

# SASKCATTLE TIMES

SCA  
SASKATCHEWAN  
CATTLEMEN'S ASSOCIATION

Winter 2024

www.saskbeef.com

## Collaborative Crop Research

BY LYNN GIDLICK

### Driving New Forage Varieties for Canada's Cattle Industry



Dr. Bill Biligetu's eyes light up when asked to talk about the research he is doing at the University of Saskatchewan's Crop Development Centre. Responding to the needs of producers for perennial grass/legume varieties adapted to low productive land, including soil high with salt, and prone to drought, keeps him motivated and excited for the future.

Biligetu was born and raised on a family farm on the grasslands of Inner Mongolia. His family still raises beef cattle, sheep, goats, and horses. Some of his fondest childhood memories are of chasing livestock from summer pastures to winter grazing sites. It was the University of Saskatchewan's international reputation for plant breeding, and the chance to work with renowned forage scientist Dr. Bruce Coulman, that drew him to Saskatoon in 2005 to do his PhD.

After spending four years working with Agriculture and AgriFood Canada in Swift Current and a year with the Saskatchewan Ministry of Agriculture in Moose Jaw, Biligetu's dream job opened at the University. The Saskatchewan Cattlemen's Association, Saskatchewan's forage sector, the BCRC, the provincial government's

Agriculture Development Fund and the university worked together to ensure that his mentor's position was refilled.

Biligetu maintains that this strong recognition of the value of research and working together, especially in areas like crop breeding, sets Saskatchewan and Canada apart from other jurisdictions.

"Producer associations are really eager to support research and get involved in shaping its direction," he said. It is this close collaboration, he says, that helps ensure that the research has practical value for producers. "For example, if there's a good wheat variety, producers will use it because it enhances their operations and profitability."

His own research is driven by concerns raised by producers, such as the need to improve germination rates of cicer milkvetch, a legume crop for late-season grazing. "Unless our research has value, there's no point in working hard," he said.

Biligetu was one of the first people to go through the Beef Cattle Research Council's (BCRC)

mentorship program which matches new forage, cattle and beef researchers with beef producers and industry mentors. Biligetu's mentor was Ituna-area producer Aaron Ivey.

"That's a very, very useful program," he says. "I learned so much about the practical aspects of farm operations that I could never learn from a textbook or from the university. This program has been so impactful that the USDA (US Department of Agriculture) wants to adopt it."

Since he joined the College of Agriculture and Biore-sources at USask, Biligetu has developed five new forage varieties, the most recent which was released in 2023, being CDC Salt King, a hybrid wheatgrass variety with high salt tolerance.

"We've seen promising results with salt-tolerant grasses, and we've been able to increase productivity, which should help reduce costs for producers. In addition to grasses, when speaking with more and more producers, they've consistently told us that it would be beneficial to have a forage legume variety that can handle high-

er salinity. That's been a focus of our work for nearly a decade. We've made progress with salt tolerant alfalfa development, but we haven't released a variety just yet.

"Many new salt tolerant alfalfa germplasm have been developed through projects funded by the Saskatchewan Cattlemen's Association and Saskatchewan Alfalfa Seed Growers, NSERC, ADF. The results from the Agriculture and Agri-Food Canada's salt lab were very positive compared to existing salt tolerant varieties. Currently, we also tested it in saline-affected fields in Southern Saskatchewan, and it looks promising. But developing a variety takes time—it's a long-term process. We've identified promising germplasm, increased the seed, and are close to applying for variety registration. However, we still need more data to ensure it's a reliable and robust option before it's released commercially."

Biligetu and his research team have also been doing research to develop more cattle-friendly legume species.

"Bloat is a major issue with legumes like alfalfa because it can cause digestive disorder in cattle when eaten fresh. This has led some producers to avoid using it, even though it's highly nutritious. I remember one producer saying he manages alfalfa well, but another mentioned he avoids it because of the risk of bloat and prefers non-bloating legumes like sainfoin and cicer milkvetch."

Biligetu said that this feedback made him think it was important to focus on developing more cattle-friendly forage options.

"That's why we've been working on breeding sainfoin and cicer milkvetch, which are non-bloating and safer for cattle. The Saskatchewan Cattlemen's Association funded our cicer milkvetch project, and the Saskatchewan Agricultural Development Fund supported our sainfoin work," he said. "We've made progress on sainfoin, particularly by improving its winter hardiness and persistence, which has been a challenge in Saskatchewan's climate. After about 7 to 10 years of work, we're close to releasing a more winter-hardy, higher-yielding variety of sainfoin. This will give producers a reliable, non-bloating forage option for their cattle."

Another issue that producers challenged the crop science team to address in their forage crop breeding was to increase biomass.

