practices

RESEARCH AND DEVELOPMENT

1. 15% Improvement in yields and nutritional quality of tame, native and annual species through regionally appropriate efforts to improve pasture, forage and grazing management, soil health, and plant breeding
2. Improved feed efficiency through cattle breeding methods that consider and balance the production traits of economic relevance to different sectors of the beef value chain
3. Improved feed supply and utilization through the development of improved feed grain varieties and agronomic and feeding strategies that cost-effectively optimize animal nutrition, performance and cost of gain while considering impacts on animal performance, health, beef quality and nutrient management
4. Quantify the economic and agronomic benefits of integrated annual crop, forage, and beef production systems and identify strategies to optimize and improve integrated production systems
5. Improved surveillance of the incidence and economic impact of production limiting diseases and nutritional, health management, biosecurity and welfare practices in cow-calf, backgrounding and feedlot operations

6. Improved prevention of animal disease and welfare issues through the identification, development and promotion of cost-effective vaccination, treatment and management strategies that can be widely adopted to improve health, welfare, reproductive and performance outcomes throughout the beef production system
7. Evidence-based antimicrobial resistance decision making and communication through clinical trials to confirm the best antimicrobial treatment options to minimize antimicrobial resistance throughout the cattle production cycle, and development of rapid, accurate, cost-effective diagnostic technology to detect antimicrobial resistance in production environments.
8. Develop a broader toolbox for disease management through evidence-based risk assessment of the effectiveness of alternative production practices and non-antimicrobial products to prevent and control disease

TECHNOLOGY ADOPTION

1. Engage academic and research organizations to encourage the development of new technologies that will benefit the beef cattle industry
2. Advance the development and implementation of the Canadian Beef Technology Transfer Network to encourage the more rapid adoption of relevant technologies and production practices
3. Increase the proportion of producers adopting new technology with reduced lag from development to adoption

CONNECTIVITY

INDUSTRY COMMUNICATION

1. Timely concise, and effective delivery of industry communications
2. Enhance industry's ability to speak with consistent messaging

ENGAGE INDUSTRY PARTNERS

1. The Canadian Beef Advisors to oversee the delivery and reporting on the National Strategy for the beef and cattle industry
2. Maintain and enhance the Canadian Beef Industry Conference as an annual event with multiple industry organizations conducting meetings and bringing industry together
3. Expand cross organizational learning and stakeholder engagement opportunities through the expansion of current programs such as Town Halls, webinars, lunch and learns, Beef Advocacy Canada, and other opportunities
4. Build strategic partnerships with non-beef organizations to support and promote beef production and consumption

ENGAGE GOVERNMENT AND GLOBAL PARTNERS

1. Engage government and regulatory agencies to build and maintain long-term relationships
2. Participate in consumer discussions and forums to obtain feedback and provide information regarding the Canadian beef industry
3. Invest in developing long-term relationships with a broad range of stakeholders, including domestic and international organizations, encouraging collaboration on priorities of mutual interest (i.e. trade agreements, animal health and care, government policy and programming, research and marketing) and open discussion when differences arise.