

CANADA'S NATIONAL BEEF STRATEGY

Summary of Goals, Focus Areas and Key Outcomes 2015 - 2020

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

The National Beef Strategic Plan has been developed with the aim to achieve targeted industry goals that are aligned with the industry's vision and mission under four key pillars. The pillars identify key areas of focus 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. The goals established are measurable benchmarks for industry to be held accountable to.



Connectivity

Connectivity Enhance synergies within industry and connect positively with consumers, the public, government, and partner industries



Productivity

Productivity Increase production efficiency by **15%** by 2020



Competitiveness

Competitiveness Reduce cost disadvantages compared to main competitors by **7%** by 2020



Beef Demand

Beef Demand Increase carcass cutout value by **15%** by 2020

Participating Organizations

- ◆ Beef Cattle Research Council
- ◆ Canadian Beef Breeds Council
- ◆ Canada Beef Inc.
- ◆ Canadian Cattlemen's Association
- ◆ National Cattle Feeders' Association
- ◆ British Columbia Cattlemen's Association
- ◆ Alberta Beef Producers
- ◆ Saskatchewan Cattlemen's Association
- ◆ Manitoba Beef Producers
- ◆ Beef Farmers of Ontario
- ◆ Prince Edward Island Cattle Producers
- ◆ New Brunswick Cattle Producers
- ◆ Nova Scotia Cattle Producers



I. BEEF DEMAND Increase carcass cutout value by 15%

Focus Area A: Domestic & Global Marketing

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

Focus Area B: Market Access

1. Reduce non-tariff and tariff barriers in our export markets for beef, live cattle, and beef cattle genetics
2. Gain equal or preferential access in key export markets for Canadian beef, live cattle, and beef cattle genetics
3. Eliminate remaining BSE market access restrictions

Focus Area C: Validate & Enhance the CBA

1. Validate CBA attributes to identify those that are most likely to impact carcass value and beef demand in global markets
2. Verify the CBA to assess the effectiveness of efforts to improve product attributes.
3. Develop a National Total Quality Management System to enhance the CBA.
4. Develop new and enhanced tools to communicate the financial contribution of the quality and yield of Canadian beef cattle
5. Further enhance the CBA through the development of a Supply Chain Strategy
6. Research and development to improve consumer satisfaction with Canadian beef and validate the CBA

Focus Area D: Consumer Confidence

1. Enhance consumer confidence in Canadian beef across all markets
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 to demonstrate the effectiveness of our science based food safety system
5. Research and extension to drive the reduction of food safety incidences and improve food safety along the supply chain

Focus Area E: Social License

1. Enhance the public image of Canada's beef industry by emphasizing positive industry benefits, and improvements in environmental sustainability, animal health & welfare, and food safety practises
2. Increase public recognition of the beef industry's direct and indirect contributions to the Canadian economy and society
3. Increase public recognition of the contribution of beef production to sustainability
4. Increase public understanding of beef industry animal husbandry practices and how they are held up by the Beef Code of Practice

II. COMPETITIVENESS Reduce cost disadvantages compared to main competitors by 7%

Focus Area A: Supportive Regulatory Environment

1. Advocate and uphold a scientific risk based regulatory system
2. Pursue outcome based flexible alternatives to prescriptive tactic based regulations
3. Pursue regulatory cooperation with major trading partners
4. Advance implementation of the three pillars of Traceability within a national system

Focus Area B: Access to Competitively Priced Inputs

1. Improve access to affordable skilled labor
2. Improve access to competitively priced inputs including animal health products, feed grains and forages, and new technologies

Focus Area C: Maintain & Enhance Research Capacity

1. Establish an internship program to mentor new scientists with industry collaborators in partnership with the CYL program
2. Increase research capacity and programming focusing on beef quality, food safety and related attributes of the CBA
3. Increase research capacity and programming focused on the breeding and production of feed sources
4. Maintain feed efficiency research capacity to drive innovations to support both cow-calf and feedlot production.

5. National food safety, antimicrobial resistance and production limiting disease surveillance programs enhanced/developed

Focus Area D: Sustainability

1. Support the Global and Canadian Roundtables for Sustainable Beef
2. Economic – Improve return on investment and long term profitability of the beef industry
3. Environmental – Continually improve natural resource use, validate beef production impacts, and support verifiable supply chains
4. Maintain Canada's beef industry's social license to operate through validating production practices and identifying opportunities for continuous improvement in areas of public concern

III. PRODUCTIVITY Increase production efficiency by 15%

Focus Area A: Genetic Selection

1. Improve cattle performance for desired traits; transitioning research into tools/technologies for the seedstock sector
2. Improve genetic selection for non-traditional traits
3. Encourage the adoption of superior genetics in commercial herds

Focus Area B: Research & Development

1. Improved forage and grassland productivity
2. Improved feed grain productivity and feed efficiency
3. Improved animal health and welfare

Focus Area C: Technology Development & Adoption

1. Engage academic and research organizations to develop new technologies that will benefit the beef cattle industry
2. Ongoing industry surveillance of international and domestic research and technology transfer activities
3. Increase the proportion of producers adopting new technology with reduced lag from development to adoption

Focus Area D: Enhance Information Flow

1. Communicate market demands along the production chain, using information technology and verification programs
2. Facilitate genetic improvement with the link to genetic, genomic and branded beef program information
3. BIXS 2.0 be the industry's common repository database; a minimum of 2 million calves per year in the database
4. Develop regular reporting mechanisms, improve collaboration and services provided
5. Research technologies to enhance the ability to sort cattle, carcasses at line speed in packing plants, and product by quality

IV. CONNECTIVITY Enhance industry synergies, connect positively with consumers, the public, government, and partner industries

Focus Area A: Industry Communication

1. Delivery of timely, concise, & effective crisis communications
2. Develop a Reputation Management Strategy
3. Enhance industry's ability to speak with a common voice
4. Increase the number of future leaders that are able to speak and advocate on behalf Canada's beef industry

Focus Area B: Engage Industry Partners

1. Ongoing engagement with the National Beef Strategic Planning Group (NBSPG)
2. Creation of an annual national industry event to include multiple industry organizations
3. Expand cross organizational engagement
4. Encourage greater stakeholder engagement in programs

Focus Area C: Engage Government, Industry/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 domestic & international organizations, encouraging collaboration in areas of mutual interest