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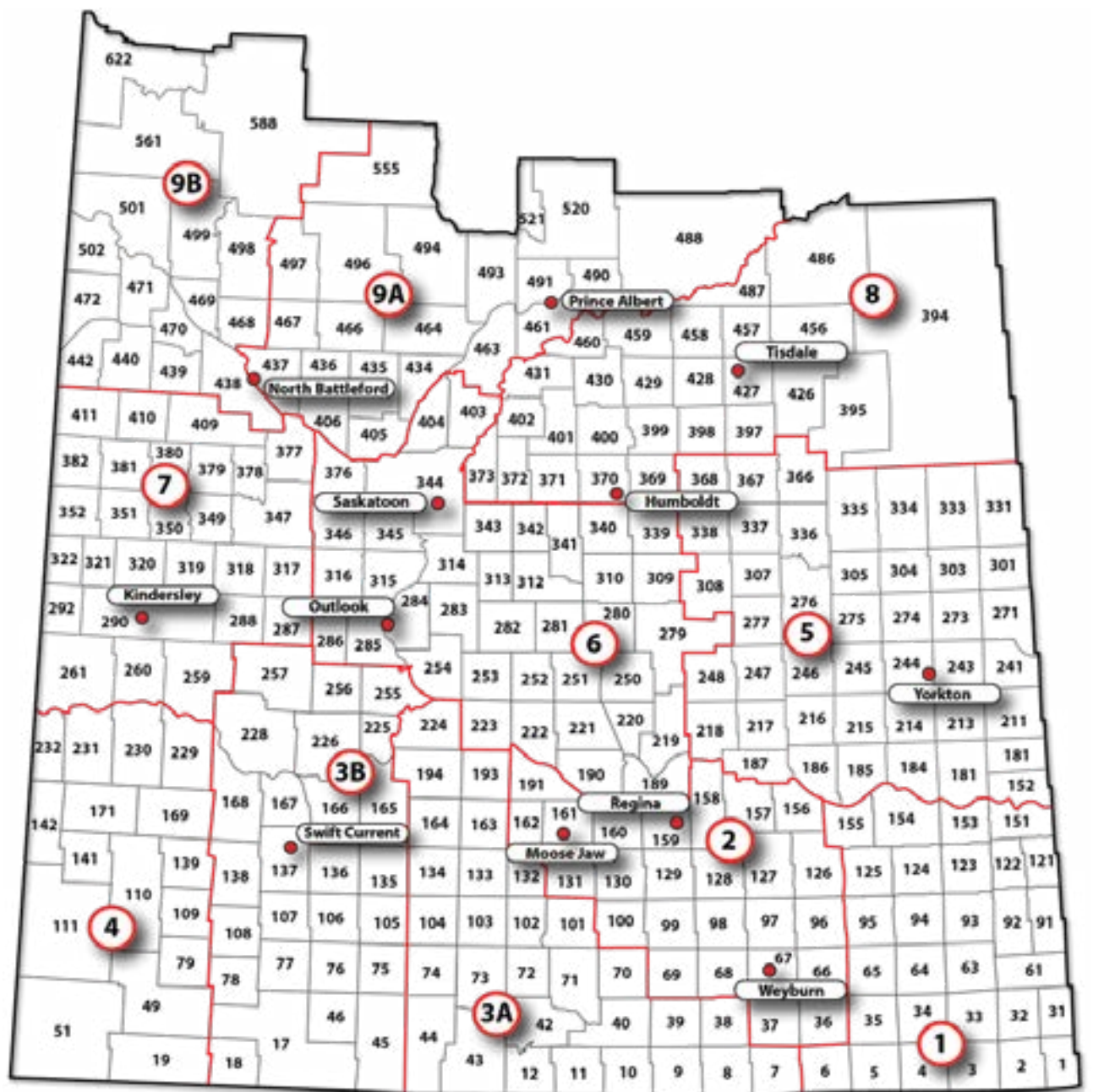
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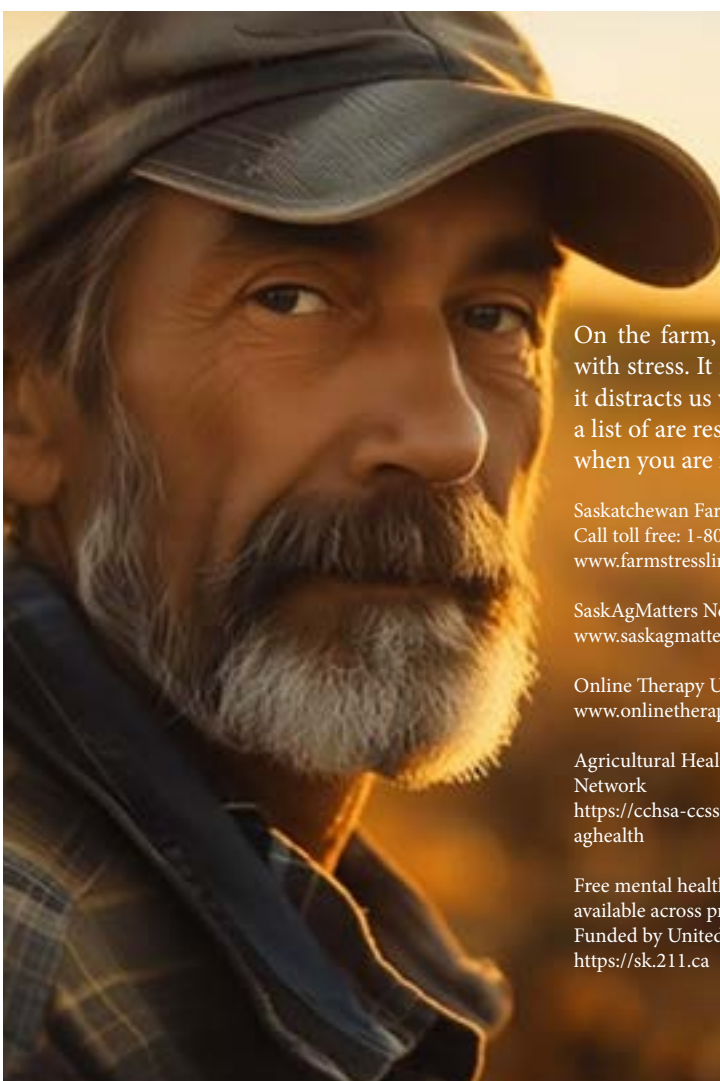
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## Mental Health Matters

On the farm, balance is extremely important when dealing with stress. It impairs our ability to think, problem solve, and it distracts us while we manage our day-to-day tasks. Below is a list of resources you can utilize when times are tough, or when you are feeling overwhelmed.

Saskatchewan Farm Stress Line  
Call toll free: 1-800-667-4442  
[www.farmstressline.ca](http://www.farmstressline.ca)

SaskAgMatters Network  
[www.saskagmatters.ca](http://www.saskagmatters.ca)

Online Therapy Unit  
[www.onlinetherapyuser.ca](http://www.onlinetherapyuser.ca)

Agricultural Health & Safety Network  
<https://cchsa-ccssma.usask.ca/aghealth>

Free mental health resources available across provinces:  
Funded by United Way, Gov of Can  
<https://sk.211.ca>

The Canada Suicide Prevention Service  
(Available 24/7/365)  
Call: 1-833-456-4566  
Text: 45645  
<https://www.crisisservicescanada.ca>

Canadian Mental Health Association  
cmha.ca

Do More Agriculture Foundation  
[www.domore.ag](http://www.domore.ag)

Centre for Addiction and Mental Health  
<https://www.camh.ca/>



# Message From the CEO



**BY GRANT MCLELLAN**  
CEO, SASKATCHEWAN  
CATTLEMEN'S  
ASSOCIATION

As we move further into fall and soon into winter, with the leaves changing their colour and falling again, it has been a good time to be in the cattle business. Friendly weather has made fixing corrals and fences a little more pleasant, moving bales less stressful, and has even let many producers keep their cattle grazing, leaving those valuable feed stockpiles untouched later than most years.

Fall also brought us a provincial election, and while the result was familiar, it was far from the same. The incumbent Saskatchewan Party government was effectively swept out of the two major cities, leaving the political landscape looking much different than in past elections. This change, however, does bring something that has not happened in the last 3 elections – a much larger opposition. The Provincial New Democratic Party has not come out of an election with 20 seats or more since 2007.

With many new faces on both sides of the aisle, it means organizations like ours will have to work to meet new MLAs and Ministers and continue building relationships the way we have done so successfully over the past many years. This work never stops, but it's even that much more important with so much change on the horizon with a federal election approaching as well.

At the SCA, we believe in meeting with people, and in particular, with our producers. This fall, we again had our Fall District meetings, starting with Kindersley in September, and finishing with Yorkton and Prince Albert on October 30th. We have seen some big crowds, and some small ones, but as always, the discussion is healthy and important.

Talks of a name change persist, and it's always feedback our organization wants to hear straight from producers. There was some... less colourful discussion on how can SCA better leverage our access to government agencies to reach into newer markets for labour and potential buyers? We had presentations from the Saskatchewan Marshal Service and discussed challenges with rural crime.

All in all, it should make for some healthy debate with so many resolutions coming to the floor of the AGM on January 30th in Saskatoon this year. For those of you that attended our fall meetings, I'd like to thank you for taking the time to come out and ensure that we here at SCA are accountable to our producers right across this province.

It is quite a privilege to see every part of the province and all types of producers and operations, and get to meet people and their families from across Saskatchewan. It really does remind one that we live in a great place with great people.



## SCA presents: RING OF HONOUR

Nominations are now open for  
the Saskatchewan Cattlemen's  
Association's inaugural  
Ring of Honour award,  
to be presented at SBIC  
January 28-30, 2025



Nominations are due no later than **December 20, 2024.**

For more details and nomination forms, visit  
[saskbeefconference.com](http://saskbeefconference.com) or [saskbeef.com](http://saskbeef.com) or

via this QR code:



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Saskatoon SK



From producers to policy makers to packers, SBIC offers opportunities to share innovative practices and ideas.



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November 7

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[saskbeefconference.com](http://saskbeefconference.com)





# Saskatchewan Cattlemen's Association

## Notice of Annual General Meeting

1:30 p.m., Thursday, January 30 | Saskatoon Inn and Convention Centre | 2022 Airport Drive, Saskatoon

The following resolutions have been received at the district meetings and will be voted on at the AGM:

### CHECK OFF

#### DISTRICT 1:

That SCA continue with the .75 check off increase for August 2025.

#### DISTRICT 7:

That SCA increase the provincial portion of the levy to .75 for August 1, 2025.

#### DISTRICT 4:

Whereas increases in check off are going to come in the future,

Be it resolved that all increases in the future should go to the regional meetings for review.

#### DISTRICT 3B:

SCA amend their policy to perform a review of the amount of provincial checkoff a minimum of every five years, so that a proposal for any change to checkoff can be proactively taken to producers prior to an AGM where an increase to checkoff may be discussed.

### INDUSTRY PARTNERSHIP OPPORTUNITIES

#### DISTRICT 2:

That SCA along with other industry partners work with Saskatchewan Trade Export Program (STEP) to increase the presence of the Saskatchewan cattle industry around the world.

#### DISTRICT 1:

That SCA work with various parties, including LSS and ABP, and the provincial government to explore the baseline requirements for on-farm ranch safety protocols in the province of SK.

### SCA NAME CHANGE

#### DISTRICT 3B:

Whereas there has been discussion on a potential name change for the Saskatchewan Cattlemen's Association,

Be it resolved that the Saskatchewan Cattlemen's Association maintain its name as is.

#### DISTRICT 4:

Whereas there has been discussion on a potential name change for the Saskatchewan Cattlemen's Association,

Be it resolved that the Saskatchewan Cattlemen's Association maintain its name as is.

#### DISTRICT 6:

Whereas the name Saskatchewan Association causes consternation and wastes time in meetings with elected officials,

And whereas the discussion about a name change wastes time of staff and board members,

Be it resolved that the SCA change its name to the Saskatchewan Cattle Association.

### ANIMAL HEALTH & WELFARE

#### DISTRICT 5:

Be it resolved that due to increased aerial spraying, that the SCA work to develop a set of acceptable guidelines to be shared with the Aerial Applicators Association to ensure conscientious work around animals, forages, yard sites, and habitat in the vicinity of their applications

### PEST CONTROL

#### DISTRICT 7:

Whereas many producers across Saskatchewan continue to face crop and pasture damage from pests such as moles, voles, and gophers; and

Whereas effective tools such as Strychnine have been prohibited for these applications;

Be it resolved that the Saskatchewan Cattlemen's Association lobby the provincial government to build a program for the control and compensation for rodent and pest population management for producers.

### TRACEABILITY

#### DISTRICT 8:

That the SCA lobbying appropriate parties to develop a tag system that will ensure traceability in a reasonable time frame as ownership changes in order to control outbreaks of a disease and provide more carcass and health scores for the producers on cattle operations.\*

\*Quorum was not met for this District resolution, but the resolution is expected to proceed as a floor motion at the AGM.



**WHO HAS THE BEST RINK BURGER?**



The Saskatchewan Cattlemen's Association is proud to be the presenting sponsor of the SJHL's Best Rink Burger Competition for the 2024/25 season.

At 6 games this season, the home team will prepare and serve a special burger to be ranked and reviewed by a panel of judges and fans throughout the rink. Beef will be provided by local cattle producers.

Check out the Schedule and judge for yourself!

Humboldt - January 4	Weyburn - February 21
Yorkton - January 17	Melfort - March 9
Estevan - January 25	Melville - March 4
Kindersley - February 2	Notre Dame - February 27

# Online Series Shows Life on Pine Ranch



BY LEEANN MINOGUE

WRITER, EDITOR,  
AND PLAYWRIGHT  
IN SOUTHEAST  
SASKATCHEWAN



Sweeping prairie vistas, ranchers on horseback, rounding up cattle on rolling hills. This probably sounds like a Western movie, but it's not. It's going on in southern Saskatchewan right now, and you can watch it all on YouTube.

For more than three years, Erika Stewart has been sharing videos of the real-life work on Pine Ranch, her family's cattle business near Morse, Saskatchewan. These videos give beef consumers a chance to meet one of the families involved in the industry and to see how cattle are really raised. By posting throughout the year, it lets viewers see the whole cycle of caring for cattle, including some practices that you might not expect to see.

The video series is shared through Canadian Food Focus, a national initiative that is answering consumer questions and building trust and pride in Canadian food production. Canadian Food Focus consists of a website, social media campaign and several outreach activities like farm tours, webinars and trade shows. Saskatchewan Cattlemen's Association, through its Industry Development Fund, has supported Canadian Food Focus since its inception in 2019.

Stewart's videos show all of the ways ranchers typically keep their cattle healthy. This includes practices

like vaccinations, which consumers may not initially understand. "I want to show them that there's a good reason," she says. "People can trust producers and trust the beef industry. They can feel good about choosing beef as an option for their family."

As well as a rancher, Erika is the Provincial Coordinator for Verified Beef Production Plus (VBP+) program. This is a voluntary program that provides ranchers with training in standard operating procedures in four aspects of the beef industry: food safety, animal care, environmental stewardship and biosecurity. One area the program focuses on is to meet consumer demands for accountable, sustainable beef production. In the videos, consumers can watch Erika practice what she teaches.

## MEET THE FAMILY

Erika opens each of her videos with a shot of herself explaining that she's a third-generation rancher. Erika and her husband Cyle and Erika's parents are long-time ranchers, but they're not your typical Saskatchewan ranchers. The whole family, along with their cattle, moved from Merritt, BC, to Saskatchewan in 2017. With urban pressure in BC, the family found it hard to expand their operation.

How different is ranch life in Saskatchewan? "We're doing the same thing—raising beef—but it's done very differently," Erika says. In BC, the family ranched in the mountains where, at times, she says, "you could ride right past a cow because the brush is so thick." Since they've moved to the prairies, "the cows have done a pretty good job of adapting." Though she laughs that they are getting lazy, not having to walk up any mountains. And of course, the cattle are a lot easier to find, without all of the trees getting in the way.

## BECOMING AN AGVOCATE

Erika didn't start filming and posting these videos in a quest to become famous. "At first, I didn't want to be in the videos," she says. But she did want to be an advocate for the beef industry. "If we don't share our story, somebody else is going to. Somebody, possibly, without all the facts."

Like many farmers, Erika is modest about the work that she and her family do. It's hard to square this trait with the family's willingness to show themselves to the world on YouTube. "Farmers being modest often makes it harder to tell our story," Erika says. She believes this has created a gap between what farmers do and what consumers understand about agriculture. "Years ago, we didn't have to do this kind of thing. Now, so many people are removed from the farm."

As she's become more comfortable with her role in making these videos, Erika has also become more willing to promote these videos and make her work known. "Finally, I told myself to buck up. If I'm going to do this, the point is to get it to consumers. If I'm not getting it out there, it's not meeting its purpose."

Find out more:  
[canadianfoodfocus.org](http://canadianfoodfocus.org)



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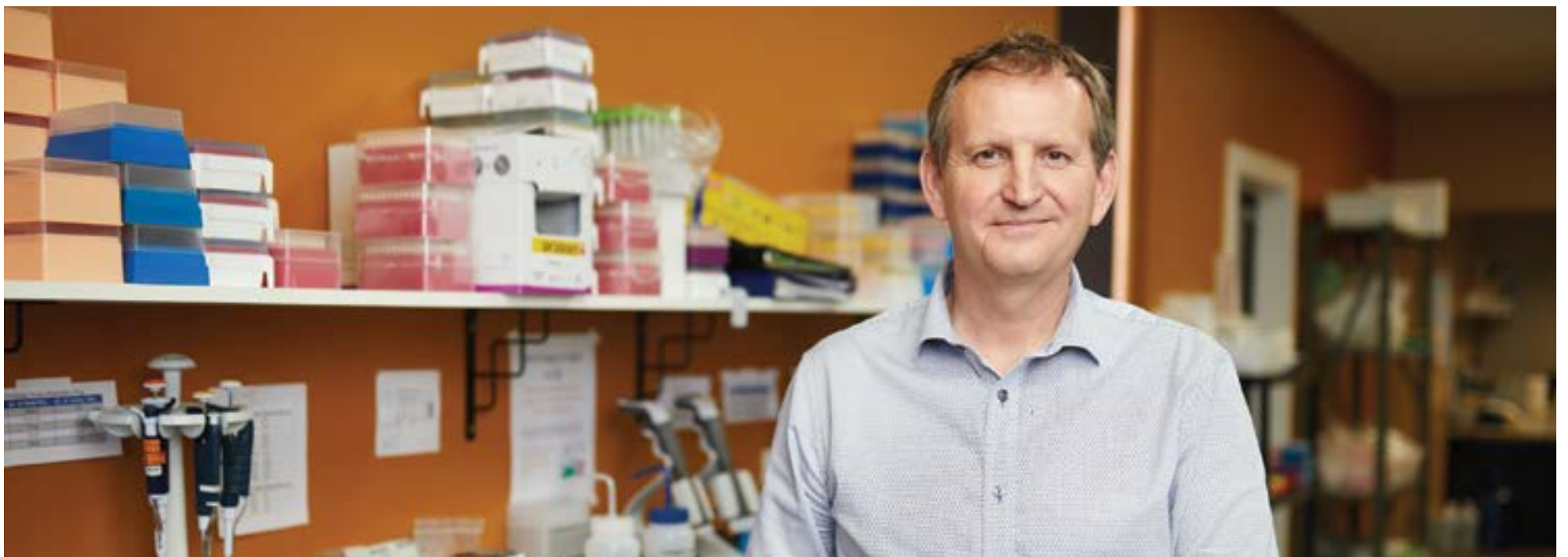
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# DNA Testing to Improve Efficiency, Increase Profits

*Traditionally, cattle feedlots make decisions about feeding and harvesting animals using visual inspections. By switching to Quantum Genetix' system, feedlots can realize \$20 to \$50 more per animal.*

Feedlots are typically confident in what they're currently doing and can be reluctant to switch, so Leigh Marquess, president of Quantum Genetix says, "We ask them to try our system and let the technology demonstrate for itself."

Quantum Genetix is a Saskatoon-based biotechnology company that uses genetics to improve efficiency and increase profit in the agricultural sector. The company is perhaps best known for its livestock testing system used in feedlots.

Quantum's Q-Sort is a genomics-based system designed to improve feeding efficiency and help feedlots maximize their market potential. "We identify and commercialize genetic factors that affect how animals eat and grow, and we combine that knowledge with a proprietary system that allows feedlots to sort animals into groups and better predict when animals should be harvested to make the most profit," explains Marquess.

Feedlots use Quantum's tissue collection test when the animals arrive. The DNA results are used to sort and track the animals' development. "The animals grow together in pens for three or four months. At that time, we take the genetic information we've collected and add it to other data and use that to sort the animals into groups based on how we think they'll grow," says Marquess.

The next step is a product called Q-Reveal, a software tool that uses genetic information to help feedlots optimize their selling decisions. "Information about all of the pens goes into the system, along with genetic information," Marquess explains. The system then connects that with other information, like how much the animals eat and how much they weigh. The results help feedlots determine the right time to harvest to get all the potential profit out of the animals.

Five years ago, Marquess started a new company called Relica to explore the use of plants to make oral vaccines for cattle. He explains that about 70 per cent of cattle are given daily antibiotics to prevent liver abscesses, which are common in cattle that are fed grain for an extended period. "There's a lot of pressure to reduce antibiotic use," he says. "So, if we could eliminate them and still address the liver issues, that would be helpful."

He came up with the notion of getting plants to make edible vaccines. "Cattle would get the vaccine simply by eating their daily rations, and it could potentially eliminate the antibiotics." Today, they have plants growing that are making the vaccines and the company is about to start animal trials to evaluate the immune response.

Quantum has been in business since 2003, developing technologies that drive efficiency, create wealth and are simple to implement and use. Most of Quantum's team members grew up in Saskatchewan and have strong ties to agriculture communities.

Quantum Genetix is an Ag-West Bio investee company. To learn more about Quantum Genetix, visit [www.quantumgenetix.com](http://www.quantumgenetix.com). To learn about Ag-West Bio, visit [www.agwest.sk.ca](http://www.agwest.sk.ca).



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# Inspiring the Next Generation Through Agriculture Education



**BY LEAH HERMANSON**  
FUND DEVELOPMENT  
MANAGER, AITC-SK



Agriculture is the heartbeat of our economy, fueling the growth of our communities and shaping the future of our province. To ensure a vibrant future for Saskatchewan agriculture, we must cultivate a new generation of innovators and problem-solvers ready to seize the opportunities and overcome the challenges ahead. At Agriculture in the Classroom Saskatchewan (AITC-SK), we know these future leaders are in our classrooms today. AITC-SK is committed to inspiring Saskatchewan's youth to become guardians of the land, champions of sustainability, and creators of change.

Working with teachers AITC-SK delivers agriculture education experiences to students throughout their grades K to 12 learning journey. Learning experiences include classroom activities, field trips, presentations, and much more, all about agriculture.

Thanks to long-time supporters such as the Saskatchewan Cattlemen's Association we can provide these amazing agricultural experiences at no cost to students.

By engaging students in agriculture education, we are:

- Inspiring them to know more and care more about our food system
- Building understanding and support for modern farming practices
- Opening their eyes to careers in an exciting and rewarding industry

- Expanding awareness of the health benefits of beef and the environmental advantages of cattle production

**'Thanks to Agriculture in the Classroom, my 22 grade two students were able to experience what life is like on a Saskatchewan farm. This opportunity was the highlight of our year. Thank you again for the great memories.'**  
*-Saskatchewan Teacher*

In 2023, we provided 372,600 agricultural learning experiences to over 73,000 students from 658 schools in 261 communities across Saskatchewan. That's over 37% of all Saskatchewan students! Our initiatives are highly sought after and appreciated by teachers. But we simply cannot keep up with the demand and are having to turn classrooms away from these rich learning experiences. This is where you can help— by donating to AITC-SK's Acres for Education fundraising campaign

you can connect more students with agriculture and the people producing their food.

Therefore, we are challenging you – our farmers, ranchers, and livestock producers - to donate 10 cents per acre of the land you tend.

Our goal for the 2024 Acres for Education campaign is to raise \$100,000 to send 200 classes on field trips to ranches, farms, agri-businesses, and ag events where students can connect with people in the local agriculture community. Students can see for themselves how our food is produced sustainably, with care, and with the goal to leave the land better for the generations ahead. After all, these young people will one day make decisions on foods to buy, policies to support, and decisions on their career.

To donate or learn more:

- Scan:



- Visit: [aitc.sk.ca/acresforeducation](http://aitc.sk.ca/acresforeducation)
- Contact Leah:
  - [Leah@aitc.sk.ca](mailto:Leah@aitc.sk.ca), (306)381-5324

By supporting AITC-SK, you contribute to a legacy that extends far beyond your own farm. Together, let us nurture a generation of producers, leaders, policymakers, and innovators who will uphold the values of agriculture and secure a prosperous future for our farms, families, and communities. Together, we can cultivate tomorrow's leaders in agriculture.

Help us connect students and agriculture, make a charitable donation.



**Students get up close to a cow calf pair at an AITC-SK program.**



# Young Saskatchewan Producers Among Canadian Cattle Young Leaders Finalists



**BY: CAILEY CHURCH**

CANADIAN CATTLE ASSOCIATION, YOUTH LEADERSHIP COORDINATOR

After a stiff competition at the Canadian Beef Industry Conference in Saskatoon for the Canadian Cattle Young Leaders (CYL) Program, three Saskatchewan residents made the group of 16 finalists.

The Canadian CYL Program is a national youth initiative of the Canadian Cattle Association that provides young people ages 18-35 with industry-specific training and mentorship opportunities. Through the Selections Competition, semi-finalists selected from written applications rotated through discussions with their peers at six roundtables. Each roundtable was facilitated and judged by representatives from the program's sponsors and industry.

Joshua Sanden is a fifth-generation farmer on his family's farm West of Craik. He has been actively involved in the beef industry his whole life, and after graduating from the University of Saskatchewan with an Agribusiness degree, has been working on expanding his

herd. His passion for the industry attracted him to the Canadian CYL Program and he is excited to dive deeper into the opportunities available to him as a young cattle producer.

"I'm excited to see my passion turn into something physically in front of me that I can continue to grow and run with," said Sanden, noting he believes the Canadian CYL Program is going to help him get where he wants to go.

Arlis Hanson, a fourth-generation rancher from Val Marie, is currently enrolled at the University of Saskatchewan with aspirations of becoming a large animal veterinarian. He runs his own herd of purebred cattle alongside his family's herd, which he has continued to add to since a young age. He hopes to one day specialize as a beef cattle vet while also maintaining his own herd of purebred animals. He takes pride in helping commercial cattle producers have the best maternal cows possible and enjoys returning years later to see the influence his genetics have had on their animals. He is excited for all the connections and opportunities the Canadian CYL program is going to offer him and believes the network he creates through this program will be instrumental in helping him achieve his goals.

Levi Hurlburt works with the Canadian Cattle Buyers Credit and helps on his family's seedstock operation

Northwest of Saskatoon where he grew up. After his brother participated in the program in 2012, he was encouraged to apply and his desire to learn more about risk management solutions for producers drove him to apply this time around.

"I think it's always a good time to learn with the cattle industry... it's an exciting time in the cattle industry right now," stated Hurlburt.

Applications for the program will open again in January 2025 at [www.canadiancattleyoungleaders.ca](http://www.canadiancattleyoungleaders.ca)

"CYL, in my opinion, has already paid its dues," said Sanden. "I've only been part of the program since August and it's already been such a valuable tool in terms of contacts."

For information on the Canadian Cattle Young Leaders, visit [www.canadiancattleyoungleaders.ca](http://www.canadiancattleyoungleaders.ca). Alternatively, contact Cailey Church, Youth Leadership Coordinator, at [churchc@cattle.ca](mailto:churchc@cattle.ca).

The opportunities offered to the next generation through the Canadian CYL Program would not be possible without the generous support of its Platinum Partners, McDonald's Canada and Cargill, Foundation Partners MNP, New Holland and Elanco, and Gold Partners Farm Credit Canada, Alltech, and RBC Future Launch.

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# Meeting Consumers Where They're At

The difference in building or breaking trust can come down to communication



Imagine you're at the doctor seeking treatment and guidance for managing an illness. Instead of speaking to you like a patient, the doctor speaks to you as if you are a colleague, using advanced medical terminology and acronyms, as well as a hurried tone that makes you feel like you are one item on a long list of things they must deal with today. The doctor is not meeting you - the patient - where you're at, likely instilling feelings of confusion and dismissiveness about your health and even fear for your future.

Now imagine the same scenario above, except this

time the doctor leads with empathy. The doctor takes the time to listen to your concerns and answers your questions using straightforward language. They also point you to resources like reputable websites to further your learning and community groups for support. The doctor is non-dismissal, understanding and honest, meeting you where you're at.

Finally, imagine an entirely different conversation, now between you - a beef farmer or rancher - and a consumer. The consumer is concerned about the use of hormones in beef cattle and the safety of the beef she feeds her family. Like the doctors in the scenarios above, you are the expert in this situation. Think about whether you would treat the consumer more like the doctor did in scenario one or scenario two. The way we communicate can make or break trust.

The number of people directly involved in the beef industry is incredibly small relative to the number of people our industry feeds. Consumers are also curious about how the beef they eat was produced, so we need communicators from all walks of the beef community

to help earn, further build, and maintain consumer trust.

To help with this lofty goal, the Public and Stakeholder Engagement (PSE) team at Canadian Cattle Association built Beef Advocacy Canada (BAC). BAC is a free and interactive online learning program designed to create impactful beef advocates. Through a series of self-guided modules, participants will learn about the main consumer concerns about beef, and will be equipped with key messages, tools and strategies to communicate in ways that resonate. There have been over 150 graduates of the program, which launched in 2021 and will be released with updated content in the first quarter of 2025. The program is available at [www.beefadvocacy.ca](http://www.beefadvocacy.ca).

In addition to BAC, the PSE program leads an array of initiatives to support public trust in beef production in Canada including promotional campaigns, key messages and factsheets, short documentaries and more. For more details on resources available, reach out the Lynsay Beavers, Stakeholder Engagement Specialist at CCA by emailing [beaversl@cattle.ca](mailto:beaversl@cattle.ca)

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# Don't Let Risk Rule Your Operation: Take Control with SCIC's Programs



*From unpredictable weather to market fluctuations, livestock producers are facing more risks with their operations.*

The Saskatchewan Crop Insurance Corporation (SCIC) offers four Business Risk Management programs (Crop Insurance, AgriStability, Wildlife Damage and Livestock Price Insurance) that can help you mitigate and manage those risks. By using a combination of these programs, you can maintain control of your operation.

Market volatility, fluctuations in commodity prices, trade barriers and consumer preferences can impact demand for livestock products and producers' profitability.

Livestock Price Insurance (LPI) allows you to purchase market price protection on your livestock, including calves, feeder and fed cattle and hogs. This insurance policy provides a safety net against market volatility.

With LPI, producers pay a premium to receive forward-price coverage. If the market price falls below the coverage price in the time frame selected, the producer receives a payment. When a producer purchases coverage to establish a floor price, market potential is maximized. In the final four weeks of the policy, if the market falls below the coverage purchased (floor price), LPI will pay the difference. If the market is above the coverage purchased, producers can benefit by selling livestock into the higher market. You also have the option to retain ownership of those animals and can insure them again in the next class (feeder or fed) for the next time period.

AgriStability can also help you manage market volatility. If you sell your livestock at lower prices than in the past, those prices will be reflected in the program's margin calculations. Price declines that affect the value of your inventory are also covered by AgriStability.

In recent years, Saskatchewan livestock operations experienced feed shortages caused by low forage yields and dry pastures.

AgriStability can also help with risks associated with these challenges. Whether you need to buy pel-

lets, hay or additional feed grain for your livestock, the program will include those additional feed expenses in the benefit calculation.

SCIC's Crop Insurance Program helps safeguard your livestock feed supply. In the case of crop failure due to an insurable cause of loss, the Crop Insurance Program can mitigate losses of forage production for feed, seed or sale.

One of the many options available for you under the Crop Insurance Program is weather-based insurance. SCIC's weather-based programs provide effective and customizable options to insure your acres for grazing, livestock feed, intercrops or grain corn. It insures against the most significant perils impacting production.

Due to these challenges faced by the livestock sector, herd retention has decreased in the province.

AgriStability will not penalize you if you need to downsize your herd. If you have had to reduce your herd size due to a lack of feed caused by the drought, the AgriStability calculation will account for decreased inventory and change to herd size. Your operation's history will remain unchanged.

For protection of the animals themselves, SCIC's Wildlife Damage Compensation and Prevention Program offers compensation for injury or death to eligible livestock by predators. All Saskatchewan producers may be eligible; you don't need to be an existing SCIC customer to receive funding for both preventive measures and wildlife damage concerns. You can receive up to 100 percent compensation for injury or death to eligible livestock by predators. Under the Prevention program, you can find assistance in managing predator attacks through control measures designed to reduce wildlife damage.

By combining SCIC's programs, you can create and control a risk management profile that protects many aspects of your operation. SCIC's Programs provide a vital safety net for Saskatchewan's agriculture producers.

For more information and to find out what coverage is right for you, call SCIC toll-free at 1-888-935-0000, visit them online at scic.ca or contact your local SCIC office.

**Livestock Price Insurance Buyer's Resource Guide**



**Weather Based Program Buyer's Guide**



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## Upright Mineral Feeder

The Upright Mineral Feeder is designed for easy feeding and stability, making it ideal for larger and horned cattle. It features a stable low center of gravity, a molded wind vane for directional control, and a rotating 360° design to protect supplements from the elements. Its strong steel tubing construction ensures durability and strength.



## Ground Mineral Feeder

Circular shape allows the feeder to be maneuvered easily into place. 3 Compartments for sale or mineral blocks.



# Reg Schellenberg Next Generation Legacy Award



**BY: CAILEY CHURCH**  
CANADIAN CATTLE  
ASSOCIATION, YOUTH  
LEADERSHIP COORDINATOR



**Canadian  
Cattle  
Association**

*The Reg Schellenberg Next Generation Legacy Award honours individuals who embody the spirit of humble leadership, mentorship, collaboration and dedication to the Canadian cattle industry, mirroring Reg's dedicated leadership.*

In December 2022, Reg Schellenberg, President of the Canadian Cattle Association, suddenly passed away. In lieu of flowers, the Schellenberg family requested that donations be made through the Canadian Cattle Foundation to support the Canadian Cattle Young Leaders (CYL) Program.

Since the award was established in 2023, two outstanding young people have been acknowledged for their leadership.

The very first recipient of the award in 2023 was Carling Matejka from Olds, Alberta. To Matejka, being a good leader means being a passionate advocate for the industry, but still having an open-minded perspective and being receptive to other people's opinions and idea sharing.

"There is so much information we can get from other people and it's important to be open to listening to that information," said Matejka. She takes time to

listen to others, whether it be students, clients, or co-workers, to understand their different perspectives and teach them the things that she knows, while also understanding there's more she can learn from them as well.

This year's recipient, Cassie Marchand, is from Vernon BC. Marchand embodies the qualities of Reg by making everyone feel welcome and holding their best interest in mind. She believes that being a good leader means being a good representation of the industry, in both large and small settings, whether that be in a public forum or in a one-on-one conversation at the grocery store. It means taking the time to listen to people's perspectives and to leave them feeling confident in the industry and as a trusted source.

Both Marchand and Matejka are grateful to the Schellenberg Family and the Canadian CYL program. "Thank you to the Schellenberg family and all others involved in presenting the Next Generation Legacy Award and giving youth a platform to be a positive representative for the industry," stated Marchand, "We have lots of strong leaders in our industry and as youth, we need to take advantage of their openness and passion of their desire for future generations to succeed."

"CYL has invested so much time in allowing me to be a confident individual within the beef industry, and I am truly grateful for the doors it has opened and the relationships I've made. I truly hope I can continue to be involved and give back to the next generation," added Matejka.

Through this fund, each year, a CYL graduate will be selected to receive the Reg Schellenberg Next Generation Legacy Award, recognizing the exceptional qualities and contributions of the nominee. The judging committee will select an outstanding young leader who embodies the same dedication and leadership for the Canadian beef sector that Reg displayed.

The award includes a travel bursary to attend the Saskatchewan Beef Industry Conference along with a belt buckle donated by the Schellenberg family ranch, Perrin Ranching 1990 Ltd.

For information on the Reg Schellenberg Next Generation Legacy Award contact Cailey Church, Youth Leadership Coordinator, at churchc@cattle.ca. For more information on the Canadian Cattle Young Leaders, contact Cailey or visit [www.canadiancattleyoungleaders.ca](http://www.canadiancattleyoungleaders.ca).



**Carling Matejka from Olds, Alberta receiving the award as the first recipient in 2023**



**Cassie Marchand from Vernon, BC as the award recipient in 2024**



# Changes coming in 2025



**BY JASON POLLOCK**  
CEO, LIVESTOCK SERVICES  
OF SASKATCHEWAN



By the time this goes to print, much of the fall run will be over and a lot of folks in the industry will be trying to figure out what their next play should be: buy, sell, hold or some combination. Others will just be glad it is over for another year. My first order of business in this article is to extend a genuine thank you to all of our LSS inspectors who work long hours and diligently perform their duties as they inspect roughly 750,000 cattle in just three short months. It stretches our people, and it is only through their efforts and willingness to work together that we accomplish what we do. While I do not spend a great deal of time in the trenches with them, I have a huge appreciation for what they do and the value they provide back to all the hard-working producers and other industry players.

On July 1, 2024, the regulations governing our activities changed. In a nutshell, the acts and regulations that have served the industry for decades were consolidated into a single act and regulations. This was a combined effort between industry and government to streamline the law into a single document for clarity. As a result, there are a few changes worth noting.

Effective January 1, 2025, all manifests must contain origin and destination Premise Identification (PID) information and a security declaration on animals offered for sale. The manifest has had space for PIDs for a few years, but it has been optional. Manifests will also contain a section requiring the consignor to declare their ownership interest in the animals offered for sale. More information can be found online at [www.lssc.ca](http://www.lssc.ca) in our FAQ section under 'Acts and Regulation'. There are a lot of manifests in circulation that do not have the new security declaration. We will provide you with updated manifests as you require them after January 1.

Also new in the regulations is a change to the name of the document commonly referred to as a 'permit'. Transportation Permits are issued by Inspectors and are required to move cattle after a sale to their next destination. This will now be called an Inspection Certificate. Along with the new wording, an updated option covers inspection requirements for multiple return trips in and out of SK for horses and cattle that are part of a show/competition circuit. This is a 365-day Annual Inspection Certificate. There will no longer be a 'lifetime permit' available.

While we are on the topic of lifetime items, the new regulations removed the option to purchase a 'lifetime' brand. Existing lifetime brands will be honored but no longer available for purchase. Our website has information that details the changes and processes for applying for a brand or renewing one.

In addition to these regulatory changes, LSS continues to develop MyLivestock as a fully integrated online platform for the industry to manage all their regulatory

data. We will be moving towards market readiness for digital documents as well as options for brand renewals, exploring integration with herd management software and other leading-edge technologies to connect within the platform. Check out [www.mylivestock.ca](http://www.mylivestock.ca) for details.

The livestock manifest and inspection certificate (formerly permit) are the two documents generally used to facilitate commerce and movement activities. The manifest is familiar to those in the cattle and horse industry and is made available for use by LSS. It is used for both the movement and sale of animals. The only exemptions for the use of a manifest are when animals are moved by the owner from one pasture to another and the distance traveled is less than 50kms or to a vet clinic.

**My first order of business in this article is to extend a genuine thank you to all of our LSS inspectors who work long hours and diligently perform their duties as they inspect roughly 750,000 cattle in just three short months.**

The manifest is a legal document and must accurately reflect several key pieces of information. Ownership, financing, physical origin and destination including PIDs, livestock type, number and brand details, transporter information and now, security details, are all recorded on the manifest. There are also sections for the market to use as well as LSS staff. It is not a complicated document, and it is critical that the information is accurate. Our inspectors spend a considerable amount of time verifying the brand information supplied supports the claim of the consignor. When there are anomalies or inconsistencies a withhold settlement may be applied to the sale of animals. This allows the seller to provide the necessary proof of ownership to allow the sale proceeds to continue through the commercial transaction. When animals arrive at the point of sale without a brand, they are not afforded ownership protection. The agreement or contract behind the animals that protect the investor, or lender is secured by the use of a brand and the best example of this is the feeder finance brands we see throughout the province. These allow the lender to have its security interest plainly visible. While we all love to grumble and complain about the bankers from time to time, we generally need their credit facilities to fund our operations. The most diligent lenders choose to protect their interests by requiring a brand. Banks and Co-ops are not the

only ones that can secure their investment with a brand, anyone can require a brand to be used to secure a civil arrangement. This affords the best protection for any financed or co-owned situation.

The manifest directs sale proceeds. The owner must use diligence in filling out the information and that it accurately reflects the animals during movement or for sale. Truckers are an invaluable part of the industry, and many absentee producers rely on them to fill out the associated paperwork required when transporting their livestock from A to B. Texting your trucker a pickup time and a pin to where the cattle are isn't always enough to be sure your sale goes as planned. Manifests incorrectly completed for absentee owners by staff or truckers who have not been made aware of the necessary details often cause problems for the owners unintentionally. Truckers are put between a rock and a hard place if they resort to guessing at details because they know they need a completed manifest before they hit the road. Even if you are relying on the trucker to do the paperwork it is still your responsibility to ensure the information is accurate and that either you or an authorized agent has signed the document. Any detail missing, inaccurate or incomplete could result in a delay in the processing of funds after the sale is complete.

Once the cattle are inspected, an inspection certificate will be generated by LSS to authorize movement to a new destination and possibly a new owner. The certificate will reflect the ownership, origin, destination, livestock types, head counts, transporter and brand information. This layer of paperwork isn't often seen by primary producers as it mainly pertains to dealers that have purchased cattle and are moving them to their new location.

Good paper results in good business. The manifest and certificate are tools for the cattle industry that ensure their sales and movement of cattle flow effortlessly through the regulations and requirements designed to protect them. Diligence on the part of the owner combined with proper signatures when the paperwork is filled out goes a long way to facilitate the deal and avoid problems.

I was told once that the only thing constant is change and as technology and commerce march forward, we strive to keep up. These regulatory changes will continue to provide value to industry through the protection they provide. The principles designed by industry to protect its commercial transactions are delivered through the regulations and LSS is committed to upholding them in a consistent manner for the benefit of industry participants.

**Don't They KICK When You Do That?**  
By Dr. Gary Hoiium

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# Meet the Board



## DISTRICT 3B

Cyle Stewart recently was nominated and acclaimed as the incoming representative for District 3B.



Cyle and Erika Stewart along with their 3 daughters operate Pine Ranch in Morse SK, where they run a commercial cow/calf operation and grass yearlings. They are constantly looking at ways to learn and improve production practices. Soil health, cattle nutrition and low stress handling are integral components to their operation.

Cyle went to college in Montana on a rodeo scholarship and he currently sits on the Canadian Ranch Roping Association board of directors, is an RM councillor and sits on the Saskatchewan Agriculture Matters board in an executive position. Cyle is also very passionate about working horses, stock dogs and low stress cattle handling.

Cyle and Erika both served as mentors in the Beef Cattle Research Council mentorship program, and in 2024 Cyle and Erika and their daughters were named Saskatchewan's Outstanding Young Farmers for 2024. They also both enjoy competing in Ranch Roping.

You find out more about Cyle, Erika, and Pine Ranch at [www.pineranch.ca](http://www.pineranch.ca) or watch them on youtube at Canadian Food Focus on their series "A Year in the life at Pine Ranch."

## BOARD CHAIR

Keith Day grew up south of Lacadena where he was the 5th generation of the Day family to live. Keith and his wife Connie managed the operation until they moved to Kyle in 2014 and transferred the responsibility to their sons Kendall and Mitch.



During his career, Keith was on church boards, recreation boards, and spent ten years as a councillor for the RM of Lacadena. He was a longtime member of the Saskatchewan Stockgrowers and on the board of the Matador Pasture for several years.

Keith was elected to the board of the Saskatchewan Cattlemen's Association in 2017 where he represented the producers from district 3B for seven years. In January of 2020 Keith joined the executive by becoming the Vice Chair, a position that lasted for three years. In January of 2023, he moved into the Chair, a position he has held for two years. Starting in January of 2025, Keith will be on the SCA board as Past Chair and is happy to be welcoming Cyle Stewart as the Director for District 3B.

During Keith's years on the SCA Board, he has had the opportunity to meet producers from around the province as well as several government officials and members of other associations from across Canada. It has been a real honour for him to represent the cattle producers from District 3B and the province. During his time as Past Chair Keith looks forward to working with the new executive, advocating on behalf of the cattle producers of Saskatchewan.





# A Decade of Sustainable Beef: A Guide to CRSB Certification and Incentives for Canadian Producers



Andrea Stroeve-Sawa

As the Canadian Roundtable for Sustainable Beef closes the book on its first decade, we dive into the incentives available, recent changes to the CRSB Certified program and how producers can sign up.

It's been 10 years since the Canadian Roundtable for Sustainable Beef (CRSB) was founded, and great strides have been made in measuring and recognizing Canada's leadership in sustainability.

The Certified Sustainable Beef Framework, known as "CRSB Certified," was created in 2017 to recognize the sustainable practices on the ground and to provide credible assurances for consumers for the production, processing and sourcing of beef through certified supply chains in Canada. The program was developed in collaboration with stakeholders across the supply chain and beyond, including input from producers at every stage. Since 2017, the program has grown significantly.

There are currently over 1,300 CRSB Certified producers, meaning that approximately 20 per cent of Canadian cattle spend time under the management of a CRSB Certified Operation, covering an estimated 5.8 million acres of land across Canada.

Given some of the recent evolutions of the program, now is a good time to address some of the common questions producers have about the program.

## HOW DOES THE CRSB CERTIFICATION PROGRAM WORK?

Beef producers and processors are certified against the standards for sustainable beef production and processing set by the CRSB. Producer certification is done based on a five-year cycle consisting of an initial on-site audit, with records assessment and self-declarations in intervening years. Cattle and beef are tracked through the supply chain according to CRSB's Chain of Custody Requirements, using Canada's RFID traceability system. Retailers, restaurants and food service distributors can source beef through certified supply chains across Canada and market qualifying beef with a "CRSB Certified" logo and claim.

We asked a few CRSB Certified producers from different areas and different types of operations to provide their perspectives on the program.

## WHAT'S IN IT FOR PRODUCERS?

Program participants cite various motivations for becoming and remaining certified, such as supporting programs promoting beneficial practices for the industry, increasing credibility when sharing the farm's story with others to build consumer trust, measuring success and identifying gaps, showing pride in the business and self-education.

Andrea Stroeve-Sawa "When you know better, you do better," says Andrea Stroeve-Sawa of Shipwheel Cattle Feeders, Taber, AB.

"We have come out of both audits with knowledge and suggestions for improvement that we didn't have before," says Scott Gerbrandt of S&R Gerbrandt Farms, Swift Current, SK

## INCENTIVIZING CRSB CERTIFICATION

Partner organizations want to support beef farmers and ranchers in their sustainability journeys and recognize their commitment to best management practices. They are signing on to offer financial incentives to CRSB Certified producers.

Since 2018, Cargill has offered a per head (approximately \$18-20) "qualifying cattle credit" to CRSB Certified producers for cattle that flow through the supply chain. In 2023 and 2024, Cargill also partnered with CRSB to provide a "recognition credit" for CRSB Certified producers, over and above the existing qualifying cattle credits and regardless of whether their qualifying cattle were ultimately sold into Cargill. This ensured that all CRSB Certified operations received a minimum C\$400 in total annual credit payments. Both incentives are funded by Cargill's customers partnering in the program.

Since 2022, Farm Credit Canada (FCC) has offered its own Sustainability Incentive Program. Under this program, FCC customers who are CRSB Certified can receive the incentive, regardless of where their cattle end up in the value chain. Producers are taking note, too. Last year, there were 506 successful applicants for incentives across all FCC programs. "While there may be variation in payments from year to year, over the last four and a half years we have benefited by about \$5,800 through both Cargill and FCC incentives," says Tyler Fulton of Tyton Farms, Birtle, MB. He estimates Cargill and FCC each contributed about half to that total.

Scott Gerbrandt, who operates S&R Gerbrandt Farms with his wife, Robyn, near Swift Current, Sask., says in addition to the Cargill and FCC incentives, they've accessed provincial rebate programs tied to VBP+ (one of CRSB's Certification Bodies), such as rebates for audit costs, handling systems, squeeze chutes and RFID readers.

"Incentives being offered by CRSB partners are encouraging, and I hope others will help follow suit to reward producers for the important work they are doing. These incentives help leverage improvements, and make farmers and ranchers feel like their dedication is appreciated. Companies who are supporting us as producers, either through these programs, or as CRSB members, contribute to my loyalty," says Andrea Stroeve-Sawa of Shipwheel Cattle Feeders, Taber, Alta.

## WHO IS ELIGIBLE AND HOW DO PRODUCERS SIGN UP?

Certification is done by third-party Certification Bodies approved by the CRSB. Participants can choose the certification body of their choice, based on what is best and what else they may be involved in. There are three options for beef producers:

- Verified Beef Production Plus
- Ontario Corn Fed Beef Quality Assurance/CRSB Program (feedlot operations in Ontario)
- Where Food Comes From

## WHO IS ELIGIBLE FOR THE FCC INCENTIVE PROGRAM?

FCC customers with active lending in good standing and holding a current CRSB certification at the time of application are eligible for the FCC incentive program. Producers can apply online at [fcc.ca/sustainabilityprograms](http://fcc.ca/sustainabilityprograms).

Once the application is submitted, the sustainability programs team verifies the customer information and their status. Once participating producers' eligibility are verified, the sustainability programs team will cal-





Scott &amp; Robyn Gerbrandt

culate an incentive payment based on a portion of their total owing to a maximum payment of \$2,000 in one calendar year.

Deadline for the 2024 program year is December 31, 2024, so there is still time to apply this fall.

In addition to CRSB, FCC has programs with McCain, Cargill, Dairy Farmers of Canada, Starbucks, Ducks Unlimited Canada, PepsiCo and Fertilizer Canada's 4R Nutrient Stewardship. Producers can access incentives through multiple programs for which they participate, increasing potential incentive payments.

#### WHAT DOES AN AUDIT ENTAIL?

While the word "audit" can sound daunting, producers who've completed the process have found plenty of positives. "I have been through two audits so far, and to me they feel like you are showing a knowledgeable producer around your farm," says Fulton. Fulton says the tone of the process was friendly, not intimidating. He sees it as an opportunity to not only explain why they do things the way they do, but to also get feedback on how to do things better. "I really felt like the suggestions from the auditor were common sense but were things that we may have overlooked. Sometimes it takes a fresh set of eyes to identify risks that can be mitigated."

Gerbrandt has also completed two audits. He says they were given instructions on preparing for the audit, which mostly meant compiling documents before the auditor arrived. The documentation proved they recorded treatment notes, such as withdrawal times and treatment methods, he explains. Any corrective actions identified by the auditor were shared with them, he says, so they could improve their operation. "Our au-

ditors have been fellow beef producers. We have come out of both audits with knowledge and suggestions for improvement that we didn't have before."

Stroeve-Sawa adds that measuring progress is essential to seeing how they can keep doing better. The data collected during the audit is key in identifying gaps and addressing weak links.



[crsbcertified.ca](https://crsbcertified.ca)

#### IS THERE DEMAND FOR CRSB CERTIFIED CATTLE?

Program retail and food service partners are signaling demand for beef raised on CRSB Certified farms and ranches and are keen to share the positive beef sustainability story with Canadians. Processors, distributors, retailers and restaurants have made major commitments to CRSB Certified beef sourcing and are investing in marketing their products with CRSB certification to Canadian consumers.

"Our retail and food service customers are increasingly asking for CRSB Certified beef to meet consumer preferences and their own corporate sustainability goals," says Kristine Tapley, Cargill Sustainability Customer Engagement Manager. "That

demand exceeds the current number of qualifying cattle arriving at our facilities, proving there's an industry need to expand the supply chain of CRSB Certified cattle as we sustainably feed a growing population."

#### HOW DO I KNOW IF THE FEEDLOT/PACKER THAT MY CATTLE GO TO ARE CRSB CERTIFIED?

The best way is to connect with backgrounders and feedlots directly. Ensure your certificate number and CRSB Certified status is included in sale paperwork, especially if cattle are sold through the auction system (live or online).

In October 2023, the Canadian Cattle Identification Agency became a single verifier for live cattle chain of custody for the program (outside of Quebec). As part of this program improvement, anyone with Canadian Livestock Tracking System (CLTS) accounts are now able to search "CRSB Certified" status of their cattle's identification as they move through the supply chain. Be sure to consent to share information with CRSB in your CLTS account, register the RFID tags, age-verify animals in CLTS and record any cattle movements as soon as possible. All events (birthdates and move-ins) must be submitted into the CLTS before:

- July 15, for January 1–June 30 movement events
- January 15, for July 1–December 31 movement events

This also enables operators down the supply chain to search by tag number for qualifying animals, which can help connect a continuous CRSB Certified supply chain for CRSB Certified product-related claims.

Why should producers consider certification and/or maintain their certification?

Stroeve-Sawa, Gerbrandt and Fulton all pointed out that the CRSB Certification was built [in part] by beef producers, in response to societal demand. "This is our way to prove what we are doing, and we need to be able to show it," says Stroeve-Sawa, whose operation was part of the original Verified Beef Production program. She adds the program enables beef producers to define the standards of sustainable production. "CRSB has a great way of developing flexible outcomes to meet the standards, based on what works best for each individual farm or ranch."

Gerbrandt says consumers have proven they value certified products in grocery stores and restaurants. "Consumer demand drives supply chain demand. If we don't get behind these programs that are developed by us, then there will be programs developed for us. Between the payments per head and incentive programs, there's great opportunity for producers to come out ahead."

Fulton also sees the growing social and financial market demand for information on how food is produced. "CRSB and the CRSB Certified program is our response to those demands. It is a tool that covers many topics of interest, is useful for all, and meets many of those programs' criteria."

For more information visit <https://crsbcertified.ca> or email us at [info@crsbcertified.ca](mailto:info@crsbcertified.ca).

\*Adapted and re-printed with permission from Glacier Farm Media; original article appeared in August 2024 issue of Canadian Cattlemen magazine.

Looking for some new meal ideas to feed your hungry family? Feel like trying a specialty cut? Look no further. Peruse our recipe section at [www.saskbeef.com/recipes](https://www.saskbeef.com/recipes) for some amazing recipes. From the classics to meal ideas from celebrity chefs, this is a one-stop shop for amazing beef experiences!



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